

## Interest of Food and Beverage MSMEs in Becoming Customers of Sharia Banks: The Role of Inclusion and Literacy

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### ABSTRACT

*The aim of this research is to analyze the influence of sharia financial inclusion and literacy on the interest of micro, small and medium enterprises (MSMEs) in the food and beverage sector of Malang City to become sharia bank customers. This research uses quantitative methods with descriptive and verification approaches. Data was obtained through a survey involving 100 respondents who were MSME players in the sector. The results of this research show that both inclusion and sharia financial literacy have a positive and significant influence on the interest of MSMEs to become sharia bank customers, both partially and simultaneously. With a coefficient of determination of 74%, these two independent variables are able to significantly explain the interest in becoming a sharia bank customer. This research emphasizes the importance of increasing accessibility and public understanding of sharia financial services to encourage MSME involvement in the sharia-based financial ecosystem.*

**Keywords:** *Sharia Financial Inclusion, Islamic Financial Literacy, MSMEs, Islamic Banking, interest*

### ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh inklusi dan literasi keuangan syariah terhadap minat usaha mikro, kecil, dan menengah (UMKM) di sektor makanan dan minuman Kota Malang untuk menjadi nasabah bank syariah. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikasi. Data diperoleh melalui survei yang melibatkan 100 responden yang merupakan pelaku UMKM di sektor tersebut. Hasil penelitian ini menunjukkan bahwa inklusi dan literasi keuangan syariah memiliki pengaruh positif dan signifikan terhadap minat UMKM untuk menjadi nasabah bank syariah, baik sebagian maupun bersamaan. Dengan koefisien penentuan 74%, kedua variabel independen ini mampu menjelaskan secara signifikan minat menjadi nasabah bank syariah. Penelitian ini menekankan pentingnya peningkatan aksesibilitas dan pemahaman masyarakat terhadap layanan keuangan syariah untuk mendorong keterlibatan UMKM dalam ekosistem keuangan berbasis syariah.

**Kata Kunci:** Inklusi Keuangan Syariah, Literasi Keuangan Islam, UMKM, Perbankan Islam, bunga

### INTRODUCTION

The Islamic finance industry in Indonesia has experienced significant growth in recent years (Wulandari, 2023). As a country with a majority Muslim population,

Indonesia has great potential to develop a sharia-based economy. In the current era of globalization, competition in the business world and government agencies engaged in the service sector is getting tighter. This encourages companies to innovate, create, and maximize profits. In the banking industry, especially Islamic banking, the existence of various banks in Indonesia provides people with a variety of financial institution choices. Customer satisfaction is a very important aspect in the banking industry. This level of satisfaction not only reflects the quality of a bank's services, but also becomes an indicator of the success and sustainability of the banking business itself (Nabilah & Khusnudin, 2024). The Indonesian government has also shown its commitment to expanding access to Islamic financial services for all levels of society through the Sharia inclusion program.

Islamic financial inclusion in Indonesia is a strategic step to ensure that every individual and community group has adequate access to financial services in accordance with sharia principles. This initiative carried out by the government and Islamic financial institutions aims to expand the range of sharia-based financial services so that they can be enjoyed by all levels of society (Dz., 2018).

In addition, Islamic financial literacy plays an important role in supporting financial inclusion. In Indonesia, Islamic financial literacy refers to the ability of the public to understand and manage finances in accordance with sharia principles. This is not only limited to getting to know the products and services offered by Islamic financial institutions, but also involves the ability to make optimal use of them (Zamharira *et al.*, 2021). This effort aims to increase public interest, especially among Micro, Small, and Medium Enterprises (MSMEs), in utilizing Islamic bank products and services.

**Table 1. Sharia Financial Inclusion and Literacy Index**

Sharia Index	2016	2019	2022
Inclusion	11,06%	9,10%	12,12%
Literacy	8,11%	8,93%	9,14%

Source: OJK National Survey on Financial Inclusion and Literacy

**Table 2. National Financial Inclusion and Literacy Index**

Index	2016	2019	2022
Inclusion	67,8%	76,19%	85,10%
Literacy	29,7%	38,03%	49,68%

Source: OJK National Survey on Financial Inclusion and Literacy

Based on table 2, the financial literacy index in Indonesia in 2022 will only reach 49.68% of the total population of 275,773,800 people (Central Statistics Agency, 2024). This means that only about 137,004,423 people fall into the *well literature* category, with a sufficient understanding of money management and financial products and services. Although this figure shows an increase compared to

the financial literacy index in 2019 and 2016, the level of financial literacy in Indonesia is still relatively low, especially when compared to the size of the population in this country.

