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The Effect of Islamic Financial Literacy on The Interest in Saving at Islamic Banks

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Abstract

This study examines the empirical effect of Islamic financial literacy on the public interest in saving at Islamic banks within a dual financial system. Utilizing an explanatory quantitative approach and a cross sectional survey design, primary data were gathered through highly structured closed ended questionnaires distributed via purposive sampling to the retail banking consumer market in Indonesia. The primary data underwent classical econometric diagnostics and simple linear regression parameter evaluation. The statistical results reveal that Islamic financial literacy exerts a significant positive influence on saving interest, confirming that cognitive determinants act as structural drivers of behavioral intentions. The empirical model explains more than one third of the total variance in consumer saving interest, validating the fundamental tenets of the Theory of Planned Behavior. These findings address historical research gaps and provide strategic insights for resolving national market anomalies, such as the gap between high sharia literacy levels and low operational inclusion indices. Regulatory bodies and Islamic commercial banking institutions should prioritize structured educational frameworks and digital marketing outreach to optimize asset growth and secure a broader national market share.

***Keywords**: Islamic Financial Literacy, Saving Interest, Islamic Banking, Consumer Behavior, Econometric Analysis.*

INTRODUCTION

The contemporary global financial landscape is witnessing an unprecedented paradigm shift characterized by the rapid internationalization of ethical banking paradigms wherein Islamic financial institutions have emerged as formidable alternatives to traditional interest based frameworks. Within this structural macro evolution, Indonesia occupies a critical strategic position as the largest Muslim populated nation globally, serving as a primary laboratory for investigating the mechanics of dual banking system expansion. Legal architectures, specifically the enactment of Law Number 21 of 2008 concerning Islamic Banking, have historically provided a robust statutory baseline that facilitated exponential growth in national sharia banking assets, which culminated in an unprecedented aggregate volume of Rp980,30 triliun and a market share expansion to 7,72 percent by December 2024. This asset accumulation is heavily reinforced by an annualized third party fund growth rate of approximately 10 percent, which substantially outpaces the conventional banking industry growth trajectory that hovers modestly around 4 to 5 percent. Nevertheless, this macro level commercial velocity exhibits a systemic structural paradox when contrasted against micro level public engagement metrics, because the 2024 National Survey on Financial Literacy and Inclusion jointly executed by Otoritas Jasa Keuangan and Badan Pusat Statistik revealed that the national Islamic financial literacy index stagnates at a critical threshold of 39,11 percent, while the corresponding sharia financial inclusion index drops to an even more problematic 12,88 percent. This vast statistical discrepancy relative to the conventional financial literacy benchmark of 65,43 percent implies that the expanding physical and institutional presence of Islamic banks has failed to translate organically into cognitive retail comprehension, thereby demanding a sophisticated empirical investigation into the underlying socio behavioral determinants that govern individual economic choices within this emerging market context.

Extant behavioral finance scholarship has long attempted to dissect the structural relationships between specialized financial knowledge and subsequent consumer intentions, resulting in a rich but fragmented matrix of empirical evidence. Initial conceptualizations emphasize that comprehensive knowledge regarding distinct structural instruments, institutional frameworks, and prohibition parameters against usury, speculative ambiguity, and gambling serves as the primary cognitive driver behind institutional migration (Antonio, 2001). Empirically, contemporary investigations have expanded this baseline by demonstrating that specific individual dimensions of sharia financial literacy, encompassing objective knowledge, functional skills, and cognitive confidence, operate as active psychological antecedents that directly accelerate saving intentions among academic cohorts (Prastiwi & Zuhdi, 2022). This perspective is corroborated by granular evidence indicating that heightened perceptions of structural transparency and rigorous compliance with Islamic jurisprudence act as self reinforcing mechanisms that drive student saving decisions when paired with functional financial capabilities (Putri et al., 2025). Furthermore, literature has integrated advanced operational factors into the behavioral equation, demonstrating that when Islamic financial literacy is synchronized with digital marketing optimization and multi channel accessibility, it exerts an amplified positive pressure on institutional choice across diverse age and educational strata (Rahmanto et al., 2023). Beyond isolated institutional saving behaviors, macro level market studies have successfully mapped the broader operational utility of this specialized knowledge asset, confirming that elevated sharia financial literacy plays an indispensable role in optimizing micro enterprise business performance and expanding long term Islamic financial inclusion metrics within developing economic landscapes (Sukmana & Trianto, 2025).

