
The Role of Trust in Savings Decision Making

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Abstract:

The purpose of this research is to test the influence of religiosity, motivation, promotion on the decision to buy savings with trust as a mediating variable at Bank Sharia Indonesia Semarang. The research method is a quantitative method. The sampling technique uses accidental sampling so that 97 respondents are obtained. The data were analyzed using path analysis. The results of the research are that partial religiosity, motivation, promotion and trust have a significant effect on the decision to buy savings at Bank Sharia Indonesia Semarang. Trust is able to mediate the influence of religiosity, motivation, promotion on the decision to buy savings at Bank Sharia Indonesia Semarang. If customer trust in Bank Sharia Indonesia Semarang increases, customers will not turn to other sharia banks and will continue to use the services provided by Bank Sharia Indonesia Semarang.

Keywords: Religiosity, Motivation, Promotion, Trust, Decision

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1. Introduction

A bank is a financial institution that functions as an intermediary between parties who have excess funds (savers) and parties who need funds (borrowers). Banks provide various financial services, such as savings, loans, fund transfers, and investments. Tight competition means that banks have to be more innovative, especially in terms of creating goods and services that deal directly with customers (Sudirjo et al., 2024). Provides various financial services to the general public, including savings, loans, and other financial transaction services. Commercial banks can be conventional banks or Islamic banks whose operations are based on Islamic sharia principles. Institutions that regulate and supervise the financial system in a country. In Indonesia, this role is carried out by Bank Indonesia (BI), which is responsible for maintaining the stability of the currency value, controlling inflation, and ensuring the smooth running of the payment system. In addition, banks also play an important role in the economy, including facilitating investment, supporting economic growth, and providing credit to productive sectors. Islamic banks are financial institutions that operate based on Islamic sharia principles. The Islamic banking system is different from conventional banking because it does not use the concept of interest (riba), which is prohibited in

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Islam. Instead, Islamic banks apply the principles of profit sharing, partnerships, and various forms of contracts that are in accordance with sharia. Islamic banks do not charge or provide interest on financial transactions. Instead, banks use profit-sharing contracts, such as *mudharabah* (a partnership between a capital owner and a manager) or *musyarakah* (a business cooperation in which the parties share profits and losses). Islamic banks provide financing through a sale and purchase scheme, such as *murabahah* (a sale and purchase with an agreed profit margin), where the bank buys the goods in advance and sells them to the customer at a higher price. Transactions that involve uncertainty or excessive speculation (*gharar*) are prohibited. Islamic banks must ensure that all transactions are carried out with transparency and clear agreements. Funds managed by Islamic banks can only be invested in *halal* (not contrary to Islamic principles) businesses, such as not being involved in the alcohol industry, gambling, or other illicit goods. Islamic banks also carry out the obligation of *zakat* on their profits, which are then distributed to help people in need. Islamic banks not only serve Muslims, but also attract customers from various backgrounds because they offer an ethical and transparent banking alternative. In Indonesia, one of the large Islamic banks is Bank Syariah Indonesia (BSI).

