

Shariah mobile banking Adoption Trends: Analysis Mob Mentality, Reputation, Perceived Risk, and Islamic Financial Literacy

Tren Adopsi Mobile Banking Syariah: Analisis Mentalitas Gerombolan, Reputasi, Persepsi akan Resiko, dan Literasi Keuangan Syariah

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ABSTRACT

This study aimed to analyze the factors that influence customer decisions in using Shariah mobile banking services. In this study, a total of 200 respondents were collected through purposive sampling technique with the criteria of having used or currently using mobile banking services from Islamic banks in Semarang City, respondents answered online surveys through google forms as primary data collection. The methodology in this study was using PLS-SEM. The study findings show that the factors of mob mentality, reputation, perceived risk, and Islamic financial literacy have a positive and significant influence on the decision to use Shariah mobile banking. The four factors have a total influence of 87% on the decision to use Shariah mobile banking services. This finding implies that these factors need to be considered by customers and banks. Islamic banking must continue to strive for a level of security, data confidentiality and customer trust in a more creative, convenient, and effective mobile banking features and services system so that customers still feel their decision to use Shariah mobile banking services is right.

Keywords: Mob Mentality, Reputation, Perceived Risk, Islamic Financial Literacy.

ABSTRAK

Studi ini memiliki tujuan untuk menganalisis faktor-faktor yang berpengaruh terhadap keputusan nasabah dalam menggunakan layanan mobile banking syariah. Pada studi ini, dikumpulkan sejumlah 200 responden melalui teknik purposive sampling dengan kriteria pernah atau sedang menggunakan layanan mobile banking dari bank syariah di Kota Semarang, responden menjawab survei secara online melalui google forms sebagai pengumpulan data primer. Metodologi pada penelitian ini yaitu menggunakan PLS-SEM. Hasilnya menunjukkan bahwa faktor-faktor mob mentality, reputation, perceived risk, dan Islamic financial literacy memiliki pengaruh positif dan signifikan terhadap keputusan penggunaan mobile banking syariah. Keempat faktor tersebut memiliki total pengaruh sebesar 87% terhadap keputusan penggunaan layanan mobile banking syariah. Penemuan ini memberikan implikasi bahwa faktor-faktor tersebut perlu dipertimbangkan oleh nasabah dan pihak perbankan. Perbankan syariah harus tetap mengupayakan tingkat keamanan, kerahasiaan data dan kepercayaan nasabah dalam sistem fitur dan layanan mobile banking yang lebih kreatif, nyaman, serta efektif agar nasabah tetap merasa keputusannya menggunakan layanan mobile banking syariah adalah tepat.

Kata Kunci: Mob Mentality, Reputation, Perceived Risk, Islamic Financial Literacy.

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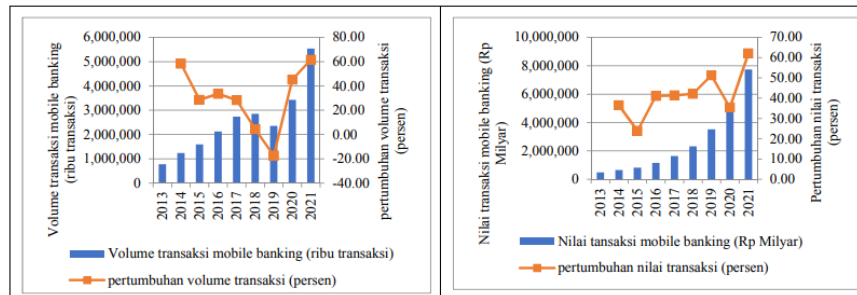
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I. INTRODUCTION

Banking and financial institutions have been significantly impacted through product developments in the field of information technology in order to provide services to customers, as a result many banking businesses now offer technology-based services to keep up with these advances. One example is the use of mobile banking, although the use of mobile banking requires a fairly large investment, it has become increasingly popular in recent years and now almost all banks have issued digital-based applications such as mobile banking (Alkhowaiter, 2020). Mobile banking is one example of how people have improved their payment methods by using technology that makes transactions more efficient and convenient. Customers are now able to conduct financial transactions anytime and anywhere as long as they are connected to the internet network, as a result of technological advances, especially in mobile banking application services.



Source: SPIP Bank Indonesia, 2022

Figure 1. Mobile Banking Transaction Volume and Value, 2013-2021

Bank Indonesia observed a significant increase in the volume and value of mobile banking transactions triggered by the rapid growth in digital banking product offerings, reaching a 60% increase in 2021 compared to the previous year. Over the period from 2013 to 2021, the volume of transactions experienced a gradual steady increase, with a note that in 2019 there was a decline in the volume of transactions. On the other hand, the value of mobile banking transactions continued to experience consistent growth. With the support of smartphone devices, mobile banking services are able to meet the needs of customers who seek convenience, security, affordability, and comfort in transactions. Customers can conduct transactions flexibly through mobile banking services without any time restrictions. In connection with the advantages offered by mobile banking, Bank Indonesia has issued regulations related to risk management and management in digital banking activities, including mobile banking, which are listed under Bank Indonesia Regulation No. 5/8/PBI/2003 concerning the implementation of risk management in the provision of banking services through online systems.