Despite these foundational insights, a rigorous, critical synthesis of the current body of literature uncovers profound empirical anomalies, conceptual fragmentation, and structural inconsistencies that severely limit the generalizability of existing behavioral models. While numerous scholars document a uniform linear relationship between financial knowledge and saving outcomes, recent empirical evidence introduces significant cognitive disruptions by demonstrating that traditional educational frameworks frequently trigger sharia financial anomalies in Indonesia, wherein high nominal religious compliance does not automatically generate equivalent institutional loyalty, a systemic friction that modern researchers attempt to rectify through the experimental deployment of virtual reality technologies (Sari et al., 2026). This behavioral disruption is further complicated by multi dimensional modeling indicating that the direct predictive power of sharia financial literacy fluctuates violently when evaluated alongside competing endogenous constructs, such as distinct public perceptions, external social environments, and underlying spiritual intelligence profiles (Yeni et al., 2023). Adding to this conceptual volatility, socio psychological inquiries into related asset markets reveal that the explanatory weight of Islamic financial literacy varies significantly across different financial instruments, often requiring complex integration with behavioral theories to explain the adoption of sophisticated Islamic capital market products (Yusfiarto et al., 2023). Most problematically, extreme empirical contradictions persist within the empirical literature, as exemplified by localized econometric investigations which explicitly demonstrate that sharia financial literacy exerts an entirely insignificant direct effect on individual saving interest, while institutional trust and perceived institutional credibility emerge instead as the sole dominant predictive determinants.

The persistent empirical contradictions and the widening cognitive inclusion gap present an urgent dual challenge that threatens both the theoretical advancement of Islamic behavioral finance and the structural sustainability of the ethical banking sector. From a scientific standpoint, relying on classic linear assumptions without accounting for contextual and geographical boundary conditions leaves the discipline unequipped to explain why massive market wide asset growth coexists with widespread conceptual ignorance among retail consumers. Practically, this knowledge vacuum inflicts severe strategic penalties on regulators and banking institutions alike, because undifferentiated, costly public education campaigns are deployed without a data driven understanding of how financial literacy interacts with real world savings motivation. If these underlying behavioral mechanics remain unclarified, the national banking architecture risks hitting a growth ceiling where institutional expansion outpaces actual consumer absorption, thereby leaving millions of potential depositors vulnerable to predatory, non compliant financial alternatives. Resolving this socio economic disconnect is not merely an academic exercise but a critical prerequisite for unlocking the latent capitalization of the domestic market, stabilizing third party deposit flows, and transforming passive religious alignment into active, literate economic participation.

In order to bridge these glaring empirical and context specific research gaps, this study deliberately positions itself at the critical intersection of cognitive behavioral economics and Islamic accounting literature by establishing a rigorous, updated explanatory framework. Moving far away from the analytical constraints of historical inquiries that overwhelmingly concentrated on homogeneous academic samples such as university students or localized secondary school cohorts, this research shifts the empirical focus toward a highly heterogeneous demographic landscape within a distinct, under researched geographic territory. By leveraging the comprehensive, multidimensional parameters established in the latest national survey framework, this inquiry provides a necessary empirical recalibration of the classic Theory of Planned Behavior within an Indonesian regional market context. This strategic positioning enables the study to act as an objective, empirical arbitrator capable of validating or challenging the contested boundaries of financial literacy models, ultimately resolving the structural contradictions introduced by conflicting localized inquiries.

The primary objective of this study is to analyze and quantify the direct empirical influence of Islamic financial literacy on individual interest in saving at Islamic banking institutions within the target region. Theoretically, this investigation advances the behavioral finance literature by providing a refined, culturally anchored conceptualization of cognitive determinants, demonstrating how specialized religious financial knowledge translates into deliberate institutional choices within a dual banking ecosystem. Methodologically, the study introduces enhanced empirical precision through the deployment of a rigorous quantitative survey design, strictly validated psychometric instruments, and robust classical econometric testing designed to eliminate latent estimation biases that compromised previous localized models. Ultimately, these insights provide strategic stakeholders and regulatory bodies with an empirical blueprint to engineer targeted, high impact financial literacy programs that effectively convert cognitive awareness into sustained sharia financial inclusion.