Bank Syariah Indonesia (BSI) offers various sharia-based financial products and services, one of which is a savings product that can be enjoyed by customers. The decision to purchase or store savings at Bank Syariah Indonesia (BSI) by customers is influenced by several factors related to sharia principles, services, and other external factors. The following are some things that usually influence customer decisions, namely: religiosity, motivation, promotion and trust. One of the main reasons customers choose BSI is because of the bank's compliance with sharia principles. BSI uses a sharia-based banking system such as *mudharabah* (profit sharing) and *wadiah* (deposit), which avoids usury and encourages fairness in financial transactions. Bank Syariah Indonesia (BSI) has several branches in Semarang, including BSI Semarang Pandanaran Branch Office, Jl. Pandanaran No. 102, Semarang. Serves various sharia banking products, including savings, financing, current accounts, and digital banking services. Kotler & Armstrong (2019) state that a purchasing decision is a stage in the consumer decision-making process when consumers actually make a purchase. This decision is a form of problem solving in fulfilling desires and needs through purchasing goods or services. This process includes recognizing needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior. In this case, the decision to choose is analogous to a purchasing decision, so the indicators used are the same. According to Kotler (2018), there are two indicators of purchasing decisions, namely: a) Goods or services according to consumer desires. b) Consumers make repeat purchases. Dister in Ghufroon & Risnawita (2010) defines religiosity as the result of the process of internalizing religion into an individual. Glock & Stark in Ghufroon & Risnawita (2010) explain religiosity as a commitment to religion or belief, which can be seen through the actions or behavior of individuals related to the religion or belief they adhere to. Meanwhile, Amawidyati & Utami (2007), religiosity in Islam includes the level of a person's religious appreciation which is reflected in the understanding and application of *aqidah*, *sharia*, and *morals*. For many customers, the decision to save at BSI is not solely due to economic aspects, but also spiritual and ethical needs. They prefer a banking system that is in accordance

with their religious values. Religiosity is a symbolic system of beliefs, values, and behaviors that are centered on various worldly issues, where all the meanings are summarized in fundamental beliefs. Individuals who have strong beliefs tend to change their behavior to be in line with religious teachings in social interactions with their surroundings (Miatun & Santoso, 2020). Religiosity can also be understood as an attitude or behavior that shows a person's obedience and understanding of the religion they adhere to, so that they act according to the rules and obligations of that religion in everyday life. Humans, as the most perfect creatures, have the ability to understand what is good and bad, distinguish between them, and realize the consequences of each choice.

Buying motivation is the reason or drive that makes someone decide to buy a product or service. Factors that influence buying motivation can vary depending on needs, desires, and personal and situational contexts. In general, buying motivation can be divided into several types: (1) Functional Needs. Purchases are based on practical or functional needs. (2) Emotional Needs. Purchases are driven by emotions or feelings, such as happiness, love, or satisfaction. (3) Status and Prestige. Many people buy certain products because they want to increase their social status or prestige. Luxury products such as sports cars or branded clothing are usually purchased for this reason. (4) Desire to Fulfill Self-Identity. Some people buy products to reflect their personality, lifestyle, or personal values. (5) Social Influence. Buying motivation is often influenced by social groups, friends, or family. Recommendations from people around them can encourage someone to buy something. (6) Promotions and Discounts. Lower prices, special offers, or discounts are often strong motivations for buyers who are sensitive to price. (7) Trust and Loyalty. Buyers who have a good relationship with a brand or are satisfied with previous products tend to buy again from the same brand. These factors often work together to influence a person's purchasing decision. Likewise in terms of people's motivation to save. Starting from digital accessibility, customer service, to ease of transactions, greatly influence customer decisions. BSI, which has various savings products with digital features, mobile banking, and a wide ATM network, motivates the interest of many customers.

Globalization has accelerated the spread of these technologies, enabling wider and faster access to information and creating more competitive markets (Dharmawan et al., 2024). Promotion is an effort made by an organization or individual to introduce, convey, and influence the target audience or market regarding the products, services, or ideas offered. Promotion is a sales and marketing activity in order to inform and encourage demand for products, services and ideas from a company by influencing consumers to buy products and services produced by the company (Rangkuti, 2010). The main purpose of promotion is to increase awareness, attract interest, encourage desire, and ultimately encourage action, such as purchasing or participation. Promotion can be done through various methods or channels, including advertising, direct marketing, social media, events, discounts, and other publications. Promotion strategies are usually designed to reach a specific target audience and are often part of a broader marketing campaign. Bank product promotions usually aim to attract new customers, retain existing customers, and increase the use of products and services. There are several types of bank products that are often promoted, such as savings,

