


The Influence of Product Quality, Service Quality and Promotion on Saving Decision Making in Islamic Banks For UIN North Sumatra Students

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Abstract	Article Info
<p>This study examines the influence of product quality, service quality, and promotion on saving decisions among students at the State Islamic University of North Sumatra (UINSU) within the context of Islamic banking. Using a quantitative approach and purposive sampling, the research involved 100 student respondents. Data were collected via validated questionnaires and analyzed using multiple linear regression, classical assumption tests, and hypothesis testing (t-test and F-test). The findings reveal that all three variables—product quality, service quality, and promotion individually and collectively exert a significant influence on students' saving decisions. Among them, promotion shows the strongest individual effect. The coefficient of determination indicates that 55.8% of the variance in saving decisions can be explained by these variables. These findings align with the Theory of Planned Behavior (TPB), which suggests that behavioral intentions, influenced by attitudes, subjective norms, and perceived behavioral control, play a central role in decision-making processes. The research also supports the consumer decision-making process and SERVQUAL models, which emphasize the roles of information, evaluation, and service attributes in shaping consumer choices. This study underscores the strategic importance for Islamic banks to enhance their product offerings, service delivery, and promotional efforts, particularly when targeting younger consumers such as university students. By strengthening these areas, Islamic banks can better position themselves in a competitive financial landscape and expand their market share. Ultimately, this research contributes to the growing body of literature on Islamic financial behavior and offers actionable insights for improving student engagement with Sharia-compliant financial services.</p>	<p>Article History <i>Received :</i> <i>January 11, 2025</i> <i>Revised :</i> <i>July 29, 2025</i> <i>Accepted :</i> <i>August, 03, 2025</i></p> <p>Keywords: <i>Product Quality,</i> <i>Service Quality,</i> <i>Islamic Banks,</i></p>

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INTRODUCTION

Banking is a sector that plays a crucial role in economic activity, both in supporting the national economy and in national development. This can be seen in its role as an intermediary institution. While acting as a mediating institution, banks collect and distribute public funds to finance economic activities, thus impacting the strength of the economic structure. (Eliza, 2021)

The monetary crisis that struck Indonesia in 1997-1998 negatively impacted financial institutions, particularly conventional banks. Following the crisis, many conventional banks went bankrupt due to liquidity constraints. However, Islamic

banking, which was able to survive the crisis, played a different role. The role of Islamic banking grew stronger, especially after the implementation of Law No. 10 of 1998, which amends Law No. 7 of 1992 on Banking, which addressed the dual banking system. Article 6 of this law directs conventional banks to function in accordance with Sharia principles and even to convert from conventional to Islamic banks entirely. (Murniati, 2021).

Table 1. Snapshot Data, Number of Users and Percentage of Islamic Banking

Year	Sharia Banking Snapshot Data	Number of Users	Percentage
2019	5.95%	15370224	7.72%
2020	6.01%	15576223	7.89%
2021	6.52%	17909582	10.85%
2022	39.11%	19445128	31.6%
2023	28.01%	1983762	45%

Source: <https://ojk.go.id>

Recent data from the Financial Services Authority (OJK) reveals that Sharia banking in Indonesia has shown notable improvement over the past three years. Starting at 5.95% in 2019, the sharia banking sector's market share has risen steadily each year. By 2021, the total sharia banking market share reached 6.52%. The 2022 data indicates that islamic banking in Indonesia maintains a consistent growth trajectory. This is expected to continue until 2024. (Yunita, Lubis, & Aslami, 2023)

Indonesia is a country that utilizes two financial service systems: Sharia-compliant financial services and non-Sharia (conventional) financial services. Both services continue to grow as financial industries that support the Indonesian economy. The Sharia-compliant financial industry in Indonesia is showing positive growth. (Ali, 2021) Technological and information system developments have significantly influenced Indonesia's financial landscape. Ease of transactions is a result of the development of financial technology (Fintech). Financial technology (Fintech) is the use of technology in the financial system. Fintech advancement will generate innovative financial solutions, technological applications, and novel business approaches that influence both monetary stability and overall financial system resilience (Aisya, 2020).