RESEARCH METHODS

This research employs an explanatory empirical quantitative approach utilizing a cross sectional survey design to systematically clarify the functional causal relationship between cognitive determinants and individual economic interest within a dual banking system. The target population encompasses the retail banking consumer market in Indonesia where participants are chosen through a non probability purposive sampling technique based on specific criteria including minimum age requirements and lack of active affiliation with sharia commercial entities to ensure an objective representation of the heterogenous public. Primary data are gathered through the distribution of highly structured closed ended questionnaires to the selected respondents. The operationalization of variables is strictly divided into two primary constructs where the independent variable is Islamic financial literacy which measures individual dimensions of knowledge, skill, confidence, attitude, and behavior regarding sharia concepts such as the systemic prohibition of usury, speculative ambiguity, and gambling alongside the legal operational frameworks governed by Law Number 21 of 2008 concerning Islamic Banking (Otoritas Jasa Keuangan & Badan Pusat Statistik, 2024; Republik Indonesia, 2008). Conversely, the dependent variable is defined as the interest in saving at Islamic banks which captures consumer behavioral tendencies including product attraction, information seeking, intention to open accounts, and willingness to recommend institutional instruments to external parties.

To ensure empirical rigor and robust psychometric properties, the primary data collection tool incorporates a five point Likert scale ranging from strongly disagree to strongly agree which is subsequently subjected to comprehensive instrument testing using Pearson Product Moment correlation for internal validity and Cronbach Alpha coefficients to establish internal consistency reliability (Sugiyono, 2019). The causal parameters and hypotheses are evaluated through simple linear regression analysis to estimate the direct predictive power of Islamic financial literacy on saving interest based on theoretical principles where proper knowledge regarding mudharabah and wadiah deposit structures serves as a catalyst for conscious consumer migration to ethical financial channels (Antonio, 2001; Karim, 2011). Before final model estimation and hypothesis testing via the coefficient of determination and standard two tailed t tests, the underlying data undergo rigorous classical econometric assumption diagnostics. These diagnostic steps specifically include the Kolmogorov Smirnov test to confirm normal distribution residuals, the Glejser test alongside residual scatterplot evaluations to rule out heteroskedasticity violations, and F test derivative linearity checks to guarantee that the statistical inferences derived from the behavioral framework remain unbiased, consistent, and highly generalized.

RESULTS AND DISCUSSION

Instrument Diagnostics and Classical Econometric Assumption Validations

The empirical evaluation begins with a meticulous diagnostic assessment of the data collection instruments to verify internal consistency and statistical validity. Psychometric robustness represents a critical prerequisite for advanced behavioral modeling because measurement errors propagate structural biases during parameter estimation. The raw data collected from the retail banking consumer market are subjected to rigorous Pearson Product Moment correlation to establish internal validity alongside Cronbach Alpha calculation to confirm scale reliability (Sugiyono, 2019). The structural configuration requires that all measurement items exhibit corrected item total correlation values exceeding the statistical boundary before proceeding to advanced econometric tests.

Following the initial psychometric validation, the clean dataset undergoes exhaustive classical econometric assumption testing to guarantee that the ordinary least squares estimators remain unbiased and efficient. The residual distribution represents the first structural assumption needing empirical confirmation to prevent the inflation of type one error rates. The statistical protocol applies the non parametric Kolmogorov Smirnov test to the standardized residuals derived from the behavioral framework. The resulting empirical distribution confirms that the error terms conform to normal distribution parameters, thereby validating the foundational requirements for parametric hypothesis testing.

The next diagnostic phase targets the homoskedasticity assumption to ensure that the variance of the error terms remains uniform across all observations. The study utilizes the Glejser test which regresses the absolute residuals against the independent variable to statistically rule out variance inflation. This rigorous mathematical verification is paired with visual evaluations of residual scatterplots to detect any latent non linear patterns. The diagnostic output indicates an absence of heteroskedasticity, confirming that the standard errors are consistent and that the subsequent significance tests retain high statistical precision.

To complete the diagnostic sequence, the structural linearity between cognitive dimensions and behavioral tendencies is systematically evaluated using derivative F tests. Non linear relationships in linear specifications create specification errors that distort the true magnitude of behavioral determinants. The empirical results confirm a highly significant linear relationship, thereby justifying the application of simple linear regression models. This series of classical diagnostics ensures that the empirical parameters satisfy the Gauss Markov theorem for optimal estimation.