Mobile banking services have certain limitations, including the risk of network disruptions, hence access to the platform may be constrained, and the security level of its use may not always reach the expected standard. In addition, there are potential security gaps in mobile banking services that can be exploited by individuals or groups with expertise in system manipulation, often referred to as cybercrime. Customers are also vulnerable to phishing or smishing scams, where unauthorized parties pose as financial institutions and attempt to obtain customers' bank account information. Once such information is obtained, the account can be accessed and fraud committed. Therefore, there is a potential risk of data theft when using mobile banking services, which may affect the customer's level of satisfaction in their transaction experience.

Considerations related to this issue can influence customers' decisions to utilize mobile banking services. Therefore, many customers have access to various mobile banking features, but rarely or never use them. Customers carefully assess the risks associated with using various mobile banking services, and when they perceive the risks to be substantial, they tend to hesitate to use the service. The Theory Acceptance Model (TAM) framework can be used to explain how customers can accept and utilize mobile banking services to the fullest. This theory aims to provide a brief explanation of the factors that drive user behavior in accepting information technology. This theory provides a strong and clear explanation of technology acceptance and user behavior towards it.

In 2022, according to the CNBC Indonesia website, sharia mobile banking users increased by almost 39% or as many as 4.81 million users. In line with the trend of digitalization of Islamic financial services, which are now increasingly accessible through digital banking, the total value of

digital transactions increased by 28.72% in 2021, from IDR 39.84 trillion to IDR 52.5 trillion. The estimated increase in digital transactions in 2023 is 23.1%, or IDR 64.1 trillion. This proves that more and more Indonesians are using sharia mobile banking in Indonesia for daily transaction activities. But the number seen is still fairly minimal when balanced with the number of mobile banking users from conventional banks, which amounted to approximately 337 million users in 2021 from the Muslim population in Indonesia, which means that even though Islamic banking has experienced significant development, the number of Islamic banking customers is still far behind compared to conventional bank customers.

The novelty in this study was that the author modifies the object of research into Shariah mobile banking in Indonesia by adapting different variables to be tested again, related to the variables of reputation, perceived risk, Islamic financial literacy and bandwagon effect as mob mentality variables, where the bandwagon effect has a meaning similar to mob mentality, which is a psychological phenomenon that occurs when individuals take an action because they are influenced by others, without considering their own personal beliefs or opinions (Linda & Bloom, 2017). This mob mentality phenomenon occurs when there is a widespread trend, so consumers often base their purchases on their desire to follow the trend, especially in the use of technology, thus producing research results that are different from previous studies. This study is the first research to examine the impact of mob mentality on the decision to use Shariah mobile banking. This study aims to analyze and review the aspects that have an impact on the decision to use Shariah mobile banking. In addition, there is still limited research on the relationship between mob mentality, reputation, perceived risk, Islamic financial literacy and the decision to use Shariah mobile banking in Semarang city. This can contribute to the literature by increasing research on Shariah mobile banking.

This study model used a quantitative approach in testing the conceptual framework that had been made previously based on theory and previous research by utilizing the Structural Equation Modeling (SEM) analysis method. This study aimed to analyze several aspects that have an impact on people's decisions in utilizing Shariah mobile banking. A person's decision making is significantly influenced by their purchasing behavior, but decision making also involves consideration of various other aspects. Research conducted by Yudistira (2022) showed that the bandwagon effect has a positive and significant effect on decisions, this of course has different results from the research of Thapa et al., (2022) which showed that the bandwagon effect has a negative and insignificant impact on decisions. Narteh & Braimah (2019) stated that reputation has a positive and significant impact on decisions, in contrast to the research of Butt et al., (2022) which stated that reputation has a negative and insignificant impact on decisions. Elhajjar & Ouaida (2019) indicated that perceived risk has a positive and significant effect on decisions, but Purnamasari et al.'s research (2021) showed that perceived risk has a negative and insignificant impact on decisions. Pala et al., (2023) stated that Islamic financial literacy has a positive and significant impact on decisions, but Mas'ud & Amang (2023) indicated that Islamic financial literacy has a negative and insignificant impact on decisions.

Referring to the gap in the differences in research results and the phenomena mentioned, the researcher was interested in exploring further the aspects that could influence customer decisions to use Shariah mobile banking services. This study was the first research to examine the impact of mob mentality on decisions to use Shariah mobile banking. So that it becomes a novelty in research with different objects, locations, and places that affect the results of the study.

II. LITERATURE REVIEW

Consumer Behavior

The theory of consumer behavior provides an explanation of how consumers divide their income among various options of goods and services that they can choose from with the aim of improving their personal well-being. Consumers do not always make rational shopping decisions, sometimes they also buy impulsively. Sometimes consumers do not have confidence in their tastes which end up being influenced by the consumption decisions of friends, the environment, or even by mood swings. This theory assumes that mobile banking is a good and customers are theoretically making a demand for a good, namely mobile banking, where every customer using mobile banking will increase their utility or satisfaction (Pindyk & Rubinfeld, 2013).

In order to achieve the maximum level of utility, consumers are expected to choose a combination of various types of goods available (Pindyk & Rubinfeld, 2013). In this study, the goods consumed are

conventional mobile banking and Shariah mobile banking. If someone decides to use Shariah mobile banking, then he needs to reduce or stop using conventional mobile banking, and vice versa. In the process of consuming goods, consumers will face the limitations of their budget. Therefore, it is necessary to develop a budget line to determine the amount that can be spent on each type of goods, namely Shariah mobile banking and conventional mobile banking. The budget line reflects all possible combinations of goods x and y that can be obtained by individuals, where all expenses are budgeted based on income (Pindyck & Rubinfeld, 2013). In accordance with the views of Pindyck & Rubinfeld (2013), consumer choice theory is based on the principle that consumers act rationally with the aim of maximizing the level of satisfaction they can obtain through the purchase of certain combinations of goods and services. Consumer preferences and budget line analysis, which sets limits on consumer choice, are two interconnected elements in the consumer choice framework.

