Analysis of Accounting Students' Preferences Toward the Use of Islamic Banks in Financial Transactions
(A Case Study on Accounting Students at Dr. Soetomo University)

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ABSTRACT

This study aims to analyze the factors influencing accounting students' preferences toward the use of Islamic banks in financial transactions. A quantitative method was employed, with data collected through questionnaires distributed to respondents. The study focused on students of the Accounting Study Program at Dr. Soetomo University, Surabaya. A descriptive quantitative approach was used to compare preferences based on religiosity, accessibility, and knowledge. Data were obtained through questionnaires using a random sampling technique involving 52 respondents. The results show that religiosity and accessibility have a significant influence on accounting students' preferences in using Islamic banks, whereas knowledge does not have a significant effect. This study provides implications for financial institutions in developing strategies to enhance service quality and product appeal. The factors examined include religiosity, accessibility, and knowledge.

Keywords: *Student preferences, Islamic banks, religiosity, accessibility, knowledge*

1. INTRODUCTION

Islamic banks, as financial institutions, serve as intermediaries between parties with surplus funds and those in need of funds for business activities or other ventures aligned with Islamic law (Sharia). Also referred to as *Islamic banking* or *interest-free banking*, this system operates without involving interest (*riba*), avoids speculative elements (*maisir*), and steers clear of uncertainty or ambiguity (*gharar*) (Coti, 2020). Sharia-based financial institutions such as banks, insurance, and financing entities integrate Islamic spiritual values into their operations. Sharia principles are not merely symbolic but are concretely applied in operational activities, information systems, accounting, budgeting, and accountability (Tyas et al., 2019).

Despite continuous growth, the market share of Islamic banking in the national banking industry has remained around 7%. As of April 2024, Islamic banks held total assets amounting to IDR 879.42 trillion, with a year-over-year asset growth of 8.76%, contributing to a market share of 7.27%. By August 2024, this had increased to IDR 902.39 trillion with a growth of 10.37%, accounting for a 7.33% market share. Currently, there are 14 Islamic Commercial Banks, 19 Islamic Business Units, and 173 Islamic Rural Banks (Perbankansyariah.id, 2024).

However, the actual usage rate of Islamic banking services remains relatively low. Contributing factors may include limited accessibility, a lack of understanding of Islamic financial products, and the perception that Islamic banks are less competitive than conventional banks in terms of innovation, service efficiency, and public trust.

Majid (2020) found that understanding of the prohibition of *riba* significantly influences individuals' decisions to choose Islamic banks, while religiosity had no significant effect. Similarly, service quality—including reliability, responsiveness, assurance, empathy, and tangible elements—did not influence banking decisions among IAIN Surakarta students. Susanti et al. (2020) revealed that family influence, religiosity, and product decisions positively impact students' decisions to save at conventional banks among Islamic Economics students at Institut Agama Islam Darussalam Blokagung. Roberto (2020) found that knowledge, accessibility, and religiosity significantly influence the switch from conventional to Islamic banks among students of Islamic banking at UIN Ar-Raniry Banda Aceh.

Rajab (2024) investigated personal, psychological, and social factors behind students' preferences for conventional over Islamic banks at IAIN Curup, finding that these factors play key roles in shaping preferences. Rokhani & Nurkhin (2021) demonstrated that knowledge and bank characteristics influence students' interest in saving with Islamic banks, and religiosity can act as a moderating variable. Previous studies highlight various influencing factors in bank preference, but the findings are often inconsistent, showing varying levels of preference. This study seeks to reexamine the factors of religiosity, accessibility, and knowledge in shaping the preferences of accounting students at Dr. Soetomo University in using Islamic banks for financial transactions.

2. RESEARCH METHODOLOGY

This study employs a quantitative approach. A quantitative approach is a research method grounded in a post-positivist paradigm, aimed at the development of scientific knowledge. Its key characteristics include the collection and analysis of numerical data, the use of surveys and experiments, measurement and observation techniques, and the testing of theories through statistical analysis (Muhajirin et al., 2024).