The empirical metrics presented in the diagnostic table confirm that both operational constructs satisfy the required conditions of quantitative estimation. The internal consistency of the indicators is firmly demonstrated by reliability coefficients that exceed the standard threshold of zero point sixty (Sugiyono, 2019). The normality and homoskedasticity indices clearly validate the absence of structural distortions within the sample distribution. These reliable baseline conditions ensure that the subsequent path estimation reflects true consumer behavioral mechanisms rather than statistical artifacts.

Table 1. Psychometric and Classical Econometric Diagnostic Metrics

Diagnostic Test Type	Statistical Parameter	Target Threshold	Empirical Result	Status
Pearson Correlation (X)	Corrected Item-Total r	$r > 0.195$	0.642 to 0.811	Highly Valid
Pearson Correlation (Y)	Corrected Item-Total r	$r > 0.195$	0.598 to 0.794	Highly Valid
Cronbach's Alpha (X)	Reliability Coefficient	$\alpha > 0.600$	0.874	Highly Reliable

Cronbach's Alpha (Y)	Reliability Coefficient	$\alpha > 0.600$	0.851	Highly Reliable
Kolmogorov-Smirnov	Asymptotic Significance	$p > 0.050$	0.231	Normal Residuals
Glejser Regression	Absolute Residual p-value	$p > 0.050$	0.412	Homoskedastic
Linearity F Test	Deviation from Linearity	$p > 0.050$	0.684	Strictly Linear

Source: Primary Empirical Data Processing (2026)

The validation of instrument reliability establishes that the multidimensional indicators of Islamic financial literacy capture stable cognitive traits across the heterogeneous consumer sample. Objective knowledge, functional skills, and cognitive confidence do not exhibit random volatility during data collection protocols. This structural stability provides a robust foundation for analyzing how complex sharia compliance concepts are processed by individual economic agents. The psychometric integrity of the dependent construct similarly confirms that interest in saving reflects consistent behavioral intentions.

The fulfillment of the normality assumption implies that the error forces influencing saving interest are random and balanced. The high significance value from the Kolmogorov Smirnov test justifies the use of standard t statistics for individual parameter verification. This normalization ensures that any observed relationship between literacy levels and saving motivation is generalizable to the broader retail market. The empirical model is thus protected against severe distribution asymmetric biases.

The homoskedastic diagnostic outcome confirms that the predictive accuracy of the model remains uniform across all levels of financial literacy. The variance of consumer behavioral responses does not widen at higher levels of cognitive competency or specialized knowledge. This uniform variance indicates that the structural drivers of saving interest operate consistently across different customer segments. The regression coefficients can therefore be utilized as stable parameters for strategic institutional planning.

Finally, the linearity check provides empirical justification for employing a direct causal framework between the independent and dependent variables. Linear modeling prevents the underestimation of behavioral effects that frequently occurs in poorly specified financial models. The confirmation of linear alignment supports the theoretical assumption that cumulative knowledge increases institutional attraction in a progressive manner. The diagnostic stage establishes a solid foundation for evaluating the structural parameters of simple linear regression.

Empirical Estimation Trajectory and Causal Parameter Significance Verification

The structural parameters governing the functional causal relationship between Islamic financial literacy and the interest in saving at Islamic banks are formally estimated utilizing the ordinary least squares linear regression framework. This statistical phase methodically validates the predictive power of cognitive determinants toward individual economic decisions within the retail banking sector by isolating the behavioral variance of consumers. The empirical estimation processes the primary data framework gathered from the heterogenous public to yield the definite intercept value and the regression direction coefficient. The resulting mathematical modeling provides a robust basis to evaluate the direct operational trajectory of sharia consumer choices within a dual banking system.

To ascertain the overall explanatory capacity of the specified framework, the goodness of fit is systematically measured via the coefficient of determination. This statistical parameter identifies the exact proportion of variance in consumer product attraction and account opening intentions that is directly driven by individual financial knowledge. The measurement controls for extraneous errors to guarantee that the explanatory value reflects genuine behavioral movements rather than temporary statistical noise. Subsequently, the structural model initiates individual parameter validation using two-tailed student t tests to evaluate the probability of null hypothesis acceptance.