In addition, Islamic financial literacy in Indonesia is also still at a low level. Although 87.02% of the total population is Muslim (Data Indonesia.id, 2022), this does not necessarily guarantee a high level of Islamic financial literacy. According to the 2022 OJK report, the Islamic financial literacy index in Indonesia only reached 9.14%, a slight increase of 0.21% from 8.93% in 2019. This figure is still much lower than the conventional level of financial literacy. Therefore, significant efforts are needed to improve public understanding of Islamic finance in Indonesia.

Financial literacy and inclusion have a close relationship, where the higher the financial literacy, the higher the level of financial inclusion. There is a positive correlation between financial literacy and increasing public access to financial institutions. In 2022, the Islamic financial inclusion rate in Indonesia increased by 3% to 12.12% from 9.12% in 2019. Although there is an increase in Islamic financial inclusion, this level is still far behind compared to conventional financial inclusion. Therefore, collaboration between Islamic financial institutions and the government through supportive regulations is needed to increase public trust in sharia services.

The interest of MSME actors in the food and beverage sector to switch to Islamic financial services needs serious attention. This is because the role of MSMEs in this sector is very significant in supporting national economic growth, considering that their number is much larger than MSMEs in other sectors. However, MSME actors still face various obstacles in accessing and understanding Islamic financial services, which is a challenge that needs to be overcome.

The City of Malang through the Manpower, Investment and One-Stop Integrated Services Office (Disnaker-PMPTSP) is committed to developing the MSME sector in Malang City optimally. The government believes that MSMEs play a crucial role in supporting economic recovery both at the regional and national levels.

**Table 3. Number of Food and Beverage MSMEs (Culinary) in Malang City**

Kecamatan di Kota Malang	Jumlah Usaha Mikro Kecil Menengah (UMKM) Kuliner Menurut Kecamatan di Kota Malang (Unit)		
	2023	2022	2021
Kedungkandang	2.352	904	768
Sukun	3.098	1.330	1.320
Klojen	2.193	778	772
Blimbing	3.235	1.346	1.332
Lowokwaru	5.539	2.845	2.186
<b>KOTA MALANG</b>	<b>16.417</b>	<b>7.203</b>	<b>6.378</b>

Source: Central Statistics Agency of Malang City 2024

Based on table 3, it is clear that the number of MSMEs in the food and beverage/culinary sector in Malang City has experienced rapid growth from year to year. As one of the main pillars of the local economy, MSMEs in the culinary sector are the main target in an effort to increase access to Islamic financial services. By increasing the use of Islamic financial products and services by MSMEs in this sector, it is hoped that there will be a strengthening of Islamic financial inclusion in Malang City, as well as opening up opportunities for more sustainable business development.

Research conducted by Arham *et al.*, (2020), revealed that Islamic financial inclusion has a significant impact on the interest of traders in Pasar Senggol to take advantage of products and services from Bank Muamalat KCP Parepare City. On the other hand, Islamic financial literacy also plays a crucial role in influencing these interests. With good literacy, people can understand more deeply the benefits and principles of Islamic finance before making decisions in using these financial services. This is in line with the findings Adiyanto & Purnomo, (2021), which shows that the level of Islamic financial literacy has a positive effect on interest in using Islamic Banking products.

Islamic financial inclusion itself has become the government's main focus in developing the Islamic finance sector in Indonesia. It is hoped that the expansion of accessibility to these services can make a positive contribution to the economy and community welfare. However, efforts to increase Islamic financial inclusion will not achieve optimal results without a deep understanding from the public regarding the benefits and advantages of using Islamic financial services.

Therefore, it is very important to explore the influence of Islamic financial inclusion and Islamic financial literacy on the interest of MSME actors, especially in the food and beverage sector to become customers in Islamic banks. Understanding the extent to which these two factors contribute to shaping MSMEs' preferences for Islamic financial services will provide valuable insights for the development of the Islamic finance industry in Indonesia. Additionally, a deep understanding of the needs and preferences of MSMEs can help Islamic banks design more effective and relevant marketing strategies.