deposits, credit, credit cards, and digital banking services. Promotions carried out by BSI through social media, advertising, or educational programs on Islamic finance also play an important role in attracting new customers. Trust is the belief or sense of security that a person has towards an individual, group, organization, or system, that they can be relied upon and act in accordance with expectations or good interests. Trust includes aspects of belief that the party trusted will fulfill commitments, act with integrity, and will not abuse their position or harm the party who trusts them. Trust plays an important role in various relationships, both in personal life, business, and society. Mowen & Minor (2002), trust is all the knowledge that consumers have and all the conclusions that consumers make about objects, their attributes and benefits. Trust is built from positive experiences, consistent interactions, and transparency, but can be easily damaged if there is a violation of integrity or error. BSI's reputation as one of the largest Islamic banks in Indonesia, which is the result of a merger of several large Islamic banks, also provides confidence for customers. This trust arises from BSI's stable and well-managed image. The purpose of the research is to test the influence of religiosity, motivation, promotion on savings purchase decisions with trust as a mediating variable at Bank Sharia Indonesia Semarang.

2. Theoretical Background

The Influence of Religiosity on Trust

Religiosity is an important aspect of human life and is reflected in various aspects of human activity. Being religious is not only related to ritual practices, but also in other activities that are influenced by supernatural powers. Religious attitudes are a complex combination of a person's religious knowledge, feelings, and actions. Religiosity is seen from religious activities that are carried out routinely and applied in consumer behavior. Religiosity refers to the extent to which a person's religious beliefs and practices influence their values and behavior. Trust, on the other hand, is a belief in the integrity, goodwill, and reliability of another party. The relationship between religiosity and trust is also contextual, depending on the socio-cultural situation, norms, and dynamics of existing interactions. Therefore, the influence of religiosity on trust needs to be understood in a broader context, including the cultural and social aspects where individuals interact. Religious consumers are generally very concerned with religious issues. They tend to like products that contain religious symbols, so many business actors use religious symbols as part of their marketing strategy. Research by Purwadi & Widiantoro (2016); Syahrina et al. (2019), shows that religiosity influences trust. H1: Religiosity influences trust

The Influence of Motivation on Trust

The influence of motivation on trust is a complex and multifaceted topic, particularly relevant in consumer relations and social psychology. Trust is an important component of interpersonal and organizational dynamics, and motivation can significantly influence how trust is built, maintained, or eroded. Trust is strongly influenced by the motivation that drives behavior. When motivation is authentic, aligned with shared values, and focused on intrinsic satisfaction, trust thrives. Conversely, when motivation is perceived as self-serving or too extrinsic, trust can be

undermined. Research by Utami et al. (2017), Fartisia & Lalily (2022) shows that motivation influences trust. H2: Motivation has an influence on trust.

The Influence of Promotion on Trust

Promotion can influence the level of public trust in Islamic banking. This is because the more intense and high the promotion carried out by the Bank, the more people will know and be convinced so that many people decide to save. This means that if the promotion carried out is low but accompanied by trust, then the possibility of opening an account is high. Promotion is a sales and marketing activity in order to inform and encourage demand for products, services and ideas from a company by influencing consumers to buy products and services produced by the company (Rangkuti, 2010). Research by Nurazizah & Sungkono (2023), promotion has a significant effect on trust. H3: Promotion has an influence on trust.

The Influence of Trust on The Decision To Buy Savings

With trust, the possibility of a customer's decision to open an account will increase. This is because trust can be a factor in customer decisions. Mowen & Minor (2002), trust is defined as all the knowledge that consumers have and all the conclusions that consumers make about objects, attributes and their benefits. Research from Pasaribu & Purba (2020); Ananda (2019); Amalia & Yulianthin (2022) which states that trust has a significant influence on purchasing decisions. H4: trust has an influence on the decision to buy.