Several developed countries have developed a culture of non-cash payments, often referred to as cashless. The rationale for this non-cash payment system is the high circulation of cash in society, resulting in increased counterfeiting and the high costs of printing, storing, and distributing currency by central banks. Indonesia, a Southeast Asian country with improving economic growth, has further encouraged industrial development and innovation, including the digital industry. (Dittiya Himawati, 2021)

Table 2. Data on the Number of Users and Percentage of Islamic Banking in North Sumatra

Year	Population (People)	Number of Islamic Banking Users	Percentage
2019	14,262,147	235266	7.72%
2020	14,799,361	267883	
2021	15,000,000	191019	10.85%
2022	15,200,000	1,545,645	31.6%

2023	15,386,640	1,545,645	45%
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Data Source: Financial Services Authority

Islamic banking in North Sumatra has shown positive growth in recent years. We've provided the current statistics on Islamic banking customers and its provincial percentage. Islamic Banking Statistics in North Sumatra (as of October 2023) Islamic Banking Assets: Reached IDR 22.83 trillion, growing 12.54% year-on-year, and representing approximately 6.70% of total banking assets in North Sumatra of IDR 333.06 trillion. Third Party Funds (TPF): Collected IDR 21.12 trillion, an increase of 13.59% compared to the previous year. Islamic Financing: Disbursed IDR 16.60 trillion, an increase of 11.59% year-on-year. Non-Performing Financing (NPF): Recorded at 4.62%. Financing to Deposit Ratio (FDR): Reached 78.58%, indicating efficiency in fund distribution. (Dalimunthe, 2023)

Industrial development in Indonesia is showing progress with innovations in digital payments and related technologies, such as digital wallets (e-wallets). Therefore, Bank Indonesia, the central bank, is striving to make cashless transactions a success in Indonesia. This effort began with a program called the National Non-Cash Movement (GNNT), spearheaded by Bank Indonesia to successfully create a modern Indonesian society with a Less Cash Society (LCS) culture. (Daulay, 2023) Modern society prefers cashless payments over cash because it is more practical. The cashless payment system is an innovation in payment systems using modern technology. This payment innovation includes cashless payments using Automated Teller Machines (ATMs), mobile banking, credit cards, and digital wallets (e-wallets). (Wahyuni, 2022)

The development of electronic money is supported by companies that help facilitate the transformation of electronic money into a Cemumuah (Fast, Easy, Cheap, Safe, and Reliable) payment method. (Dewi, 2023) E-wallets are a type of electronic payment system used for online transactions using smartphones. E-wallets can be a quick and easy solution for all forms of payment transactions and enable people to purchase various necessities online. (Syafitri, 2020)

In the banking world, the quality of service products must provide optimal and superior offerings, thus considering the dimensions of the service product. According to Tjiptono (2001), service product quality indicators include three aspects: performance, features, aesthetics, reliability, and serviceability. Good service product quality certainly provides customer satisfaction and influences their savings decisions. Research literature reveals a consistent pattern where product quality emerges as a decisive faktor in saving decisions, evidenced by both Wijaya and Ariyani's (2021) study and Zebua and Andronicus (2021) subsequent work.

Service quality is also a crucial factor for a company. Generally, service is an activity undertaken by a company to meet the needs and desires of consumers. Customer service is crucial for a company because without good service, consumers will not purchase the products or services offered. Meanwhile, service quality is the superiority of a company's service in satisfying consumer needs and desires. According to A. Hasan, service quality is the characteristics and nature of service that influence the ability of employees to satisfy the needs expressed by consumers or those implied by consumers. Consumers naturally tend to choose companies that can satisfy their needs and desires with a high level of service quality, both in terms of comfort, reliability, and security. (Andespa, 2020)

In the banking world, service quality must provide customer satisfaction, which is certainly the primary goal of banking companies so they can grow and advance in the

face of intense competition. (Nurbaaiti, 2022) Therefore, in order to win the competition, banking companies must pay attention to the dimensions of service quality characteristics. For example, research conducted by Ulfa & Sulistyorini concluded that service quality significantly affects customers' savings choices. Aisyah & Riyadi also conducted a similar study and concluded that service quality significantly influences customers' savings decisions. Furthermore, research by Rizkulillah et al., (2022) found that service quality notably impacts how customers decide to save. (Rizkulillah C. A., 2022)

In addition to product quality and service, promotion is also a factor in stimulating savings decisions. Promotional activities serve as vital marketing tools for organizations, involving the strategic communication of product or service value propositions to influence consumer purchasing behavior. Promotion is communication from sellers to buyers in the form of information about a product or service, with the goal of changing the attitudes and behaviors of buyers who were previously unfamiliar with the product or service and making them more aware of it. (Ikhsan, 2020)