Based on this background, the researcher is interested in finding out how much influence Sharia Financial Inclusion and Sharia Financial Literacy have on the interest of MSME actors in the food and beverage sector to become customers in Islamic banks.

## LITERATURE REVIEW

### Sharia Financial Inclusion

Financial inclusion is a process that aims to increase affordable, timely, and adequate accessibility to a variety of regulated financial products and services, so that they can be utilized by all levels of society. According to *World Bank*, (2016), financial inclusion is aimed at access to useful and affordable financial products and services, which can meet the needs of people and businesses, including transactions, payments, savings, and insurance, with responsible and sustainable use (Siregar *et al.*, 2024).

Based on the Financial Services Authority Regulation No. 76/POJK.07/2016 concerning the improvement of financial inclusion and literacy in the financial services sector, financial inclusion has several important objectives, including:

- a. Increasing public access to financial services and products.
- b. Ensuring the provision of financial services and products in accordance with the needs and capacities of the community.
- c. Encourage the use of financial products and services that are relevant to individual needs and capabilities.
- d. Improve the quality of users in utilizing financial services and products according to their needs and capacity.

In contrast to conventional financial inclusion, Islamic financial inclusion focuses on ensuring broad and affordable access for all levels of society to financial products and services that are in accordance with sharia principles. The goal is to increase public participation in the Islamic financial system by expanding the use of services such as savings, financing, and sharia-based insurance.

The Islamic financial inclusion indicator has a multidimensional nature, with several key factors presenting the indicator. According to (Puspitasari *et al.*, 2020), there are three dimensions that can describe financial inclusion as a whole, namely:

- a. Accessibility

Accessibility is a key dimension in financial inclusion, measuring the extent to which Islamic financial services can be reached by the public. An inclusive financial system must be accessible to as many people as possible.

- b. Availability

This dimension assesses the extent to which financial services are available to the public. Availability reflects the ability of formal financial institutions to meet the needs of society and how easily accessible they are for users.

- c. Usage

Usefulness is the main goal of financial inclusion which measures how often and for how long people use these financial products and services. This

indicator includes aspects such as financing provided by Islamic banks and their contribution to the Gross Regional Domestic Product (GDP).

### **Sharia Financial Literacy**

*Organization for Economic Co-operation and Development* (OECD), defines financial literacy as the skills, motivation, and confidence needed to utilize an understanding and insight into financial risk. This is crucial in making effective financial decisions and improving overall well-being (Fatmawati & Hayati, 2023). Financial literacy can be understood as part of human capital used in financial activities, with the aim of achieving the desired lifelong benefits through consumption behaviors that support financial well-being. (Siregar *et al.*, 2024).

In contrast to conventional financial literacy, Islamic financial literacy refers to an individual's understanding of sharia-based financial aspects. In this context, Islamic financial literacy requires consumers of products and services of Islamic financial institutions as well as the general public, to not only know the products and services offered, but also to understand and utilize them wisely, so that they can change their financial behavior towards economic prosperity (Zamharira *et al.*, 2021).

The level of financial literacy can be classified into four levels (Maolida *et al.*, 2023):

a. *Well literate*

At this level, individuals have deep knowledge and trust regarding financial services institutions and financial products and services.

b. *Sufficient literate*

At this level, individuals have sufficient knowledge of financial literacy as well as an understanding of the products and services offered by financial institutions.

c. *Less literate*

At this level, individuals show a low level of financial literacy.

d. *Not literate*

This is the level at which the individual has no knowledge at all about the financial services institution and the products that exist.

The benefits of Islamic financial literacy often reflect the reciprocal relationship between individuals and Islamic financial service institutions, the higher the level of Islamic financial literacy, the more people use Islamic financial products and services. In the context of sharia economics, Islamic financial literacy provides a number of benefits, including (Zamharira *et al.*, 2021):

- a. In-depth Islamic financial literacy in individuals makes it easier to make decisions that are in accordance with sharia principles.

- b. Increasing participation in investment and savings is expected to maintain economic stability, considering that the Islamic financial system prohibits the practice of *usury*, *maysir* (speculation), and *tadlis* (fraud).
- c. Islamic financial literacy also brings benefits to the state, where Islamic financial institutions play a role in providing sharia-based financial services and financial consulting.

