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LITERACY OF SHARIA IN FINANCIAL ANALYSIS TO HALAL LIFE STYLE SALATIGA COMMUNITY IN 2019

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ABSTRACT

The research objectives include the content and formulation of the research problem. The purpose of this study was to determine the influence of Islamic financial literacy on the halal life style of the people of the city of Salatiga in 2019.

The behavior and attitudes of the community need to be realized by inculcating sharia economic values, so that people are able to behave properly according to religious law, not just following trends. So that in this study the researchers included the cultivation of sharia values in order to build a halal life style in the Salatiga community, especially the Muslim community. The importance of inculcating the values of halal life style is that people are able to behave Islamically both in lifestyle and meeting needs. Based on the background of the problem and needs analysis, the formulation of the problem in this study is how to model the cultivation of halal life style values in order to build financial literacy for the Salatiga community. The objectives of this research in general are: to determine the influence of Islamic financial literacy on the halal life style of the people of Salatiga in 2019.

Keywords: *halal life style, financial syariah literacy*

INTRODUCTION

The advances of technology and The National Financial Literacy and Inclusion Survey (SNLIK) conducted by the Financial Services Authority (OJK) in 2018 showed that the financial literacy rate index was 29.66 percent, while the sharia financial literacy rate was only 8.11 percent. Islamic Financial Literacy is

closely related to a person's ability to know and understand Islamic financial products and services based on sharia principles.

Islamic financial services develop every year, this can be seen from the growing number of bank networks. Data on the number of Islamic financial

institutions as of January 2019 were as many as Islamic commercial banks, 21 sharia business units and 166 BPRPS, with a total of 2,555 BUS and UUS offices spread across almost all parts of Indonesia.

The large number of Islamic financial institutions in Indonesia is able to change the behavior of Indonesian people in general. Changes in the behavior of the community or consumers are very important and deserve attention in a marketing strategy, both in the form of marketing goods and marketing services. The term consumer behavior can be defined as all activities or behavior, as well as a psychological process that stimulates and elicits an action before buying, the process of buying, using, spending a product and after carrying out the action or commonly called evaluation. . Understanding consumer behavior will make it easier to achieve marketing goals, namely achieving maximum profit. In consumer behavior, there is switching behavior carried out by consumers or better known as switching behavior, whether it is switching brands or switching services and switching other behaviors such as lifestyle.

Understanding switching behavior is no less important than understanding consumer behavior. Switching behavior is

important for every company to understand because it is to maintain current customers. In a comprehensive sense, switching behavior is a process where consumers leave their relationship with the current product service provider by replacing it with competitors or entirely for a certain period of time. There are many reasons for consumers to switch behavior, including lifestyle and consumer awareness. In addition to this, research on switching behavior is influenced by price balances, failure of core services, competition, ethical issues and forced switching. Research on changes in people's behavior regarding financial literacy was also carried out by Morgan et al. This study discusses financial literacy related to how to manage finances, education regarding finances carried out by the people of Vietnam and Cambodia based on age and education level. This study aims to analyze how Islamic financial literacy is on the halal life style of the people of the city of Salatiga in 2019.

Literature Riview

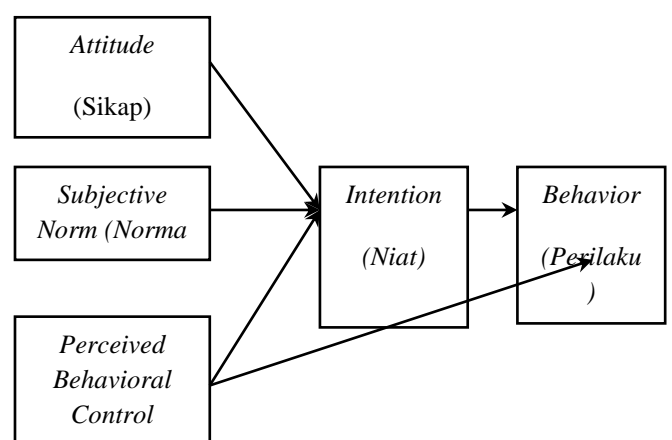
Carmela (2016) the better the economy will lead to increased sales growth of financial products, so that it becomes an opportunity for the community to improve welfare by

utilizing these financial products as a means of investment. In order to do this, people are required to have the skills in managing individual finances which is often referred to as financial literacy. OJK defines financial literacy as a series of processes or activities to increase knowledge, confidence and skills, consumers and the wider community so that they are able to manage finances better.