Technology Acceptance Model

In 1986, Davis outlined the idea of TAM which provides a theoretical framework for researching and understanding how users interact with using information systems (Esthiningrum et al., 2019). In its development, the technology acceptance model is expected to provide support in estimating individual behavior on technology acceptance and provide an important understanding of the aspects that influence a person's behavior. This technology model has been used to project the acceptance of information technology and has proven reliable in describing acceptance behavior in various information systems in Indonesia (Ichwan & Ghofur, 2020)

The effect of perceived risk will be studied in accordance with the TAM (Technology Acceptance Model) method. The research will focus on how perceived risk affects the decision to use Shariah mobile banking, which is one of the models in information technology acceptance behavior analyzed by TAM. The level of concern when conducting online transactions can be influenced by how individuals assess risk in these situations. Ichwan & Ghofur (2020) explained that the perception of ease of use is a person's belief that the system in information technology if used is not difficult and only requires a small effort when using it, such as a person's belief that using a computer is easy to use and understand. The purpose of TAM theory is to describe the main aspects that can affect consumer acceptance of information technology.

Mob Mentality

Mob mentality is a psychological phenomenon that occurs when individuals take an action because they are influenced by others, without considering their own personal beliefs or opinions (Linda & Bloom, 2017). Factors that can influence a person's decision can be caused by many things, one of which is the psychological aspect due to the influence of the individual's environment. One of the psychological factors that may be seen is the "bandwagon" effect in the use of applications, trends, and one's lifestyle (Yudistira, 2022). According to Cherry (2020), there are factors that can influence mob mentality, namely groupthink, the desire to be right, and the desire to be part of the group. Dila's research (2019) showed that there are three indicators that can be measured on the mob mentality variable, namely:

1. Conformity is the tendency of individuals to adjust their views, ideas, and behavior to be comparable to the prevailing standards in a group.
2. Interpersonal Influence, described as the desire to recognize oneself and improve one's image in the eyes of others by using a certain product or brand.
3. Status Seeking, which is a person's desire to obtain a higher position or level in the social hierarchy in order to gain recognition.

Penelitian Yudistira (2022) stated that mob mentality has a significant and positive impact on decisions. Research by Thapa, Guzman, & Paswan (2022) also stated that mob mentality has a significant and positive effect on decisions. Mob mentality has a dominant role related to purchases that affect consumption behavior.

H1: Mob mentality has a positive and significant effect on the decision to use Shariah mobile banking

Reputation

A company's reputation is an intangible asset or "goodwill" that positively affects the market price of a business. When compared to a company with a bad reputation, a company with a good reputation is more likely to inspire confidence, support and trust (Gbongli & Ackah, 2016). In conclusion, a company's reputation is defined as customers' opinions about the advantages associated with the company's status.

This shows that the company's status has a favorable impact on how customers react to the company's products or services. The indicators used in Narteh & Braimah's (2020) research to measure how reputation affects choice include the level of bank security, bank excellence, and bank competence.

Nguyen et al.'s research (2022) indicated that reputation has a positive and significant impact on the decision to use mobile banking. Reputation has an important role as a promotion in the adoption of mobile banking, meaning that the company's reputation dimension has a direct impact on the decisions chosen by customers.

H2: Reputation has a positive and significant effect on decisions to use Shariah mobile banking

Perceived Risk

Perceived risk is the level of uncertainty over the results of using information technology or uncertainty about the security of the information technology used (Tan & Lau, 2016). Perceived risk is defined by Elhajjar & Ouaida (2020) as the main factor that can encourage the use of internet banking. Perceived risk refers to consumers' subjective expectations of losses arising from certain consumption decisions. Perceived risk becomes a more important factor in situations that link financial transactions, namely online transactions on mobile banking. According to Gbongli et al., (2016), there are four indicators of perceived risk that are related to the context of mobile banking, namely time risk, financial risk, privacy risk and performance risk. Elhajjar & Ouaida's research (2020) showed perceived risk has a positive and significant effect on the decision to adopt mobile banking. Asmy et al., (2019) also revealed that perceived risk is a factor that has a positive and significant impact on customer decisions on the use of mobile banking. Consumers will perceive risk to be lower if they can estimate the uncertainty and impact of the product or service they choose.

H3: Perceived risk has a positive and significant effect on decisions to use Shariah mobile banking

Islamic Financial Literacy

Islamic Financial Literacy (IFL) is a person's financial skills, knowledge, and behavior to master or examine information about finance in accordance with Islamic law (Khan & Arif, 2022). Islamic financial literacy includes the ability to recognize various financial options, discuss financial issues, contain plans for the future, and pay attention proficiently to various incidents that can encourage daily financial choices and economic improvement in totality (Amriani et al., 2023). Attitudes towards making financial decisions in line with sharia principles can also be influenced by an understanding of Islamic banking (Hambali, 2018).