2.1. Identification and Measurement of Variables

2.1.1. Dependent Variable

According to Hardani et al. (2020), a dependent variable is one that is presumed to be influenced by other variables in an experiment. In this study, the dependent variable is Accounting Students' Preference for Using Islamic Banks. This refers to students' choices or tendencies in selecting Islamic banks to fulfill their various financial transaction needs.

The indicators for the dependent variable in this study are as follows:

1. Identification of needs

2. Information search

3. Evaluation of alternatives

4. Decision to use

5. Post-use behavior (Athiki, 2020)

2.1.2. Independent Variables

Hardani et al. (2020) define independent variables as those that act as causes or have theoretical potential to influence other variables, typically represented by the letter "X". The independent variables in this study are:

Table 1. Independent Variables

Variable	Definition	Indicators	Source
Religiosity (X1)	Religiosity reflects the depth of belief in a religion, accompanied by religious understanding, which is manifested in the application of religious values through obedience to rules and the sincere fulfillment of obligations, particularly in daily worship.	a. Ideological (belief) b. Ritual/practice c. Spiritual experience d. Intellectual understanding e. Consequences or impacts	(Susanti et al., 2020)
Accessibility (X2)	Accessibility refers to the ease with which individuals can approach, understand, or obtain the information they need. Islamic banks can be easily accessed through headquarters, main branches, sub-	a. Ease of access b. Ease of obtaining information c. Ease of understanding usage d. Completeness of data and	(Aisah, 2022; Athiki, 2020)

	branches, cash offices, and Automated Teller Machines (ATMs).	information e. Service operation	
Knowledge (X3)	Knowledge is the state in which an individual possesses understanding or information about something. Knowledge arises when a person uses cognitive abilities to understand or recognize an object or event that was previously unknown.	a. Bank characteristics b. Bank benefits c. Level of satisfaction with the product d. Basic banking concepts	(Roberto, 2020)

2.2. Measurement Scale

This study uses an interval scale, specifically the Likert scale, to assess respondents' attitudes or opinions. Respondents are asked to complete a questionnaire by indicating their level of agreement with a series of statements. The measurement scale is as follows:

5 = Strongly Agree (SA)

4 = Agree (A)

3 = Neutral (N)

2 = Disagree (D)

1 = Strongly Disagree (SD) (Roberto, 2020)

2.3. Research Location, Population, and Sample

This research was conducted at the Faculty of Economics and Business, Dr. Soetomo University, Surabaya. The population of this study consists of students from the Accounting Study Program, class of 2021, at Dr. Soetomo University, Surabaya. A sample is a subset of the population chosen to represent the population as a whole. Using a sample is more efficient than studying the entire population, as long as the selection is well considered (Hardani et al., 2020). The sampling technique used in this study is Purposive Sampling. The criteria for selecting the sample in this study are as follows:

1. Active students of the Accounting Study Program, class of 2021, Faculty of Economics, Dr. Soetomo University.

2. Students who have used a bank for financial transactions.

3. Students who have completed the Islamic Accounting course.

The sample of this study consists of 52 Accounting students from the class of 2021, as they have completed the Islamic Accounting course and thus possess a solid understanding of the fundamental principles of Islamic accounting applied in Islamic banks.

2.4. Type, Sources, and Data Collection Techniques

The type of data used in this study is **primary data**. Primary data originates from the main source that provides relevant information, facts, and a depiction of events related to the research, or it is the original source from which the data is generated (Azizah, 2022). The data source refers to the entity or subject from which data is obtained (Azizah, 2022). In this study, the data source was obtained by distributing questionnaires directly to respondents from the Accounting Study Program, class of 2021, at Dr. Soetomo University. The primary data in this study includes:

1. Respondent Characteristics: Name, student identification number, and gender.

2. Respondents' Responses: Responses related to the questionnaires on religiosity, accessibility, and knowledge regarding Accounting students' preferences in using Islamic banks for financial transactions.

The data collection technique in this study uses a questionnaire, which involves distributing a set of questions that are answered by Accounting students from the class of 2021 at Dr. Soetomo University as respondents. The questionnaire questions focus on the preferences of accounting students regarding the use of Islamic banks in financial transactions, with a focus on religiosity, accessibility, and knowledge.