In the banking world, To capture customer interest, promotions need to deliver simple, detailed information about the advantages of the product or service. (Imsar, 2023) In carrying out promotional activities, banking companies must choose promotional tools or promotional mixes that will be used in offering products and services to client. Promotion indicators have 4 models: advertising, sales promotions, online marketing and social media (online marketing), and word of mouth (Kotler & Keller, in Bernik & Ramadhan). Activities play an important role for banking companies in influencing customer savings decisions. Good promotions can certainly influence consumer interest in the products or services offered by providing detailed information about the advantages of these products or services easily for consumers to grasp. For example, research by Saibantono et al., (2018) concluded that the quality of promotions has a significant effect on customer savings decisions. Aziz & Hendrasto (2019) also conducted a similar study and concluded that the quality of promotions significantly impacts customers savings decisions. This is further compounded by research by Pramudani & Fithria (2021) finding that the quality of promotions significantly impacts customers savings decisions (Suryaningsih, 2020).

Product quality, service quality, and promotions are widely used by banking companies to stimulate and influence customer savings decisions in order to win the competition. (Imsar, 2023) Many researchers have examined this phenomenon, but their results differ from those of other researchers. For example, research conducted by Zebua & Andronicus (2021) concluded that promotions, service quality, and product quality positively and significantly impact customer savings decisions. However, other studies have found different results. For example, research conducted by Hasanah concluded that product quality and service quality do not significantly influence customer savings decisions. Furthermore, Aisyah & Riyadi's (2020) research concluded that promotions do not significantly influence customer savings decisions. Therefore, research evidence is needed to determine the definitive results of the differences in research results with the title. (Faqih, 2020)

When investigating how product quality, service quality, and promotion effect savings decisions in Islam banks, the Theory of Planned Behavior (TPB), Developed by Ajzen (1991), offers a strong and relevant theoretical framework. This theory is a behavioral theory widely used to understand and predict individual decisions in various contexts, including economic and financial ones. Three primary factors — attitude

toward the behavior, subjective norms, and perceived behavioral control — are believed by the Theory of Planned Behavior (TPB) to drive a person's decision to act. In the context of this research, attitudes toward behavior can be shaped by customer perceptions of product quality and service quality offered by Islamic banks. If banking products are perceived as high quality and services are perceived as satisfactory, this can form a positive attitude that encourages individuals to make savings decisions. (Faroqi, 2021)

Furthermore, promotions conducted by banks can influence subjective norms, namely how the social environment and external information shape the urge or pressure to save. Effective promotions not only provide information but also create a positive image that influences social views towards saving in Islamic banks. Meanwhile, perceived behavioral control, or perceptions of the ease and ability to save, can also be influenced by service quality, for example in terms of ease of service access, transaction speed, and clarity of information provided. These three aspects of the TPB then shape intentions, and these intentions are the main predictors of the decision to save. (Purwaningsih., 2020) In addition to the TPB, another approach supporting this research is the consumer decision-making process model proposed by Kotler and Keller (2016). They propose that consumers go through five stages when making decisions: recognizing a need, searching for information, evaluating alternatives, making a purchase (or in this context, a saving decision), and post-purchase behavior. Product and service quality play a crucial role in the alternative evaluation stage, while promotions provide information and encourage consumers through the need recognition stage to ultimately decide to save in an Islamic bank. To specifically grasp service factors in more detail, the SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry, is a pertinent additional theory. (Harahap I. a., 2022)

According to this model, service quality is made up of five key aspects: tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions serve as the basis for consumers to assess the quality of service they receive, which in turn influences their satisfaction and decision to use the services of an institution, including Islamic financial institutions. (Harahap M. I., 2020) Thus, the combination of TPB as a grand theory, along with consumer decision-making theory and SERVQUAL as supporting theories, provides a strong conceptual foundation for explaining how product quality, service quality, and promotions influence savings decisions at Islamic banks. (Harahap S. , 2021)

The State Islamic University of North Sumatra (UINSU) is a state university located in Medan, North Sumatra. For a long time, UINSU has played a crucial role in expanding Islamic education across Indonesia . UINSU's vision is to become a leading Islamic university based on science and technology. The university's motto is "Building Quality Islamic Character," reflecting its commitment to producing a generation with noble and quality morals. According to Aqwa (2022) and the latest figures, UINSU had 30,735 active students in the 2024/2025 academic year. Meanwhile, the estimated population of North Sumatra Province in 2024 is approximately 15,888,525. Thus, the percentage of UINSU students to the total population of North Sumatra is approximately 0.19%. (Marliyah, 2024)

The use of Islamic banking among students at the State Islamic University of North Sumatra (UINSU) shows a positive trend, although not all students adopt it. Studies show that knowledge of Islamic banking and Islamic financial literacy significantly influence students' interest in becoming Islamic bank customers.