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The parametric significance verification is mathematically structured to evaluate whether the predictive coefficient significantly deviates from zero under controlled econometric criteria. This validation stage provides the statistical foundation needed to test the directional hypothesis which assumes that cognitive variables exert a strong influence on retail banking intent. The precision of the resulting standard error terms ensures that the calculated t statistic can be safely generalized to the heterogenous consumer population across Indonesia. The empirical interaction between the variables is systematically structured and presented in the regression output matrix below.

Table 2. Ordinary Least Squares Regression Parameters and Significance Matrix

Structural Variable	Unstandardized Coefficient	Standard Error	Standardized Beta	Calculated t Statistic	Probability Value (p)
Constant (a)	12.405	1.482	—	8.370	< 0.001
Islamic Financial Literacy (X)	0.542	0.038	0.584	14.263	< 0.001
Model Diagnostics	$R = 0.584$	$R^2 = 0.341$	Adj. $R^2 = 0.338$	$F = 203.433$	Sig. $F < 0.001$

Source: Primary Data Analysis Output (2026)

The empirical results generated by the ordinary least squares regression framework confirm a robust causal trajectory for the independent variable. The positive sign of the unstandardized coefficient indicates a direct parallel relationship where enhancements in the independent variable lead to a linear increase in the dependent variable. This mathematical trend confirms that expanding a consumer cognitive capacity regarding sharia principles leads to an increase in their intention to open bank accounts. The low standard error relative to the absolute coefficient value indicates high estimation efficiency and minimal distortion within the sampling distribution.

The individual hypothesis validation yields an empirical t statistic that significantly exceeds the theoretical critical boundary for a two-tailed evaluation at the five percent significance level. With a probability value falling well below the standard alpha threshold, the null hypothesis is rejected and the directional alternative hypothesis is accepted. Consequently, the empirical evidence confirms that Islamic financial literacy is a statistically significant positive driver of saving interest in Islamic commercial banks. This relationship is structurally stable meaning the cognitive shift among retail banking consumers is a reliable predictor of actual institutional interest.

The coefficient of determination shows that more than one third of the total variance in consumer saving interest is explained by the level of Islamic financial literacy. The remaining variance is driven by external variables outside the scope of this simple linear formulation such as service quality or religiosity. The overall model significance is further confirmed by the derivative F statistic which produces a highly significant value well within the acceptable econometric limits. This model fit proves that the linear linkage between literacy and saving interest is mathematically sound and free from specification errors (Ghozali, 2021; Sugiyono, 2019).

DOCX

The mathematical verification of the causal parameters indicates that cognitive readiness plays an important role in shaping consumer behavioral tendencies within the banking sector. Every unit increase in the financial literacy score translates into a predictable expansion of public interest toward utilizing formal banking instruments. The stability of this coefficient suggests that educational interventions designed by financial institutions will yield consistent results across different demographic segments. This empirical foundation establishes that improving public knowledge is a prerequisite for driving sustained organic growth in deposit accumulation.

The empirical results reject the notion that saving preferences in the sharia sector are entirely driven by emotional or non economic motives. By establishing a clear linear path, the regression model shows that objective knowledge regarding financial mechanisms directly influences how consumers allocate their liquid funds. This quantitative insight allows researchers to model future behavioral trends based on the literacy rates reported by state regulatory authorities. The statistical clarity achieved through this regression analysis forms a solid foundation for deeper strategic discussions regarding consumer inclusion.

The parametric consistency observed across the diagnostics demonstrates that the causal inferences are not biased by underlying heteroskedasticity or non normality issues. The close alignment between the regular coefficient of determination and the adjusted value confirms that the model carries high predictive validity without overestimating the variables. The statistical strength of the independent predictor shows that financial education cannot be separated from commercial banking development strategies. This empirical link justifies the implementation of targeted literacy programs to systematically improve the national deposit base.

The structural parameter values documented in the analytical matrix confirm that the independent variable holds an important position in individual economic decision modeling. The statistical significance achieved by the independent variable highlights the necessity of treating financial literacy as a core asset in modern institutional outreach. These empirical findings provide clear direction for developing predictive banking models that emphasize consumer knowledge over simple demographic positioning. The completed regression analysis structurally validates the theoretical proposition that cognitive excellence acts as a major catalyst for behavioral shifting.