According to Rahim et al., (2016), Islamic financial literacy indicators include a deeper understanding of financial topics, such as: 1) basic knowledge of Islamic finance or asset management, 2) financial planning, 3) charitable activities, waqf, and donations, and 4) inheritance and zakat laws. According to Roemanasari et al., (2022), financial literacy can be seen from knowledge related to financial management in general, the prohibition of usury transactions, contracts in Islamic finance, and Islamic financial products. Research by Pala et al. (2023) states that Islamic financial literacy has a significant and positive impact on decisions. The technology used in Islamic finance will increase along with Islamic financial literacy. This is because most individuals who use Islamic financial technology have an understanding and knowledge of their financial information.

H4: Islamic financial literacy has a positive and significant effect on the decision to use Shariah mobile banking.

III. RESEARCH METHOD

Quantitative data was the most relevant type of data for this study. Population refers to things or subjects that meet certain criteria that have been set by academics for the purpose of conducting studies and reaching conclusions (Sugiyono, 2013). The population in this study consisted of individuals who used Shariah mobile banking services in the city of Semarang, Indonesia. Because the population size cannot be ascertained, this study used a nonprobability sampling method. The sample selection was carried out using purposive sampling technique. The sampling criteria in this study were individuals who used Shariah mobile banking services, lived in the city of Semarang, and were aged 17 years and over. SmartPLS 3 was used as a tool to analyze the data. Augusty Ferdinand (2006) suggested that the number of indicators be multiplied by a value of 5-10 to determine an adequate sample size to answer research questions. Based on calculations that lead to these criteria, the number of samples determined was 200 respondents. The data collection mechanism was to provide questionnaires in the form of Google Forms to respondents. The questionnaire was distributed to social media such as WhatsApp, Line, Twitter and Instagram.

The independent variables in the context of this study were mob mentality (x1), reputation (x2), perceived risk (x3), and Islamic financial literacy (x4), and the dependent variable in this study was the decision to use (y) Shariah mobile banking.

The measurement model analysis procedure applied (outer model) involved the discriminant validity test and the Average Variance Extracted (AVE) test. According to Ghazali (2014) a variable is considered to have a high level of validity if the AVE value exceeds the 0.50 threshold. In addition, a reliability test is also carried out which includes combined reliability and Cronbach's alpha. Furthermore, the structural model analysis (inner model) utilized R-Square to measure the level of influence of the independent variable on the dependent variable, F-Square was used to understand the magnitude of the effect of the influence of each construct used as a measure of substantial impact evaluation, Q-Square was a test conducted to see how the variable's ability to predict the model well, and Goodness of Fit (GOF) or model fit test conducted to measure the overall fit of all models, and refers to the value of P-Values and T-Statistics. The model in this study included a path diagram showing the relationship between endogenous and exogenous variables (inner model), as well as the correlation between endogenous and exogenous variables with each indicator (outer model).

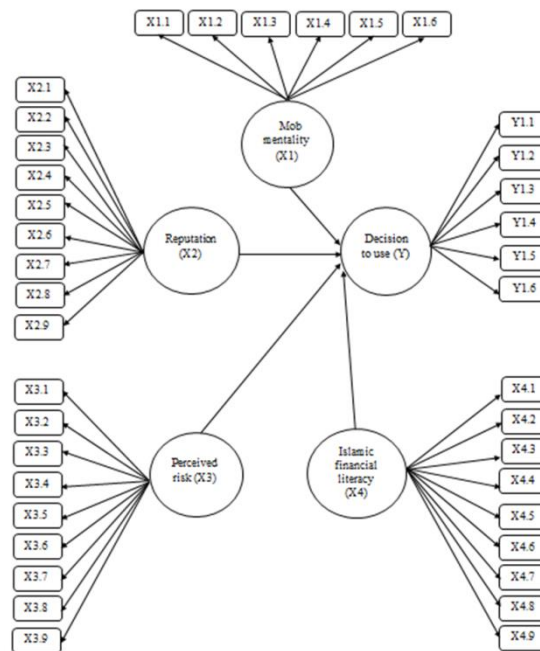


Figure 2. Empirical Model

Mob mentality has a close interest in social factors in consumer behavior and purchasing decisions. The measurement items applied in this study have undergone modifications based on research conducted by Dila (2019). The following is a list of items that are applied as benchmarks in data collection:

Table 1. Mob Mentality Measurement Items

No.	Item
1	I use sharia mobile banking because it is the current trend
2	I use Shariah mobile banking because almost everyone uses this technology nowadays.
3	I use Shariah mobile banking because my friends/family are using it.
4	I use Shariah mobile banking because in my neighborhood or work environment many people use it
5	I use Shariah mobile banking because of the current needs that require cashless.
6	I use Shariah mobile banking because I feel more confident when I am in a social environment

Reputation is an important asset owned by the banking sector. Banks always have to maintain the quality of their services and security in order to always maintain their good reputation, a positive public opinion of the bank can increase its visibility and have an impact on how consumers behave in making decisions. The measurement items in this study were modified from the studies of Aecker & Keller (1990), Rachman (2006), and Subhan (2006). The following is a list of items used as data collection measures:

Table 2. Reputation Measurement Items

No.	Item
1	The visual appearance of Shariah mobile banking is designed to be attractive, visible, and informative.
2	Shariah mobile banking provides online account opening facilities through the application
3	Shariah mobile banking has the advantage of sharing services to channel zakat, infaq, waqf, and sacrifice efficiently and precisely.
4	I believe using the Shariah mobile banking application can minimize the possibility of fraud.
5	I believe the availability of the Shariah mobile banking service system fulfills a wide range of service features
6	I believe Shariah mobile banking has a layered security system
7	Shariah mobile banking can improve and simplify banking transaction services.
8	Shariah mobile banking always innovates in order to provide better performance and services.
9	Shariah mobile banking continues to carry out digital transformation to provide superior performance and services