(Ruwaidah, 2020) For example, research at the Faculty of Islamic Economics and Business (FEBI) at UINSU found that Islamic financial literacy and financial management behavior positively influenced students' decisions to use Islamic banking services. Furthermore, positive perceptions of digital services such as mobile banking also contribute to student satisfaction in using Islamic banking services. Although not all UINSU students use Islamic banking, there is a positive trend driven by increased Islamic financial literacy, product knowledge, and ease of digital access. This reflects the great potential for Islamic banks to expand their market share among the younger generation, especially UINSU students. (Novia, 2019)

From the explanation of the problem above, the researcher is interested in conducting in-depth research on how product quality influences saving decision-making among UIN North Sumatra students. How does service quality influence saving decision-making among UIN North Sumatra students. How does promotion influence saving decision-making among UIN North Sumatra students. (Nuradyta, 2019) How does product quality, service quality, and promotion influence saving decision-making among UIN North Sumatra students. Do these variables have an overall influence or not on the decision to use Islamic banking products or services? So the researcher is interested in taking the title "The Influence of Product Quality, Service Quality, and Promotion on Saving Decision-Making among UIN North Sumatra Students".

METHOD

Based on the type of research or research used for this research, namely quantitative research with an associative approach. (Salim, 2022) This research was conducted at the State Islamic University of North Sumatra. This research data sources were obtained using two (2) sources, namely primary data. Where primary data, namely data obtained from authentic data originating from individual research subjects, groups and institutions, has been collected specifically and related to the problem being studied. (Octavia, 2022) The secondary data source comes from previous research, and many more such as books, journals, official websites and online articles related to this research, in this opportunity research all student data will be taken from students of the State Islamic University of North Sumatra in the academic section. A research population encompasses every object or subject possessing particular characteristics that the researcher aims to understand and from which to derive findings. In this research, the objects used are all active students of the 2023-2024 class of Islamic students of the State Islamic University of North Sumatra, totaling 31,489 (UINSU Website). (Rabbani, 2022) By using random sampling, the study included approximately 150 respondents. This analysis gathered data through questionnaires or surveys distributed via Google Forms . The completion of this research uses quantitative analysis methods because various types of data used are quantitative data. The tool in processing data uses SPSS 21. The analysis involved Instrument Tests (for Validity and Reliability), Classical Assumption Tests (including Normality, Multicollinearity, and Heteroscedasticity), and Statistical Tests (Multiple Linear Regression, R Square, T-Statistic, and F-Statistic). (Rizkulillah C. , 2022)

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{31.489}{1 + 31.489 (0,1)^2}$$

$$n = \frac{31.489}{1 + \frac{31.489(0,01)}{31.489}}$$

$$n = \frac{1 + 314.89}{31.489}$$

$$n = \frac{315.89}{31.489}$$

$$n = 99.68 = 100$$

So, the sample taken in this study was rounded up to 100 respondents.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression is an advanced form of simple regression, used when a single outcome variable is influenced by at least two predictor variables. Its purpose is to forecast the dependent variable (Y) based on the values of three or more independent variables (X).

Table 3 Results of Multiple Linear Regression Analysis Test

		Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	10.001	2.078		4.814	.000						
	Kualitas Produk	.086	.127	.085	2.682	.001	.141	.069	.064	.568	1.760	
	Kualitas Pelayanan	.232	.145	.213	4.597	.000	.086	.161	.150	.493	2.028	
	Promosi	.528	.133	.447	3.962	.000	.367	.375	.371	.690	1.449	

a. Dependent Variable: Pengambilan Keputusan

The equation model from Table 6 shows the impact of Product Quality, Service Quality, and Promotion on UINSU students' saving decisions in Islamic Banks:

$$Y = 10.001 + 0.086 (X1) + 0.232 (X2) + 0.528 (X3) + e$$

The influence of Product Quality, Service Quality, and Promotion on UINSU students' saving decisions in Islamic banks, as revealed by the equation's coefficients, can be explained below:

1. The constant value (c) of 10,001 indicates that UINSU students' saving decisions in Islamic banks would be 10,001 if Product Quality, Service Quality, and Promotion were all zero, assuming all other factors remain unchanged.
2. For every 1% improvement in Product Quality (X1), UINSU students' savings decisions in Islamic banks are projected to increase by 0.086%.
3. With a value of 0.232, Service Quality (X2) suggests that every 1% improvement in service quality will result in a 0.232% increase in UINSU students' likelihood to save at Islamic banks.
4. A 1% increase in Promotion (Y) leads to a 0.232% rise in UINSU students' Decision Making to Save at Islamic Banks.

Hypothesis Testing

Statistical T Test

This study uses a t-test to see if Product Quality, Service Quality, and Promotion each individually influence UINSU students' decisions to save at Sharia Banks.

Table 4 Hypothesis Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	10.001	2.078		4.814	.000					
	Kualitas Produk	.086	.127	.085	2.682	.001	.141	.069	.064	.568	1.760
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	Promosi	.528	.133	.447	3.962	.000	.367	.375	.371	.690	1.449

a. Dependent Variable: Pengambilan Keputusan

The formula for finding the t-table = $\alpha: n - k - 1$

= $0.05 : 100 - 2 - 1$

= $0.05 : 97$

= 1.9861

1. The research indicates that Product Quality (X1) independently impacts UINSU students' choices to save in Islamic Banks. This finding is based on a calculated t-value of 2.682 (exceeding the t-table value of 1.9861) and a statistically significant t-value of 0.001, allowing for the acceptance of Ha and rejection of H0.
2. The study found that Service Quality has a partial, yet significant, impact on UINSU students' decisions to save at Sharia banks. This is evident from a t-value of 4.597 (exceeding the critical t-table value of 1.9861) and a significance value of 0.000 (below 0.05). Consequently, the alternative hypothesis (Ha) was accepted, and the null hypothesis (H0) was rejected.
3. The analysis showed that Promotion has a partial, significant impact on UINSU students' decisions to save in Sharia Banks. This is because its t-value (3.962) was higher than the t-table value (1.9861), and its significance value (0.000) was less than 0.05. Therefore, we accepted the alternative hypothesis (Ha) and rejected the null hypothesis (H0).

F-Statistic Test

The F-test assesses the combined impact of the independent variables on the dependent variables.

Table 5 Results of the F-Statistic Test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.947	3	50.316	5.996	.001 ^a
	Residual	805.643	96	8.392		
	Total	956.590	99			

a. Predictors: (Constant), Promosi, Kualitas Produk, Kualitas Pelayanan

b. Dependent Variable: Pengambilan Keputusan

The formula for finding the t-table = $\alpha: n - k - 1$

= $0.05 : 100 - 2 - 1$

= $0.05 : 97$

= 2,699

The F-statistic test yielded a value of 0.001, indicating that Product Quality, Service Quality, and Promotion collectively influence UINSU students' saving decisions at Sharia banks (as 2.699 is less than 5.999).

R Square Test

The coefficient of determination (R^2) shows how much of the variation in the dependent variable can be explained by the independent variable.

Table 6 R Square Test Results

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.697 ^a	.558	.531	2.89692	.158	5.996	3	96	.001	1.826

a. Predictors: (Constant), Promosi, Kualitas Produk, Kualitas Pelayanan

b. Dependent Variable: Pengambilan Keputusan

The results of the determination coefficient test indicate that 55.8% of Product Quality, Service Quality and Promotion influence the Decision to Save at Islamic Banks for UINSU Students

The Influence of Product Quality on Saving Decisions

Product quality is the overall superiority of a product or service that consumers expect. According to Kotler and Armstrong (2012) in (Yafie et al., 2023), Product quality refers to how well a product or service executes its primary function . Furthermore, according to Armand FV (1991) in (A. Hasan, 2021), product quality is a product characteristic of a marketing service through a service used to meet consumer expectations. Cyndee Miller (1993), as cited by A. Hasan (2021), also defines product quality as the complete set of features and traits of a service product that can fulfill consumer needs. (Sianturi, 2019)

The study found that Product Quality (X1) partially influences UINSU students' saving decisions in Islamic banks. This is supported by a calculated t-value of 2.682, which is greater than the t-table value of 1.9861, and a t-significance value of 0.001 (which is less than 0.05), leading to the acceptance of the alternative hypothesis (Ha) and rejection of the null hypothesis (H0). (Famiyeh, 2018)