3. Methodology

This research was conducted at Bank Sharia Indonesia in Semarang City. This research uses quantitative descriptive data. Data Collection: (1) questionnaire. data is collected through a written questionnaire, (2) Interview. data is obtained by asking questions directly to respondents. (3) observation. direct observation is carried out on the object of research, which in this case is at Bank Sharia Indonesia in Semarang City. The research population includes all customers at Bank Sharia Indonesia in Semarang City in 2024. The sample is customers at Bank Sharia Indonesia in Semarang City who were met and were willing to become respondents, a sample of 97 respondents. This study uses three variables: religiosity, motivation, promotion as independent variables (X), trust as a mediating variable (M) and the decision to buy savings as a dependent variable (Y). To measure the response to the questionnaire, a Likert scale of 1-5 is used which will measure respondents' answers based on the choices provided. The analysis tool used is path analysis.

4. Empirical Findings/Result

The Influence of Religiosity, Motivation, Promotion On Trust

Table 1. Results of Regression Analysis

		Standardized Coefficients	Sig.
Model		Beta	
1	(Constant)		.0001
	Religiosity	.637	.000
	Motivation	.870	.000
	Promotion	.654	.003

Source: Data Processed (2024)

From the table above, the following equation can be made:

$$\text{Trust} = b_1\text{Religiosity} + b_2\text{Motivation} + b_3\text{Promotion} + e_1$$

$$\text{Trust} = 0.637\text{Religiosity} + 0.870\text{Motivation} + 0.654\text{Promotion} + 0.535724$$

The equation shows that: (a) Trust increases if there is good Religiosity where other variables are considered unchanged. (b) Trust will increase if there is an increase in Motivation where other variables are considered unchanged. (c) Trust increases if there is Promotion where other variables are considered unchanged. (d) e_1 is a variant of trust variables that are not explained by leadership and compensation. The value of $e_1 = \sqrt{(1-0.713)} = 0.535724$, where the number 0.713 (Adjusted R Square) is obtained from a simultaneous test between religiosity, motivation, promotion on trust in table 2.

Table 2. Results of Simultaneous Tests

Model	R	R Square	Adjusted R Square
1	.934 ^a	.872	.713

Source: Data Processed (2024)

The Influence of Religiosity, Motivation, Promotion And Trust On Savings Purchase Decision

Table 3. Results of Regression Analysis

Table 1. Results of Regression Analysis			
		Standardized Coefficients	
Model		Beta	Sig.
1	(Constant)		.001
	Religiosity	.550	.001
	Motivation	.629	.000
	Promotion	.458	.000
	Trust	.513	.003

Source: Data Processed (2024)

From the table above, the following equation can be made:

SPD (Savings Purchase Decision) = b_1 Religiosity + b_2 Motivation + b_3 Promotion + b_4 Trust + e_2

SPD = 0,550Religiosity+0.629Motivation+0.458Promotion+0,513Trust+0.521536

The equation shows that: (a) Savings Purchase Decision increases when the religiosity is better where other variables are considered unchanged. (b) Savings Purchase Decision increases when there is an increase in motivation where other variables are considered unchanged. (c) Savings Purchase Decision increases when there is an increase in Promotion where other variables are considered unchanged. (d) Savings Purchase Decision increases when there is an increase in Trust where other variables are considered unchanged. (e) e_2 is a variant of the savings purchase decision variable that is not explained by religiosity, motivation, promotion, trust. The value of $e_2 = \sqrt{(1- 0.728)} = 0.521536$, where the number 0.728 (Adjusted R Square) is obtained from a simultaneous test between religiosity, motivation, promotion, trust on savings purchase decision, as in table 4:

Table 4. Results of Simultaneous Tests

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 ^a	.794	.728	1.47935

Source: Data Processed (2024)

Mediation Test Analysis

Based on the results of the mediation test analysis, it is known that the total effect > direct effect, namely religiosity, motivation, promotion, so trust is able to mediate the influence of religiosity, motivation, promotion on customer decision in BSI Semarang. Trust plays an important role as a mediator that explains how factors such as religiosity, motivation, and promotion can influence a person's decision to choose or buy savings products at Bank Syariah Indonesia (BSI) in Semarang. In other words, although religiosity, motivation, and promotion directly influence purchasing decisions, trust in Islamic banks is a key factor that strengthens this influence. Without trust, the influence of other factors may not be as great as when trust exists.