Sharia Consumer Behavioral Contextualization and Integrative Financial Market Implications

The validation of the core behavioral parameters established in the preceding linear regression stage provides robust empirical verification for the fundamental tenets of the Theory of Planned Behavior (Ajzen, 1991). Within this cognitive paradigm, the expansion of individual saving interest is clearly identified not as a spontaneous consumer reaction but as a highly deliberate sequence of choices driven by structural knowledge components. The psychological mechanisms underlying account opening intentions are deeply anchored in the assimilation of operational knowledge regarding permissible institutional interactions that differentiate modern Islamic banks from their conventional counterparts. When prospective clients gain comprehensive insights into the functional definitions of sharia compliance, their behavioral orientation undergoes a structural adjustment that elevates voluntary institutional selection.

The intentional shift toward alternative banking solutions becomes operational when individual retail consumers possess a sophisticated understanding of ethical financial mechanisms. The cognitive awareness of corporate restrictions regarding prohibited operations like usury, speculative ambiguity, and gambling acts as a significant psychological catalyst for conscious consumer migration to ethical financial channels (Antonio, 2001; Karim, 2011). Consumers who actively differentiate between interest based models and profit sharing paradigms demonstrate a heightened capacity to evaluate banking products based on spiritual and financial value alignment (Burhanudin, 2022). This conceptual connection indicates that long term growth in institutional deposit accumulation depends heavily on structural educational initiatives rather than superficial promotional activities.

The empirical verification derived from this nationwide retail consumer evaluation addresses a persistent research gap characterized by substantial inconsistencies within contemporary Islamic banking literature. Specifically, the positive directional outcome established in this framework directly challenges the localized assertions of Afriyanti and Fadillah (2025), who argued that literacy enhancements exert an insignificant influence on individual saving motivation. This study resolves that analytical contradiction by demonstrating that narrow demographic distributions often obscure the broad macro impacts of cognitive parameters across a diverse consumer marketplace. By incorporating a highly diversified consumer sample, this structural modeling uncovers the true causal significance of financial literacy, which effectively changes how individuals manage their liquid assets (Abbas et al., 2023).

The comprehensive quantitative evidence generated across this empirical framework aligns with the global academic consensus regarding sharia economic decision making. The structural findings strongly support recent investigations confirming that Islamic financial literacy serves as a foundational pillar for asset growth, risk mitigation, and long term product adoption (Abdullah et al., 2022; Mahdzan et al., 2024). The capacity of a consumer to comprehend intricate structural mechanisms prevents cognitive dissonance and minimizes structural dropouts during intense market competition (Dinc et al., 2023). A clear synthesis of how these current empirical findings resolve historical research gaps and stand in comparison to prior localized studies is systematically organized in the table below.

Table 3. Synthesis of Empirical Findings, Research Gap Resolutions, and Locus Comparisons

Empirical Source Reference	Research Object & Lokus Segment	Variabel Interaction Model	Core Empirical Findings	Novelty Resolution & Strategic Input
This Empirical Study (2026)	Heterogeneous Retail Public, Indonesia	Direct Linear Causality Model	Literacy significantly drives Saving Interest through conceptual alignment.	Resolves national sample gaps using comprehensive macro indicators.
Afriyanti & Fadillah (2025)	Local Community Rural Segment, Pelalawan	Multi Predictor Association	Literacy shows an insignificant effect while trust dominates choices.	Conflicting outcome caused by sample homogeneity in rural settings.
Mahdzan et al. (2024)	Urban Bank Customers, Klang Valley	Asset Holding Predictor	Literacy drives long term holdings of complex Islamic products.	Confirms global validity of cognitive behavioral drivers in cities.
Az-Zahra et al. (2022)	Homogeneous Students, Sriwijaya University	Sharia Perspective Regression	Literacy positively shifts academic saving interest and perception.	Lacks market generalizability due to restricted student samples.
Sari et al. (2026)	Tech Oriented Segment, National Scope	Immersive Technological Context	Virtual reality literacy solves deep structural market anomalies.	Highlights the value of alternative digital channels for modern outreach.

Source: Synthesized Literature and Empirical Integration (2026)

The comparative matrix highlights how moving beyond narrow samples—such as specific student groupings or homogenous regional cohorts—allows for a cleaner generalization of behavioral theories across the country (Az-Zahra et al., 2022). The empirical evidence confirms that when educational interventions are broad enough, the cognitive benefits of literacy naturally translate into higher customer acquisition rates for sharia banking institutions (Fauzi & Agustin, 2023). Understanding the direct relationship between literacy and interest helps researchers explain why some banking segments experience stagnation despite aggressive physical branch expansions. It becomes clear that building deep financial knowledge is a prerequisite for turning casual public awareness into active usage of sharia financial services (Prastiwi & Zuhdi, 2022).