The Influence of Service Quality on Saving Decisions

A company demonstrates good service quality when it delivers outstanding service that not only meets but goes beyond what customers expect. According to A. Hasan (2021), service quality is the characteristics and nature of a service that influences the ability of employees to satisfy the needs expressed by consumers or those implied by them. Consumers naturally tend to choose companies that can satisfy their needs and desires with a high level of service quality, both in terms of comfort, reliability, and safety. (Li, 2021)Furthermore, service quality, according to Nasution (2023) in (Wibowati, 2020), refers to the anticipated standard of quality and the ability to maintain that standard to satisfy consumer needs. (Atika, 2024)

The findings indicate that Service Quality (X2) significantly influences the outcome, with a calculated t-value of 4.597. This value surpasses the t-table threshold of 1.9861, and its t-significance of 0.000 (less than 0.05) leads to the acceptance of the alternative hypothesis (Ha) and the rejection of the null hypothesis (H0). This explains that partially Service Quality has an effect on Saving Decision Making in Islamic Banks for UINSU Students.

A company's superior service in satisfying needs is defined as service quality. These findings back up Hasanah's (2019) research, which determined that service quality has no significant impact on customer savings choices. Pramudani and Fithria (2021) also conducted a similar study, finding that service quality does not significantly influence customers' savings decisions. Furthermore, research by Aziz and Hendrastyo (2019) stated that service quality does not significantly influence customers' savings decisions. According to A. Hasan (2010), service quality is the characteristics and nature of a service that influences the ability of employees to satisfy the needs expressed by consumers or those implied by consumers. Consumers naturally tend to choose companies that can satisfy their needs and desires with a high level of service quality, both in terms of comfort, reliability, and security. Furthermore, service quality, according to Nasution (2004) in (Wibowati, 2020), is the anticipated standard of quality, along with the ability to maintain that standard, to satisfy what customers want.

The Influence of Promotion on Saving Decisions

Promotion is a very important activity for companies, such as promoting, persuading, and informing about the benefits and advantages of a product or service, with the aim of persuading consumers to make a purchasing decision for the product or service offered. Promotion is communication from the seller to the buyer in the form of information about a product or service, the purpose of which is to change the attitudes and behavior of buyers who were previously unfamiliar with the product or service and make them understand it better (Laksana, 2019). Effective promotion can significantly boost consumer interest in a product or service by clearly and simply highlighting its benefits (Isnaini, 2022).

The findings indicate that Promotion (X3) partially influences UINSU students' savings decisions in Sharia banks. This is supported by a calculated t-value of 3.962, which is larger than the t-table value of 1.9861, and a significance (t sig) of 0.000 ($p < 0.05$), leading to the acceptance of the alternative hypothesis (H_a) and rejection of the null hypothesis (H_0).

The Influence of Product Quality, Service Quality and Promotion on the Decision to Save in Islamic Banks among UINSU Students

The outcome of the F-statistic test indicates a significance value of 0.001, with the F-table value of 2.699 being less than the calculated F-value of 5.999. This suggests that, collectively, Product Quality, Service Quality, and Promotion significantly influence the Decision to Save at Sharia Banks among UINSU students.

According to the results of the statistical F-test performed in this research, the obtained F-value was 5.999 with a significance level of 0.001. In comparison, the critical F-value at a 5% significance level ($\alpha = 0.05$) and degrees of freedom ($df_1 = 3$, $df_2 = 97$) was 2.699. Thus, it can be seen that the calculated $F (5.999) > F \text{ table } (2.699)$ and the significance value < 0.05 , so it can be concluded that the regression model used in this study is simultaneously significant. The findings suggest that the combined variables of product quality, service quality, and promotion significantly affect UINSU students' decisions to save in Islamic banks. This implies that these three independent variables collectively account for the variation in the dependent variable, namely the students' saving decisions in Islamic financial institutions.

Theoretically, these findings align with the Theory of Planned Behavior (Ajzen, 1991), which explains that a person's behavior, including in financial contexts such as saving, is influenced by attitudes toward the behavior (in this case influenced by product and service quality), subjective norms (which can be formed through

promotions), and perceived control over the behavior. When students hold a favorable opinion toward the products and services offered by Islamic banks, and are encouraged by effective promotions, a strong intention and tendency to make savings decisions will be formed. Moreover, these findings align with the consumer decision-making theory proposed by Kotler and Keller, which explains that consumer decisions are influenced by the information they obtain, evaluation of existing alternatives, and perceptions of product and service value.