Perceived risk is a bad outcome caused by uncertainty in decision making (Bimantara, 2020). The measurement items were inspired by the modified studies of Gbongli & Ackah (2016) and Lee (2008). The following is a list of items that are applied as benchmarks in data collection:

Tabel 3. Perceived Risk Measurement Items

No.	Item
1	Less chance of transaction failure when using sharia mobile banking
2	Less chance of system disruption in Shariah mobile banking due to server downtime
3	Less chance of inputting customer data errors when registering an Shariah mobile banking account
4	There is a small risk that the confidentiality of Shariah mobile banking data will be protected because transactions are carried out alone
5	Sharia mobile banking is equipped with a trusted and reliable security system
6	Islamic banks guarantee the security of transactions carried out through Shariah mobile banking, especially those related to the security of customer personal data.
7	Using sharia mobile banking services is financially safe.
8	There is a small possibility of experiencing losses when transacting using Shariah mobile banking.
9	Using sharia mobile banking can make regular checks of the balance value

Islamic financial literacy is defined as an understanding of Islamic financial services and products, as well as the ability of individuals to see comparisons between Islamic banks and conventional banks (Hambali, 2018). The measurement items applied have been modified based on Lestari's study (2019), Rahim et al., (2016), dan Roemanasari et al., (2022). The following are the items used as research measures:

Table 4. Islamic Financial Literacy Measurement Items

No.	Item
1	I understand the basic knowledge of using Shariah mobile banking.
2	I know Shariah mobile banking as one of the product services of Islamic banks.
3	I have a good quality of knowledge regarding basic understanding of Islamic finance.
4	I spend money as needed when transacting using Shariah mobile banking.
5	I have an account on Shariah mobile banking at this time
6	I keep a certain amount of balance in Shariah mobile banking for transaction purposes
7	I know the law of usury well
8	I know that transactions in Shariah mobile banking are clear and there is no doubt.
9	I use Shariah mobile banking because Islamic banking is in line with Islamic principles

IV. RESULTS AND DISCUSSION

Discriminant Validity

If the amount of cross loading for each indicator exceeds the value of other variables, then the indicator is considered to have high validity. Furthermore, discriminant validity can be assessed by comparing it to the coefficient between variables using the AVE root approach. If the AVE value of a variable is 0.50, then the variable is considered to have a high level of validity (Ghozali, 2014). From the results listed in Table 5, it can be concluded that the relationship value between a construct on its indicator is higher than the relationship value on other constructs. This indicates that all constructs have met the criteria for good discriminant validity. In addition, Table 6 also shows that the AVE for each variable exceeds the value of 0.5. Thus, it can be concluded that the tested model does not face problems in terms of convergent validity.

Reliability Test

Reliability testing is used to verify that there are no problems when measuring the assessment (Ghozali, 2014). This test involved the use of indicators such as Cronbach's alpha and composite reliability. If the Cronbach's alpha and composite reliability values are ≥ 0.70 , this indicates that a variable is considered reliable. Based on the data shown in Table 7, the test results show a good value in terms of reliability, because all latent variables showed Cronbach's alpha and composite reliability values ≥ 0.70 . This fact indicates that the use of questionnaires as data collection tools in this study can be considered credible and persistent.

Tabel 5. Cross Loadings

	Mob Mentality	Reputation	Perceived Risk	Islamic Financial Literacy	Decision to use
X1.1	0.789	0.490	0.397	0.366	0.478
X1.2	0.893	0.631	0.567	0.479	0.636
X1.3	0.865	0.578	0.562	0.489	0.620
X1.4	0.861	0.639	0.544	0.481	0.618
X1.5	0.792	0.714	0.669	0.593	0.701
X1.6	0.834	0.613	0.619	0.534	0.633
X2.1	0.618	0.854	0.686	0.696	0.809
X2.2	0.495	0.688	0.527	0.552	0.625
X2.3	0.521	0.811	0.682	0.710	0.726
X2.4	0.606	0.709	0.689	0.580	0.624
X2.5	0.730	0.888	0.788	0.752	0.800
X2.6	0.455	0.674	0.636	0.502	0.561
X2.7	0.571	0.817	0.635	0.671	0.772
X2.8	0.629	0.871	0.652	0.683	0.791
X2.9	0.666	0.888	0.702	0.712	0.815
X3.1	0.532	0.538	0.752	0.481	0.582
X3.2	0.565	0.513	0.717	0.472	0.542
X3.3	0.527	0.573	0.783	0.533	0.621
X3.4	0.488	0.635	0.777	0.582	0.647
X3.5	0.656	0.775	0.862	0.662	0.781
X3.6	0.633	0.780	0.856	0.665	0.791
X3.7	0.442	0.626	0.760	0.574	0.622
X3.8	0.476	0.663	0.820	0.649	0.702
X3.9	0.451	0.686	0.732	0.623	0.661
X4.1	0.428	0.633	0.538	0.801	0.617
X4.2	0.471	0.707	0.636	0.852	0.697
X4.3	0.437	0.451	0.420	0.641	0.445
X4.4	0.491	0.701	0.629	0.775	0.655
X4.5	0.327	0.602	0.581	0.748	0.606
X4.6	0.404	0.651	0.593	0.796	0.649
X4.7	0.501	0.493	0.418	0.737	0.511
X4.8	0.583	0.757	0.759	0.859	0.765
X4.9	0.529	0.676	0.610	0.822	0.699
Y1.1	0.696	0.772	0.741	0.679	0.890
Y1.2	0.574	0.714	0.634	0.596	0.774
Y1.3	0.683	0.787	0.698	0.680	0.877
Y1.4	0.675	0.849	0.791	0.726	0.930
Y1.5	0.571	0.778	0.776	0.793	0.862
Y1.6	0.639	0.810	0.755	0.726	0.850