Therefore, financial literacy should be a basic need of every individual or society in managing finances. This is because if there is an error in financial management, it will cause financial problems. Financial literacy Ulfatun et al (2011) is a financial education that influences a person's awareness and attitude towards financial products and the use of various available financial planning instruments. Theory planet behaviour

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). In the TRA, it is explained that a person's intentions towards behavior are formed by two main factors, namely attitudes toward the behavior and subjective norms (Fishbein and Ajzen, 1975), while in the TPB, one more factor is added, namely perceived behavioral control (Ajzen, 1991). TPB is

very suitable to be used to explain various behaviors in entrepreneurship. As stated by Ajzen (1991). Lada (2019) that TPB is suitable to explain any behavior which requires planning, such as entrepreneurship (TPB is suitable to explain any behavior that requires planning, such as behavior change).



Sumber: Lo Choi Tung (2011)

Figure 1.1 Model *Theory of Planned Behavior (TPB)*

Gunawan (2016) Switching behavior is the behavior of changing habits that are carried out by consumers for certain reasons, or it is also interpreted as the vulnerability of consumers to switch to other products. Consumption behavior shifts that customers interact with them in the old way to new products offered by competitors. Meanwhile, another understanding of behavior transfer is the behavior movement carried out by

consumers or is interpreted as the vulnerability of consumers to switch to other products. Keaveney (2016) Switching behavior is a buying pattern characterized by changing or replacing one product with another. Consumers who activate the cognitive stage are consumers who are most vulnerable to behavior switching behavior due to the marketing stimulus factor carried out by business people consumer behavior in the form of switching behavior is part of consumer behavior. Switching behavior, as stated by Kaeney, is an act of customers leaving their original service provider to switch to another service, with the initial service provider loses future profits and bears the costs of acquiring new customers.

The concept of thinking in this study describes the relationship between the variables studied so that it can know the answer to the proposed hypothesis. In accordance with the title of this study, Financial sharia literacy on the community's halal life style, the exogenous variable of this research is financial education which has a direct effect on sharia financial literacy or through mediator variables, namely motivation, self-efficacy and financial knowledge so that with the existence of sharia financial literacy, it is able to affect

community behavior or behavior change Switching behavior. So the concept of this research is as follows:

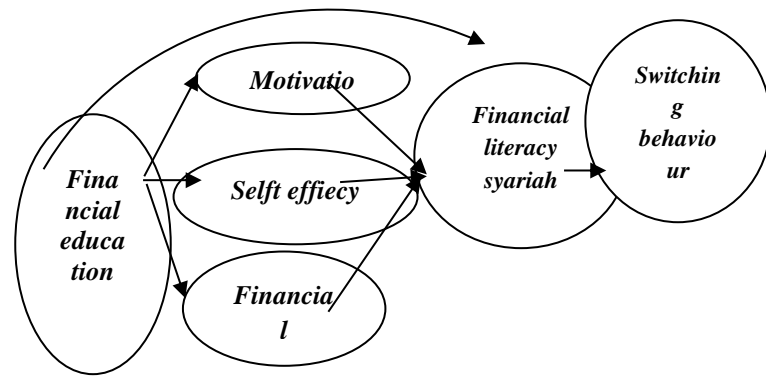


figure 1.2 Conceptual framework of the research developed

Research Method

Sugiyono (2010) The data used in this study are primary data taken directly from the study location Place shows important things in a research because it is in this research place that data, information, information and things are obtained in connection with research interests. This study took the location of the city of Salatiga. The research period starts from August 2019 to December 2019.

