

THE INFLUENCE OF RELIGIOSITY, TRUST, KNOWLEDGE AND LOCATION ON PEOPLE INTEREST IN SAVING AT BANK SYARIAH INDONESIA SUB-BRANCH OFFICE BENGKALIS

Name of Student : Azizatul Aulia
Registration Number : 5404181130
Advisor : M. Alkadri Perdana, B.IT., M.Sc

ABSTRACT

This study aims to determine the influence of religiosity, trust, knowledge and location on people interest in saving at Bank Syariah Indonesia Sub-Branch Office Bengkalis. The number of samples in this study was 100 respondents by distributing questionnaires to people who saved at Bank Syariah Indonesia Sub-Branch Office Bengkalis. The research method used is a quantitative approach using a non-probability sampling method with purposive sampling and the analysis method is multiple linear regression. The results of this study indicate that partially religiosity, trust, knowledge and location variables have a significant influence on people interest in saving at Bank Syariah Indonesia Sub-Branch Office Bengkalis. Simultaneously, the variables of religiosity, trust, knowledge, and location have a significant influence on people interest in saving at Bank Syariah Indonesia Sub-Branch Office Bengkalis. The coefficient of determination of religiosity, trust, knowledge and location is 66.1% of the interest in saving.

Keywords: Religiosity, Trust, Knowledge, Location, Interest in Saving