Table 6. Average Variance Extracted Test Results (AVE)

Variable	Average Variance Extracted (AVE)	Description
Mob Mentality	0,706	Valid
Reputation	0,647	Valid
Perceived Risk	0,618	Valid
Islamic Financial Literacy	0,614	Valid
Decision to use Mobile Banking Syariah	0,748	Valid

Table 7. Reliability Test Results

No	Variable	Cronbach's Alpha	Composite Reliability	Description
1	Mob Mentality (X1)	0.916	0.935	Reliable
2	Reputation (X2)	0.930	0.942	Reliable
3	Perceived Risk (X3)	0.922	0.935	Reliable
4	Islamic Financial Literacy (X4)	0.921	0.934	Reliable
5	Decision to use (Y1)	0.932	0.947	Reliable

Structural Model Evaluation (Inner Model)

The inner model has the aim of testing the relationship between endogenous variables and exogenous variables as defined in the conceptual framework. In order to evaluate the model, the R-Square Adjust method, Effect Size (F-square), Q-Square Predictive Relevance, Goodness of Fit (GoF) Test, and Hypothesis Test are used (Ghozali, 2014). Below is a PLS design model framework that has been tested:

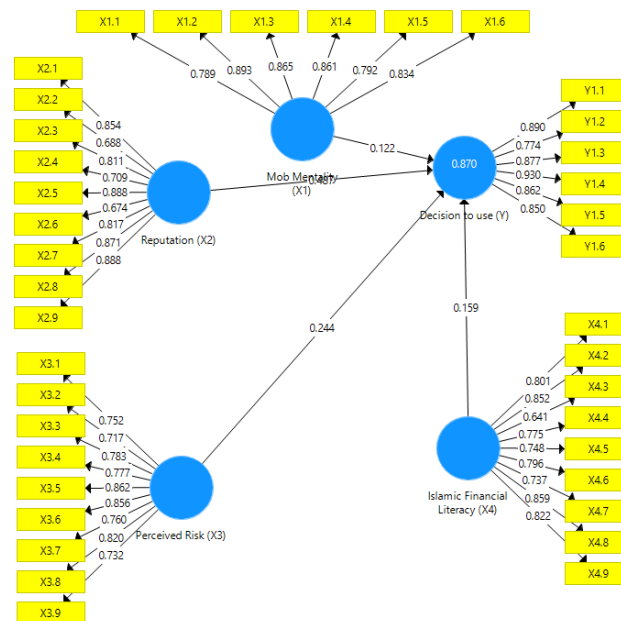


Figure 3. Inner Model Analysis Results

R-Square Test

The amount obtained in R-Square can prove the level of effect given to the dependent variable by the independent aspects in the stimulants used inside and outside the study (Ghozali, 2014). Decision to use Shariah mobile banking in table 8 resulted in a value of 0.870, meaning that 87.0% of the decision to use construct can be explained by the variability of the mob mentality, reputation, perceived risk, and Islamic financial literacy constructs, while 13.0% of the remaining variance can be explained by other variables not included in this study.

Table 8. R-Square Test Results (R²)

Variable	R-Square	Adjust R-Square
Mob Mentality, Reputation, Perceived Risk. dan Islamic Financial Literacy → Decision to use Mobile Banking Syariah	0,870	0,867

Uji F-Square

Effect size or F-Square test is a stage to determine how much influence a construct has if the F-square value of a target construct changes if certain constructs as predictors in a research model are removed (Ghozali, 2014). The F-square test will produce a value on the effect size which is used as a significant influence evaluation metric. If the F-square value is 0.02, then this indicates that the effect size of a latent variable is small. Furthermore, if the value of the F-square is 0.02 - 0.15, it indicates that the latent variable has a medium impact size, and if the F-square value is 0.15 - 0.35, it indicates that the latent variable has a large impact size. Based on table 9, it can be concluded that the variables mob mentality, perceived risk,

Islamic financial literacy had a moderate influence on the decision to use Shariah mobile banking. Meanwhile, Reputation had a big influence on the decision to use Shariah mobile banking.

Table 9. F-Square Test Results

Variable	F-Square	Influence
Mob Mentality	0,051	moderate
Reputation	0,350	big
Perceived Risk	0,132	moderate
Islamic Financial Literacy	0,062	moderate

Q-Square Test

Q-Square or Prediction Relevance is used to verify the predictive nature of a variable (Ghozali, 2014). If Q-Square has a number higher than zero, it can be said that the model has predictive utility. Conversely, if Q-Square has an amount less than zero, it can be said that the model has no predictive ability. Prediction relevance can be used to analyze a number of important observations realized as benchmarks that have been evaluated. According to the results listed in Table 10, the Q-Square was 0.641 or an amount higher than zero. This indicates that the tested model has provided good quality and is appropriate based on the data used.