5. Discussion

The Influence of Religiosity on Trust

Based on data analysis, religiosity has a significant positive effect on customer trust in buying savings at BSI Semarang, with a t-statistic value of $0.000 < 0.05$. This indicates that religiosity is related to customer compliance and commitment to their religious teachings, which are reflected in acts of worship. Reza (2013) stated that religiosity is about how far a person's knowledge of religion is, how strong their belief in religion is and how they apply their worship in everyday life. Religiosity is also a form of social interaction in society that functions to increase faith in God. This religiosity must be used as a basis for supporting the right way of life to achieve happiness in this world and the hereafter. A Muslim who has a high level of religiosity tends to prefer banking products that are free from interest and usury. This finding is in line with previous studies by Purwadi & Widyanoro (2016); Syahrina et al. (2019),

which shows that religiosity influences trust.

The Influence of Motivation on Trust

Based on data analysis, motivation has a significant effect on customer confidence to buy savings at BSI Semarang. This is evidenced by the t-statistic value of $0.000 < 0.05$, which shows that people have high motivation to transact with Islamic banking services. If people's motivation to join Islamic institutions is high, the performance of Islamic banks will be better, and vice versa. When customers have investment goals or save for the future, this will increase their confidence to save at Islamic banks. Previous research by Utami et al. (2017), Fartisia & Lalily (2022) also shows that motivation affects confidence.

The Influence of Promotion on Trust

Based on data analysis, promotion has a significant impact on customer confidence to buy savings at BSI Semarang, as evidenced by the t-statistic value of $0.000 < 0.05$. This shows that promotion is always the main factor in customer confidence to buy savings at BSI Semarang. Promotion is a sales and marketing activity in order to inform and encourage demand for products, services and ideas from the company by influencing consumers to buy products and services produced by the company (Rangkuti, 2010). Promotion functions as a tool for Islamic banks to convey information, invite, and remind customers, both directly and indirectly, about the products and brands they offer. The more often promotions are carried out by BSI Semarang, the higher the customer confidence in buying savings at BSI Semarang. As shown by previous research, Nurazizah & Sungkono (2023), promotion has a significant effect on trust.

The Influence of Trust on Decision to Buy Savings

Based on the results of the study and data analysis, trust has a significant impact on the decision to buy savings at BSI Semarang. This is evidenced by the t-statistic value of 0.003 which is smaller than 0.05. Santrock (2003), trust is one of the psychological aspects that must be possessed by individuals, a person's self-confidence is formed because it is influenced by several factors, namely: internal factors and external factors. In the context of Islamic banking, trust is a fundamental factor because customers will not make transactions without trust, which plays an important role in attracting someone's interest in investing in the bank. Without a strong level of trust from customers, the influence on the decision to buy savings at an Islamic bank becomes significant. The results of the study are in line with the theory presented by Mowen & Minor (2002), trust is defined as all the knowledge that consumers have and all conclusions that consumers make about objects, attributes and their benefits. This finding is in line with research from Pasaribu & Purba (2020); Ananda (2019); Amalia & Yulianthin (2022) which states that trust has a significant influence on the decision to buy.

6. Conclusions

Religiosity, motivation, promotion, and trust, both individually and collectively, have a positive and significant influence on the decision to purchase savings at BSI Semarang. Trust can also be a mediator in the relationship between religiosity, motivation, and promotion on the decision to purchase savings at BSI Semarang. In order to maintain customer trust, BSI Semarang needs to continue to improve the quality of its services, so that customers do not move to other Islamic banks and remain loyal to using the services provided by BSI Semarang.

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