In this case, UINSU students assessed that quality products and services, as well as informative and attractive promotions, were factors that encouraged them to choose to save at Islamic banks. Therefore, consequently F-test offer empirical proof that product quality management, excellent service, and appropriate promotional strategies are crucial for Islamic banks in attracting students as customers, particularly in shaping their savings decisions.

DISCUSSION

This study confirms that product quality, service quality, and promotion have significant partial and simultaneous effects on saving decision-making among students at the State Islamic University of North Sumatra (UINSU). The regression analysis showed that promotion exerts the strongest influence, followed by service quality and product quality. This suggests that students are most influenced by clear, persuasive, and easily accessible promotional content, while also placing importance on responsive service and product excellence offered by Islamic banks.

These findings are in line with research by Zebua & Andronicus (2021) and Saibantono et al. (2018), which also found that product quality, service quality, and promotion simultaneously affect saving decisions. Similarly, Ulfa & Sulistyorini (2021) and Rizkulillah et al. (2022) emphasized the significant impact of service quality. However, the current study contrasts with the findings of Hasanah (2020), who concluded that product and service quality do not significantly influence saving decisions. Aisya & Riyadi (2020) also reported that promotional factors have no significant effect, and similar conclusions were drawn by Aziz & Hendrastyo (2019), and Pramudani & Fithria (2021), who found that service quality and promotions did not influence customer decisions meaningfully. These discrepancies may reflect contextual differences, such as regional variations in financial literacy, digital engagement, cultural preferences, or differing perceptions of Islamic banking among student populations.

The implications of this research are practical and strategic. For Islamic banks, the strong role of promotion signals the importance of investing in targeted marketing campaigns, particularly via digital channels like social media and campus partnerships. Furthermore, enhancing service quality through user-friendly mobile apps, staff responsiveness, and transparent information dissemination can help improve customer satisfaction. The study also highlights the importance of maintaining product quality that meets student expectations for ethical, flexible, and convenient financial solutions. Together, these improvements can support the broader goal of increasing Islamic banking adoption among young adults.

This study has some limitations. The sample was restricted to a single university (UINSU) and a relatively small number of respondents (100), which may limit the generalizability of the results. Additionally, the study relied solely on quantitative data collected via self-administered online questionnaires, which may introduce response bias. Important mediating factors such as Islamic financial literacy, income level,

religious commitment, or familiarity with digital banking platforms were not considered in the analysis, which may have provided a deeper understanding of the observed relationships. (izaldi Yusfiarto, 2022)

For future research, a broader sample involving multiple universities across different regions of Indonesia is recommended to improve generalizability. Incorporating qualitative methods such as interviews or focus groups may yield richer insights into student motivations and financial behaviors. Future studies should also investigate the role of moderating variables such as religiosity, trust in banking institutions, and digital literacy. In addition, longitudinal research can be conducted to observe changes in saving behavior over time. Exploring different types of promotional strategies—such as gamification, peer influence, or campus ambassador programs—may also help refine marketing tactics and engagement for the Islamic banking sector. (Makanyeza, 2017)

CONCLUSION

The findings of this research affirm that product quality, service quality, and promotion each play a significant role in influencing students' decisions to save in Islamic banks. Promotion emerged as the most influential factor, followed by service quality and product quality. These results suggest that students are more likely to save when they perceive strong promotional efforts, responsive services, and reliable product offerings from Islamic banking institutions. The simultaneous significance of these three variables highlights the necessity for Islamic banks to focus on integrated strategies that address not only product excellence and service performance but also effective communication with potential customers. The coherence between the variables confirms that student decisions are shaped by a combination of tangible and perceptual factors. This research supports the notion that efforts to improve Islamic banking engagement among students should be comprehensive, with attention to both operational quality and strategic outreach. Institutions that prioritize these aspects are better positioned to attract and retain young customers in an increasingly competitive financial environment. Ultimately, the conclusions drawn from this study reinforce the value of aligning banking practices with customer expectations and preferences, particularly among the student demographic. Strengthening product relevance, ensuring consistent service delivery, and designing impactful promotions are essential pathways to fostering stronger saving intentions in the Islamic banking sector.

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