Table 10. Q-Square Test Results

Variable	Q-Square
Mob Mentality, Reputation, Perceived Risk. dan Islamic Financial Literacy → Decision to use Mobile Banking Syariah	0,641

Goodness of Fit (GoF)

Indeks kesesuaian (GoF) digunakan dalam mengukur tingkatan kesesuaian secara keseluruhan dari model. Pada desain endogen, GoF memakai rata-rata geometris dari jumlah kesesuaian konstruk dan rata-rata R-Square yang umum. Ghozali (2014) menyarankan penggunaan R-Square sebagai media yang memiliki fungsi untuk mengukur kemampuan penjelasan dan prediction dari indeks kesesuaian (GoF) sebagai solusi dan perangkat yang dianjurkan. Nilai 0,1 pada GoF sebagai tingkat kesesuaian yang rendah, 0,25 sebagai tingkat kesesuaian sedang, dan nilai lebih tinggi dari 0,36 sebagai tingkat kesesuaian yang baik. Berdasarkan data pada Tabel 11, nilai goodness of fit yang diperoleh pada structural model yaitu 0,761 yang mengindikasikan jika model ini memiliki tingkat kesesuaian yang memuaskan dan memiliki GoF yang baik.

Table 11. Goodness of Fit (GoF) Test Results

Variable	Average Variance Extracted (AVE)	Adjust R-Square
Mob Mentality	0,706	0,870
Reputation	0,647	
Perceived Risk	0,618	
Islamic Financial Literacy	0,614	
Decision to use Mobile Banking Syariah	0,748	
Average Scores	0,666	0,870
AVE x R ²	0,580	
GoF = √(AVE x R ²)	0,761	

Hypothesis Test

Table 12. Hypothesis Test Results

Path Coefficient	Original Sample	T-Statistics (O/STDEV)	P-Values	Description
Mob Mentality → Decision to use Mobile Banking Syariah	0,122	2,362	0,019	Positive & significant
Reputation → Decision to use Mobile Banking Syariah	0,487	5,405	0,000	Positive & significant
Perceived Risk → Decision to use Mobile Banking Syariah	0,244	2,799	0,005	Positive & significant
Islamic Financial Literacy → Decision to use Mobile Banking Syariah	0,159	2,327	0,020	Positive & significant

The amount of t-statistics and p-value generated from the tests carried out, used to provide the results of the study hypothesis by reviewing the replication calculation by bootstrapping. Bootstrapping is used to calculate the normality test by evaluating the level of significance between latent variables produced

without a minimum number of samples (Ghozali, 2014). The use of the t-statistics value is as a testing tool at the level of significance of the independent variable on the dependent variable, where significance is considered achieved if the t-statistics has a value exceeding the t-table (1.97). Furthermore, if the p-values have an amount less than 0.05, then the hypothesis is considered acceptable.

According to the results of hypothesis testing, it was found that the number of t-statistics of the impact of mob mentality variables on the decision to use Shariah mobile banking was higher than the t-table value (1.97), which was 2.362, with an impact of 0.122 and p-values <0.05, namely 0.019. So, the conclusion is that the effect of mob mentality variables on the decision to use Shariah mobile banking is positive and significant, so H1 can be accepted. Furthermore, the t-statistic value of the impact of the reputation variable on the decision to use Shariah mobile banking was also higher than the t-table (1.97), which was 5.405, with an effect of 0.487 and p-values less than 0.05, namely 0.000. So it can be concluded that the effect of reputation variables on the decision to use Shariah mobile banking is positive and significant, so H2 can be accepted. In addition, the amount of the t-statistic of the impact of the perceived risk variable on the decision to use Shariah mobile banking was greater than the t-table value (1.97), which was 2.799, with an effect of 0.244 and p-values less than 0.05, namely 0.005. The conclusion is that the effect of the perceived risk variable on the decision to use Shariah mobile banking is positive and significant, so H3 can be accepted. Finally, the t-statistic value of the effect of the Islamic financial literacy variable on the decision to use Shariah mobile banking was also higher than the t-table value (1.97), which was 2.327, with an effect of 0.159 and p-values less than 0.05, namely 0.020. It can be concluded that the effect of Islamic financial literacy variables on the decision to use Shariah mobile banking is positive and significant, so H4 can be accepted.

Discussion

The Effect of Mob Mentality on Decision To Use Sharia Mobile Banking

Mob mentality in the use of applications, trends, and one's lifestyle is one of the psychological variables that can be felt today. These psychological factors can influence a person in making decisions as an influence of the environment in which the individual is located. This study aimed to investigate whether the influence of mob mentality can be a driving factor for individuals in choosing to use Shariah mobile banking. Based on the results of Structural Equation Modeling (SEM) testing which reveals that the mob mentality variable has a significant and positive impact on the decision to use Shariah mobile banking, so these results indicate that customers are irrational in making decisions. This means that customers who use Shariah mobile banking in the city of Semarang have a tendency to modify or change their views, opinions, and actions to be in line with the standards that apply in the group. Customers choose to use Shariah mobile banking based on the influence of the environment, thus encouraging the customer's mindset to imitate and adopt the behavior of others such as the selection of Islamic bank mobile banking services, where the surrounding environment uses Shariah mobile banking for daily transaction activities. This is in line with research conducted by Yudistira (2019), Kurniasih (2019), and Ammari- Bahri et al., (2020) which shows that mob mentality has a positive and significant impact on decisions.