Sugiyono (2010) The sample is part or the population under study. Sampling research must be careful and comply with the rules of sample selection.

solid theoretical foundations, research design, and implementation and processing. Understanding the sample is part of the number and characteristics possessed by the population. The sample in this study was the Muslim community in the city of Salatiga who used Islamic financial institutions as many as 100 respondents. Determination of the number of samples based on the maximum number of samples. Rancangan penelitian

Imam Ghazali dan Fuad (2008)
The type of research conducted is quantitative and verification research. Verification research basically wants to test the correctness of data collection in the field. The quantitative approach is very appropriate to test and answer the formulation of the problems listed in the research.

Imam Ghazali dan Fuad (2008)
The analytical method used in this study uses Structural Equation Modeling (SEM). SEM is a multivariate technique that combines aspects of multiple regression and factor analysis to estimate a series of dependent relationships simultaneously. . Model testing was carried out using the AMOS version 2.0 program to analyze the causality relationship in the proposed structural model

Result and Discussion

Based on the survey results, it was found that financial education that needs and urgently needs to be integrated into financial literacy and switching behavior for the development of planetary behavior theory models are: 1) financial planning 2) implementation, 3) evaluation. Meanwhile, aspects of switching behavior that need to be considered are: core service failures, services encounter failures, pricing, inconvenience, response to failed services, attraction by competitors and variety seeking. The results of this study are as follows:

1. The test results can be seen that the financial education variable has a positive influence on motivation with a critical ratio of 6.175 obtained from the path coefficient (standardized regression weight estimate) and the critical ratio significance level is above 1.96 for a significance of 5%, this indicates that Islamic finance literacy on the halal life style of the people of Salatiga city is supported by the measurement data of the accepted planetary behavior theory model.
2. The result of the critical ratio value of 7.033 is obtained from the path coefficient (standardized regression weight estimate) and the critical ratio

- significance level is above 1.96 for a significance of 5%, this shows that financial education is positively and significantly related to self-efficacy supported by data and measurement model model planet theory behavior is accepted.
3. The critical ratio significance level is above 1.96 for 5% significance, with a critical ratio of 7.026 obtained from the path coefficient (standardized regression weight estimate) and, this shows that financial education is positively related to the financial knowledge variable supported by data, meaning that the measurement model theory of planetary behavior is accepted.
 4. The results of the path coefficient (standardized regression weight estimate) with a critical ratio of 6.053 and a critical ratio significance level above 1.96 for a significance of 5%, this indicates that financial education is positively and significantly related to financial literacy and is supported by data, meaning that measurement model of the theory of planetary behavior is accepted.
 5. Based on the test, it can be seen that the motivational variable has a positive influence on the financial literacy variable with a critical ratio of 5.373 obtained from the path coefficient (standardized regression weight estimate and the critical ratio significance level is above 1.96 for a significance of 5%, meaning that the theory of planet behavior model is accepted). .
 6. Based on the test, it can be seen that the self-efficacy variable is positively related to the financial literacy variable with a critical ratio of 5.882 obtained from the path coefficient (standardized regression weight estimate) and the critical ratio significance level is above 1.96 for 5% significance, meaning that behavior is positively related to The financial lietary variable is supported by data and the model theory of planetary behavior is accepted.
 7. Based on the test, it can be seen that the financial knowledge variable is positively related to the financial literacy variable with a critical ratio of 6.528 obtained from the path coefficient (standardized regression weight estimate) and the critical ratio significance level is above 1.96 for a significance of 5%, meaning that financial knowledge is positively related. with financial literacy variable

supported by data and measurement model theory planet behavior model is accepted.

8. Based on the test, it can be seen that the financial literacy variable is positively related to the switching behavior variable with a critical ratio of 4.831 obtained from the path coefficient (standardized regression weight estimate) and the critical ratio significance level is above 1.96 for a significance of 5%, meaning that behavior is positively related to The positioning behavior variable is supported by data and the model

theory of planetary behavior is accepted.

Conclusion

Based on the survey results, it was found that financial education that needs and urgently needs to be integrated into financial literacy and switching behavior for the development of planetary behavior theory models are: 1) financial planning 2) implementation, 3) evaluation. Meanwhile, aspects of switching behavior that need to be considered are: core service failures, services encounter failures, pricing, inconvenience, response to failed services, attraction by competitors and variety seeking.

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