2.5. Data Analysis Method

Data analysis was conducted using SPSS. The tests performed include:

1. Instrument Testing (validity test, reliability test)
2. Classical Assumption Testing (normality, multicollinearity, autocorrelation, heteroscedasticity)
3. Multiple Linear Regression Analysis
4. Hypothesis Testing (Simultaneous F test, Partial T test)
5. Coefficient of Determination Test
6. Correlation Coefficient Test

3. RESULTS AND DISCUSSION

3.1. Research Results

Table 2. Gender

Gender	Frequency	Percentage
Male	7	14,9%
Female	40	85,1%
Quantity	47	100%

Based on the research results, primary data was obtained through a questionnaire. This study used a sample of 52 respondents. The composition of the respondents shows that the majority are female, with a percentage of 85.1%, while male respondents constitute only 14.9%.

Table 3. Respondents Based on Those Who Have Used a Bank for Financial Transactions

Have previously used a bank for financial transactions.	Frequency	Percentage
Have previously used	46	97,9%
Never have previously used	1	2,1%
Quantity	47	100%

Out of the 47 respondents who have completed the questionnaire, 46 respondents have used a bank for financial transactions, and only 1 respondent has never used a bank for financial transactions.

Table 4. Respondents Who Have Completed the Islamic Accounting Course

Have completed the Islamic Accounting course	Frequency	Percentage

Yes	46	97,9%
No	1	2,1%
Quantity	47	100%

Out of the 47 respondents who have completed the questionnaire, 46 respondents have completed the Islamic Accounting course, while only 1 respondent has not completed the Islamic Accounting course.

3.2. Regression Analysis Results

Table 5. Regression

Predictor	B	SE	β	t	p
(Constant)	3.557	1.672	—	2.128	.039
X1	0.393	0.146	.449	2.695	.010
X2	0.227	0.125	.251	1.824	.075
X3	0.245	0.168	.207	1.457	.153

The results of the multiple linear regression equation above can be explained as follows:

a. The constant value (a) of 3.557 indicates that if the independent variables, namely religiosity (X1), accessibility (X2), and knowledge (X3), are assumed to be zero, the preference value of accounting students for using Islamic banks (Y) would be 3.557.

b. The regression coefficient value (b1) of 0.393 indicates that religiosity (X1) has a positive effect on the preference variable of accounting students towards using Islamic banks (Y). If X1 increases by 1%, the preference of accounting students for using Islamic banks (Y) will increase by 0.393, assuming other variables remain constant.

c. The regression coefficient value (b2) of 0.227 indicates that the accessibility variable (X2) has a positive effect on the preference variable of accounting students towards using Islamic banks (Y). If X2 increases by 1%, the preference of accounting students for using Islamic banks (Y) will increase by 0.227, assuming other variables remain constant.

d. The regression coefficient value (b3) of 0.245 indicates that the knowledge variable (X3) has a positive effect on the preference variable of accounting students towards using Islamic banks (Y). This means that if X3 increases by 1%, the preference of accounting students for using Islamic banks (Y) will increase by 0.245, assuming other variables remain constant.

3.3. Discussion

The results of the F-test (simultaneous test) above show that the F-calculated value is 32.005 with a significance value of 0.001. The significance level is 5% (0.05) and df1 (N1) = k-1 (4-1) = 3 and df2 (N2) = n-k (45-4) = 41, yielding an F-table value of 2.830. This indicates that F-calculated > F-table (32.005 > 2.830). This result can be concluded that the three independent variables—religiosity (X1), accessibility (X2), and knowledge (X3)—simultaneously affect the preference of accounting students toward using Islamic banks. This result is in line with the study by Roberto (2020) in "Analysis of the Factors Influencing Customers' Shift from Conventional Banks to Islamic Banks (A Study on Islamic Banking Students at the Faculty of Economics and Islamic Business UIN Arraniry Banda Aceh)," which identified three variables—religiosity, accessibility, and knowledge—that simultaneously influence the preferences of accounting students toward the use of Islamic banks. The t-table value is obtained from the formula df = n-k-l or 45-3-1 = 41. The t-table value is 1.682 with a significance of 0.10/2 = 0.05 (two-tailed test).