The Effect of Reputation on Decision To Use Sharia Mobile Banking

A company's reputation is goodwill that increases its market value. A company with a positive reputation is better able to inspire support, trust and confidence than a company with a negative reputation. One of the objectives of this study was to investigate the impact of reputation can be a driving aspect for individuals in choosing the use of Shariah mobile banking. The results on Structural Equation Modeling (SEM) testing show that the reputation variable has a significant and positive impact on the decision to use Shariah mobile banking, then it is able to prove that companies with a good level of reputation are able to influence consumer decision making in using services or services, and vice versa. This means that reputation is an important element that is useful for bank marketing because of its great contribution and power in influencing customer decisions. A positive reputation impact can increase purchasing decisions. However, if the reputation of the bank is negative, it can result in reduced decisions. Therefore, if it is associated with the customer's assessment of the credibility of the services provided by the bank is good and reliable, then the customer has high trust in the bank. So that prospective customers can see the reputation owned by the bank, before making a decision. This is in line with the findings of research conducted by Dalmasius (2020) and Abdullah & Monika (2021) that reputation has a significant and positive impact on decisions.

The Effect of Perceived Risk on Decision To Use Sharia Mobile Banking

Perceived risk is the level of uncertainty over the results of using information technology or

uncertainty about the security of the information technology used. Perceived risk refers to consumers' subjective expectations of losses arising from certain consumption decisions. One of the objectives of this study was to investigate the impact of perceived risk as a driving factor for individuals in choosing to use Shariah mobile banking. The results obtained in Structural Equation Modeling (SEM) testing showed that the perceived risk variable has a significant and positive impact on the decision to use Shariah mobile banking, so that perceived risk becomes an important aspect in situations involving financial transactions, such as the use of mobile banking. This indicates that when customers feel a high level of risk, they tend to be reluctant to transact through mobile banking. However, on the contrary, if the customer feels a low level of risk, the customer will continue to transact on the mobile banking application, thus creating trust in the customer. These results are in line with the findings of research conducted by Samer & Fadila (2019), Asmy et al., (2019), and Tsaqifa & Hari (2019) which show that perceived risk has a significant and positive impact on decisions.

The Effect of Islamic Financial Literacy on Decision To Use Sharia Mobile Banking

Islamic financial literacy refers to the capacity to apply one's financial knowledge, understanding, insight and behavior to manage their financial resources based on Islamic law. One of the objectives of this study was to investigate how Islamic financial literacy can be a driving factor for individuals in choosing to use Shariah mobile banking. According to the findings obtained in the Structural Equation Modeling (SEM) test, which revealed that the Islamic financial literacy variable has a significant and positive impact on the decision to use Shariah mobile banking, increasing the use of Islamic financial services and products in Indonesia can directly increase the market share of Islamic finance in Indonesia if the degree of Islamic financial literacy in Indonesia is also high. This indicates that customers who have high awareness of the services provided by Islamic banks can increase their decision to use Islamic financial services. This is in line with the findings of research conducted by Muhammad et al., (2023); Elvinda et al., (2023); Ihrom & Kikin (2023); and Fitriana & Laily (2021) which state that Islamic financial literacy has a positive and significant impact on decisions.

V. CONCLUSION

This study aimed to analyze and review the aspects that have an impact on the decision to use Shariah mobile banking. The limitations of this study regarding the relationship between mob mentality, reputation, perceived risk, Islamic financial literacy and the decision to use Shariah mobile banking were only conducted in the city of Semarang. This can contribute to the literature by increasing research on Shariah mobile banking in other regions. So that it can overcome the concerns of the Indonesian people, regarding the risk of using mobile banking technology and become a potential for banks to develop the security of Shariah mobile banking services. Based on the results of calculations and discussions, it can be concluded that mob mentality influences the decision to use Shariah mobile banking significantly and positively. Then, reputation has a significant and positive effect on the decision to use Shariah mobile banking. Furthermore, perceived risk has a significant and positive effect on the decision to use Shariah mobile banking and Islamic financial literacy has a significant and positive effect on the decision to use Shariah mobile banking.

The novelty in this study was that the authors modified the research object to Shariah mobile banking in Indonesia by adapting different variables to be tested again related to the use of mob mentality, reputation, perceived risk, and Islamic financial literacy variables, thus producing research results that were different from previous studies. The results of this study found a novelty stating that the mob mentality variable has a positive and significant influence on the decision to use Shariah mobile banking. The domicile of respondents was dominated by those in Tembalang sub-district, Semarang city. This kind of domination can cause bias. The researcher recommends several managerial implications that can be applied by Islamic banks, in accordance with the findings of the study, namely reputation has the greatest impact on people's decisions to use Shariah mobile banking, because one of the important elements in banking that is considered to have an impact on bank success is the competence and credibility of banks as a measure of reputation.

The large Muslim population in Semarang is one of the supporters in accelerating the growth of Islamic financial services, especially the use of Shariah mobile banking by prioritizing high service quality and security, so that it has a wider market appeal and can compete with the use of conventional mobile banking. Considering that reputation is the strongest factor influencing the decision to use Shariah mobile banking, reputation is an important aspect for a bank because the good and bad of a bank

is an important indicator of the success of a bank. Researchers hope that these findings can provide an overview for Islamic banking parties to continue to strive for the level of security, data confidentiality and customer trust in terms of digital services, and can develop new innovations in the mobile banking service system so that customers still feel their decision to choose Shariah mobile banking services is right. Future research when taking the same problem is expected to change the object that the researcher has done so as to produce the latest research. In addition, it is expected to know the population in each city / district that will be studied so that it can represent the population in the region.

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