According to Remund (2010), the Islamic financial literacy indicator includes several important aspects:

- a. Knowledge

One of the crucial elements in Islamic financial literacy is the knowledge needed to manage finances effectively, which is expected to improve welfare.

- b. Ability

Individuals with high levels of financial literacy are expected to make informed financial decisions, making them an important aspect of financial literacy.

- c. Attitude

In personal finance management, attitudes include the ability to recognize sources of income, fulfill obligations, open accounts at Islamic financial institutions, and plan personal finances for the future.

- d. Belief

Confidence in planning long-term financial needs is not possessed by every individual.

### **Interest**

According to the Great Dictionary of the Indonesian Language (KBBI), interest is defined as a strong emotional tendency towards something, including passion, desire, or attention. In general, interest can be understood as an interest that is accompanied by an individual's feelings, impulses, or desires towards a particular object. This trait of interest is individual, identifying that everyone has different interests. Interest can also be interpreted as an interest or tendency to choose what you want (Ghojali & Suryaman, 2024).

The emergence of interest in a person is influenced by several factors, such as interest, pleasure, attention, and need. This interest develops from feelings of pleasure as well as a dynamic tendency to act on interest in a particular activity. When a person feels pleasure, it will encourage him to participate in the activity. Some of the characteristics of interest include (Soraya, 2015):

- a. Interest produces a positive attitude towards the object of interest.
- b. Interest is fun and arises from an object that attracts attention.
- c. Interest contains an element of appreciation, which encourages desire and activity to achieve what is desired.

According to research Nurfitriani & Hidayati (2021), indicators that affect interest can be described as follows:

- a. The internal motivation factor, i.e. the need that comes from within the individual, has to do with real support, interests, and desires that arise naturally with little or no external influence.
- b. Social motive factors, which include the individual's adjustment to the social environment to be accepted and recognized, as well as achieving goals related to social interaction. This social environment plays an important role.
- c. Emotional or emotional factors, which indicate that interest is strongly influenced by emotional states. An individual's success in interest-driven activities can increase happiness and reinforce those interests. On the contrary, failure can reduce existing interest.

## RESEARCH METHODS

This study uses quantitative methods to investigate various social problems related to variable theory testing. These variables were measured numerically and analyzed using statistical procedures to determine the correctness of the predictive generalizations of the theories tested (Ali *et al.*, 2022). The research approach used in this study is descriptive and verifiable analysis. The descriptive approach serves to provide a detailed description of the characteristics of the samples taken. Meanwhile, a verifiable approach will be used to test and verify the relationship between the variables that are the focus of the research.

The location of this research is located in Malang City, East Java, which was chosen with the consideration of significant growth potential in the MSME sector. Malang City also has a variety of sharia economic initiatives, so it is interesting to be researched in the context of Islamic financial inclusion and the interest of MSME actors to become customers of Sharia Banks.

The sampling technique used is purposive sampling, which is chosen in order to consider the specific characteristics of the population that is the focus of the study. The sample consisted of 100 respondents, who were MSME actors in the food and beverage sector in Malang City. To ensure the quality of the data, validity and reliability tests are carried out to ensure that the data collection instruments used are appropriate. In addition, a classical assumption test was carried out which included a normality test, a multicollinearity test, and a heteroscedasticity test, with the aim of ensuring that the data in the study did not deviate from the classical assumptions. Hypothesis tests are also applied to test existing hypotheses, through a series of tests that include multiple linear regression, partial significance test (T-test), simultaneous significance test (F-test), and determination coefficient ( $R^2$ ) test.

**RESULTS AND DISCUSSION**

**Research Results**

**a. Validity Test**

The questionnaire is considered valid if the questions can accurately describe the aspect in question and show a significant positive correlation to the total score of the variables.