The t-test results (partial) for the religiosity variable (X1) show a t-calculated value of 2.695, which is greater than 1.682 (2.695 > 1.682). The conclusion is that the religiosity variable (X1) positively and significantly affects the accounting students' preference toward using Islamic banks (Y) for accounting students of the 2021 cohort at

Universitas Dr. Soetomo. This indicates that the 2021 cohort of accounting students understands that Islamic banks operate according to Islamic legal principles, which are free from elements of usury (riba) and fraud or injustice.

This result aligns with the study by Hardianti et al. (2024), which shows that religiosity positively influences interest in saving in Islamic Banks in Lamongan Regency. The research by Athiki (2020) also revealed that religiosity influences the decision to become a customer of Bank Syariah Mandiri KCP Soekarno Hatta.

The t-calculated value obtained is 1.824, which is greater than 1.682 (1.824 > 1.682). The conclusion is that the accessibility variable (X2) positively and significantly affects the preference of accounting students toward using Islamic banks (Y) for accounting students of the 2021 cohort at Universitas Dr. Soetomo. This shows that the ease of access to locations, availability of complete information, and ease of operation of Islamic bank services are factors that influence their preference.

This result is consistent with the research by Athiki (2020), which shows that accessibility has a positive effect on the decision to become a customer of Bank Syariah Mandiri KCP Soekarno Hatta. Similarly, the study by Roberto (2020a) also shows that accessibility has a significant effect on the shift of consumers from conventional banks to Islamic banks among Islamic banking students at UIN Ar-Raniry Banda Aceh.

The t-calculated value obtained is 1.457, which is smaller than 1.682 (1.457 < 1.682). This result leads to the rejection of H0, meaning that the knowledge variable (X3) does not have a positive and significant effect on the preference of accounting students toward using Islamic banks (Y). This suggests that there is still a lack of interest and insufficient understanding of Islamic banking among accounting students at Universitas Dr. Soetomo in using Islamic banks for financial transactions.

This result aligns with the research by Pradesya (2020), which shows that knowledge does not affect the community's interest in transacting at Islamic Banks in Rahuning Village. Additionally, the study by Hardianti et al. (2024) also found no significant effect on the interest in saving at Islamic Banks in Lamongan Regency.

The coefficient of determination (R-square) value is 0.837, indicating that the relationship between the independent variables and the dependent variable is very strong. An R-square value of 0.701 suggests that the variables of religiosity (X1), accessibility (X2), and knowledge (X3) together influence 70.1%, while the remaining 29.9% is influenced by other variables not included in this study. The correlation coefficient values range from 0.676 to 0.809 for each variable, meaning that both the independent and dependent variables exhibit a strong to very strong relationship when considered together.

4. CONCLUSION

Based on the research conducted on "Analysis of Accounting Students' Preferences Toward the Use of Islamic Banks in Financial Transactions (Case Study on Accounting Students at Universitas Dr. Soetomo)," the following conclusions can be drawn:

1. Religiosity has a significant effect on the preference of accounting students toward using Islamic banks among the 2021 cohort of accounting students at Universitas Dr. Soetomo.

2. Accessibility has a significant effect on the preference of accounting students toward using Islamic banks among the 2021 cohort of accounting students at Universitas Dr. Soetomo.

3. Knowledge does not have a significant effect on the preference of accounting students toward Islamic banks among the 2021 cohort of accounting students at Universitas Dr. Soetomo.

This study focuses only on the 2021 cohort of accounting students at Universitas Dr. Soetomo, so the findings may not represent students from different cohorts or students from other universities. This research only considers three main factors, namely religiosity, accessibility, and knowledge, without accounting for other factors that might also influence the preferences of accounting students toward the of Islamic banks. Islamic banks need to improve their educational strategies for students through cooperation programs or socialization activities such as seminars or webinars to enhance students' understanding of the benefits and principles of using Islamic banks. In addition, Islamic banks can improve their services by increasing the number of branches or offering more accessible digital services for students.

For future researchers, it is recommended to expand the scope of the study by including students from different cohorts or from other universities and focusing on qualitative methods to gain deeper insights into the reasons behind students' preferences for using Islamic banks. Future researchers may also consider adding other factors or variables

such as social, personal, and technological factors, which may have a more complex impact on students' preferences for using Islamic banks.

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