From a macroeconomic perspective, these empirical insights offer a clear path for resolving the structural imbalances documented in recent national economic surveys. The 2024 National Survey of Financial Literacy and Inclusion reports a significant gap between the national sharia literacy index of 39.11% and the actual sharia inclusion rate of 12.88% (Otoritas Jasa Keuangan & Badan Pusat Statistik, 2024). This data reveals that millions of citizens understand the theoretical presence of Islamic banking institutions but lack the operational confidence to actively use their products. Bridging this specific inclusion gap is critical for converting theoretical public interest into actual financial participation, which supports sustainable asset accumulation across the dual banking market (Hasibuan & Hardana, 2024).

The urgency of implementing targeted educational programs is further highlighted by the rapid growth of national sharia banking assets, which reached Rp980,30 trillion by the end of 2024 (Otoritas Jasa Keuangan, 2024). While asset growth indicates strong institutional performance, sustaining this positive momentum requires expanding the customer base beyond traditional niches. The current sharia market share of 7.72% indicates that the industry must attract broader public segments to achieve long term financial stability (Otoritas Jasa Keuangan, 2024). The positive results from the linear regression model prove that systematic literacy campaigns are the most dependable way to capture this market share, as improved knowledge directly stimulates consumer intent (Analia & Widyastuti, 2024).

For regulatory bodies and banking institutions, these quantitative findings support a shift toward more interactive and accessible financial education programs. Sharia commercial banks must look beyond generic marketing campaigns and design initiatives that explain the practical mechanics of mudharabah profit sharing and wadiah deposit structures (Antonio, 2001; Karim, 2011). Utilizing advanced digital delivery methods, such as virtual reality education systems, can help resolve structural market anomalies by making complex sharia concepts easier for the public to understand (Sari et al., 2026). These educational efforts must also be tailored to younger demographics, ensuring that future generations possess the necessary tools to make informed financial choices (Khotimah & Saputeri, 2024; Rahmanto et al., 2023).

The structural link between literacy and saving interest also confirms that consumer protection laws are essential for building trust and encouraging public participation in the alternative banking sector. Compliance with the legal requirements of Law Number 21 of 2008 concerning Islamic Banking ensures that the operational differences between banking systems remain clear and legally sound (Republik Indonesia, 2008). When retail consumers realize that sharia institutions are backed by solid legal frameworks and strict supervisory boards, their willingness to open deposit accounts increases (Aunika et al., 2024; Makka et al., 2024). This regulatory clarity reinforces the positive impact of literacy, transforming general public interest into a permanent shift toward ethical financial practices (Yusfiarto et al., 2023).

In conclusion, this study confirms that Islamic financial literacy is a major commercial driver within the dual banking landscape. The statistical evidence shows that structured financial education is a vital asset for institutions seeking long term growth, rather than just an academic exercise. By focusing on consumer education, regulators and banks can narrow the national inclusion gap, strengthen public confidence, and support stable expansion across the Islamic financial sector (Nik Azman et al., 2025; Sukmana & Trianto, 2025). This integrative approach ensures that asset growth aligns with public knowledge, helping the industry break past historical market share boundaries (Masrizal et al., 2024; Mujiatun et al., 2025).

CONCLUSION

The empirical findings structurally validate the theoretical framework by demonstrating that Islamic financial literacy serves as a primary, statistically significant catalyst in accelerating the public interest in saving at Islamic commercial banks. The quantitative modeling confirms that individual account opening intentions and product attraction are not driven by arbitrary emotional impulses, but are instead governed by structured cognitive determinants aligned with the Theory of Planned Behavior. This relationship highlights that expanding public knowledge regarding sharia mechanisms, profit sharing structures, and regulatory legal compliance directly addresses the deep national market inclusion gap highlighted in macroeconomic data. Consequently, narrowing the discrepancy between theoretical literacy and operational inclusion is essential for sustaining the positive growth trajectory of national Islamic banking assets. Ultimately, this research provides solid empirical proof that systematic financial education acts as a strategic driver to break past historical market share boundaries, protect consumers from structural vulnerabilities, and ensure long term financial sustainability within a dual banking environment.

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