**Table 4. Validity Test Results**

Variable	Indicators	R Calculate	R Table	Sig.	a	Ket.
Sharia Financial Inclusion (X1)	X1.1	0,881	0,1966	0,000	0,05	Valid
	X1.2	0,870	0,1966	0,000	0,05	Valid
	X1.3	0,846	0,1966	0,000	0,05	Valid
	X1.4	0,848	0,1966	0,000	0,05	Valid
	X1.5	0,841	0,1966	0,000	0,05	Valid
	X1.6	0,886	0,1966	0,000	0,05	Valid
Sharia Financial Literacy (X2)	X2.1	0,821	0,1966	0,000	0,05	Valid
	X2.2	0,840	0,1966	0,000	0,05	Valid
	X2.3	0,875	0,1966	0,000	0,05	Valid
	X2.4	0,724	0,1966	0,000	0,05	Valid
	X2.5	0,863	0,1966	0,000	0,05	Valid
	X2.6	0,840	0,1966	0,000	0,05	Valid
	X2.7	0,818	0,1966	0,000	0,05	Valid
	X2.8	0,873	0,1966	0,000	0,05	Valid
Interest (Y)	Y1	0,816	0,1966	0,000	0,05	Valid
	Y2	0,861	0,1966	0,000	0,05	Valid
	Y3	0,858	0,1966	0,000	0,05	Valid
	Y4	0,795	0,1966	0,000	0,05	Valid
	Y5	0,745	0,1966	0,000	0,05	Valid
	Y6	0,777	0,1966	0,000	0,05	Valid

Source: Primary data processed, 2025

All research instruments in table 4 were declared valid because the r value calculated > the table, which was 0.1966.

**b. Reliability Test**

The reliability test aims to measure the consistency of the questionnaire when measurements are made repeatedly. If the responses in the questionnaire show consistency or stability over time, then the questionnaire can be considered reliable or reliable.

**Table 5. Reliability Test Results**

Variable	Cronbach's Alpha	Standard	Ket.
Sharia Financial Inclusion	0,931	0,60	Reliable
Sharia Financial Literacy	0,936	0,60	Reliable
Interest	0,895	0,60	Reliable

Source: Primary data processed, 2025

The results of the reliability test in table 5 show that each variable has a *Cronbach's Alpha* value greater than 0.60. Therefore, all of these variables have been proven to be reliable.

**c. Normality Test**

The normality test was carried out to evaluate whether the perturbing or residual variables in the regression model followed the normal distribution. In this study, the normality test was applied using the *Kolmogorov-Smirnov method*. The decision in this test is based on a significance value (Sig.) > 0.05, so the research data is considered to be normally distributed. Conversely, if the significance value (Sig.) < 0.05, then the data does not meet the assumption of a normal distribution.

**Table 6. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,19790825
Most Extreme Differences	Absolute	,065
	Positive	,064
	Negative	-,065
Test Statistic		,065
Asymp. Sig. (2-tailed)		,200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Primary data processed, 2025

The results of the *Kolmogorov-Smirnov* test in table 6 show that the residual significance value reaches 0.200. So that this value is greater than 0.05, it can be concluded that the data in this study is distributed normally.

**d. Multicollinearity Test**

The multicollinearity test was carried out by examining the *Variance Inflation Factor* (VIF) value and *tolerance*. The decision to determine the existence of multicollinearity in the regression model is based on the criterion that *the tolerance* > 0.1 and the VIF value < 10. If these conditions are met, it can be concluded that there is no multicollinearity problem in the model.

**Table 7. Multicollinearity Test Results**  
**Coefficientsa**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6,224	1,139		5,466	,000		
X1	,332	,031	,560	10,798	,000	,998	1,002
X2	,323	,027	,631	12,167	,000	,998	1,002

a. Dependent Variable: Interest

Source: Primary data processed, 2025

From the data processing in table 7, a *tolerance value* of > 0.1 and a VIF value of < 10 were obtained. Thus, no symptoms of multicollinearity were found in this regression model, so the study can proceed to the stage of multiple linear regression analysis.

**e. Heteroscedasticity Test**

The heteroscedasticity test aims to identify the existence of variance inequality between one observation and another. In this study, the heteroscedasticity test was applied using the Glejser method with a significance level of 5% or 0.05. The decision in this test is, if the value of sig. > 0.05, then the regression model is considered free from heteroscedasticity.

**Table 8. Heteroscedasticity Test Results**  
**Coefficientsa**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,205	,715		1,686	,095
X1	,018	,019	,095	,952	,344
X2	-,022	,017	-,134	-1,335	,185

a. Dependent Variable: ABS\_RES

Source: Primary data processed, 2025

The results of the heteroscedasticity test showed that the significance value (Sig.) for each variable was greater than 5% or 0.05. This indicates that

the variables used in this study have been free from heteroscedasticity problems.

**f. Multiple Linear Regression Test**

This study applies a data analysis method in the form of regression analysis, especially multiple regression.

**Table 9. Regression Equation Results  
Coefficients<sup>a</sup>**

	Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,224	1,139		5,466	,000
	X1	,332	,031	,560	10,798	,000
	X2	,323	,027	,631	12,167	,000

a. Dependent Variable: Interest

Source: Primary data processed, 2025

Based on these data, the regression equation of this study is as follows:

$$Y = a + \beta_1X_1 + \beta_2X_2 + e$$

$$Y = 6.224 + 0.332X_1 + 0.323X_2 + e$$

**Information:**

- Y = Interest in becoming a customer
- a = Constant
- X1 = Sharia Financial Inclusion
- X2 = Sharia Financial Literacy
- e = Prediction error (error)

Based on the above information, it can be concluded as follows:

- The value of the constant (a) was recorded at 6.224, which indicates a positive value. This positive sign reflects the existence of a unidirectional relationship between the independent variable and the dependent variable.
- The value of the regression coefficient of the Islamic financial inclusion variable (X1) is 0.332. This value illustrates the positive influence between the variable of Islamic financial inclusion and the interest in becoming a customer of an Islamic Bank. This means that if the level of Islamic financial inclusion increases by 1%, then the interest of food and beverage MSME actors in Malang City to become customers of Bank Syariah (Y) will also increase by 33.2%.

- The value of the regression coefficient of the Islamic financial literacy variable (X2) shows a positive value of 0.323. This means that if Islamic financial literacy increases by 1%, then the interest in becoming a customer of Islamic Bank by food and beverage MSME actors in Malang City (Y) will also increase by 32.3%.

**g. Partial Significance Test (T-Test)**

The statistical t-test is used to measure the extent of the influence of each independent variable in explaining the variation in the dependent variable. In this study, the t-test was carried out by setting a significance level of 0.05 ( $\alpha=5\%$ ). Thus, if the significance value obtained is less than or equal to 0.05 ( $\text{sig} \leq 0.05$ ), then the hypothesis will be accepted. Conversely, if the significance value is greater than 0.05 ( $\text{sig} > 0.05$ ), the hypothesis will be rejected.

**Table 10. T Test Results Coefficientsa**

	Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,224	1,139		5,466	,000
	X1	,332	,031	,560	10,798	,000
	X2	,323	,027	,631	12,167	,000

a. Dependent Variable: Interest

Source: Primary data processed, 2025

The influence of independent variables on dependent variables can be partially explained as follows:

- The t-value of the Islamic financial inclusion variable (X1) was recorded at 10.798 > t table which was 1.98447 with a sig. namely 0.000 < 0.05, so the variable of Islamic financial inclusion affects the interest in becoming a customer of an Islamic Bank.
- The t-value of the sharia financial literacy variable (X2) was recorded at 12.167 > t table which was 1.98447 with a sig. namely 0.000 < 0.05, then the variable of Islamic financial literacy affects the interest in becoming a customer of an Islamic Bank.

**h. Simultaneous Significance Test (Test F)**

The F test aims to evaluate whether independent variables simultaneously have an influence on the dependent variables. This test was carried out to analyze the overall impact of independent variables on dependent variables. The level of significance applied in the F test is 0.05 or

5%. If the significance value of  $F < 0.05$ , it can be concluded that the independent variable simultaneously affects the dependent variable, or vice versa.

**Table 11. Test Result F**

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	403,897	2	201,948	137,889	,000B
Residual	142,063	97	1,465		
Total	545,960	99			

- a. Dependent Variable: Interest
  - b. Predictors: (Constant), Literacy, Inclusion
- Source: Primary data processed, 2025

The  $F_{cal}$  value obtained is 137.889 with a probability of 0.000. This shows that the dependent variable is jointly influenced by two independent variables, namely X1 related to Islamic financial inclusion and X2 which focuses on Islamic financial literacy.

**i. Determination Coefficient Test (R<sup>2</sup>)**

The determination coefficient ( $R^2$ ) serves as a tool to assess the extent to which the model can explain variations in dependent variables. The  $R^2$  value describes the contribution of the independent variable in the research model to the explanation of variation in the dependent variable. When the  $R^2$  value approaches one, it indicates that the independent variables are almost entirely capable of providing the information necessary to predict the variation of the dependent variable.

**Table 12. Determination Coefficient (R<sup>2</sup>) Results**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,860A	,740	,734	1,210

- a. Predictors: (Constant), Literacy, Inclusion
- Source: Primary data processed, 2025

The R Square value of 0.740 or 74% shows that the variables of Islamic financial inclusion (X1) and Islamic financial literacy (X2) together can explain 73.4% of the variation in interest to become a customer of an Islamic Bank (Y). Meanwhile, the remaining 26.6% is explained by other factors that are not covered in this research model.

## Discussion

### a. The Effect of Sharia Financial Inclusion on the Interest of Food and Beverage MSME Actors to Become Customers in Sharia Banks

Based on the results of the data analysis of this study, it was identified that the variables of Islamic financial inclusion (X1) consisting of accessibility, availability, and usefulness have a significant influence on the interest of MSME actors in the food and beverage sector in Malang City to become customers of Sharia Banks. This result is based on the analysis of the t-test which shows a value of 0.332 with a significance level of 0.000, confirming that there is a significant relationship between Islamic financial inclusion and interest.

The results of this study are in line with the research conducted by Arham *et al.*, (2020) and Shafira & Sisdianto, (2024) which concludes that Islamic financial inclusion has a significant effect on interest in using products and services in Islamic banks. Thus, the alternative hypothesis (H1) can be stated that Islamic financial inclusion has a significant effect on the interest of food and beverage MSME actors to become customers at Sharia Banks.

### b. The Effect of Sharia Financial Literacy on the Interest of Food and Beverage MSME Actors to Become Customers in Sharia Banks

Based on the results of data analysis, this study identifies that Islamic financial literacy (X2) which consists of knowledge, ability, attitude, and trust has a significant influence on the interest of MSME actors in the food and beverage sector in Malang City to become customers of Sharia Banks. This result was obtained through a t-test which showed a value of 0.323 and a significance level of 0.000, confirming the existence of a significant relationship between Islamic financial literacy and interest.

Although the results of the study Yeni *et al.*, (2023) explained that Islamic financial literacy does not have a significant effect on public interest in Islamic banking services, but this research is in line with research conducted by Azizah & Syafitri, (2022) and Fauzi, (2020) which concludes that Islamic financial literacy has a significant effect on the interest in becoming an Islamic Bank customer. Thus, the alternative hypothesis (H2) underlines that Islamic financial literacy has a significant effect on the interest of food and beverage MSME actors to become customers at Sharia Banks.

### c. The Effect of Islamic Financial Inclusion and Literacy on the Interest of Food and Beverage MSME Actors to Become Customers in Sharia Banks

Based on the results of the analysis of the F test, it is known that Islamic financial inclusion (X1) and Islamic financial literacy (X2) simultaneously have a positive influence on the interest of MSME actors in the

food and beverage sector in Malang City to become customers in Islamic banks, with a test score of 137,889. This shows that these two variables simultaneously have a significant impact.

These results are also in line with the research that has been conducted by Shafira & Sisdianto, (2024) and Siregar, (2023) which concludes that inclusion and financial literacy together affect interest in using Sharia Banking. The determination coefficient obtained from this study is 0.740 or 74%. This means that the variables of Islamic financial inclusion (X1) and Islamic financial literacy (X2) are able to explain 73.4% of the variables of interest in becoming a customer of Islamic Bank (Y), while the remaining 26.6% are explained by other variables.

## CONCLUSION

Based on the results of data analysis and discussion that has been carried out by the researcher, the following conclusions can be drawn:

1. Islamic financial inclusion (X1) partially has a positive and significant effect on the interest of becoming a customer of Islamic Bank as a dependent variable. This shows that the level of Islamic financial inclusion owned by micro, small, and medium enterprises (MSMEs) in the food and beverage sector contributes to an increase in their interest in becoming customers in Sharia Banks.
2. Islamic financial literacy (X2) partially has a positive and significant effect on the interest in becoming a Sharia Bank customer. This means that the higher the level of Islamic financial literacy among food and beverage MSME actors, the greater their desire to become customers at Sharia Banks.
3. Islamic financial inclusion (X1) and Islamic financial literacy (X2) simultaneously have a positive and significant influence on interest in becoming an Islamic Bank customer. Thus, the combination of these two variables can encourage food and beverage MSME actors to be more interested in becoming customers at Sharia Banks.

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