

# INVESTIGATING THE DETERMINANT FACTORS OF E-MAS SAVING DECISIONS ON INDONESIAN SHARIAH BANK CUSTOMERS: AIDA MODEL DEVELOPMENT

Ahmad Afandi<sup>1</sup>, Try Mahendra Siregar<sup>2</sup>, Faridhatun Nikmah<sup>3</sup>

<sup>1,2</sup>Syekh Ali Hasan Ahmad Addary State Islamic University Padangsidempuan, Indonesia

<sup>3</sup>Semarang State University, Indonesia

✉ [ahmadafandi@uinsyahada.ac.id](mailto:ahmadafandi@uinsyahada.ac.id)

**Abstract** : The popular feature of BSI mobile presently is the e-Mas, considered a modern investment choice for society. This research aims to investigate the decisive factors influencing BSI Mobile e-Mas savings decisions. AIDA modeling was enhanced by incorporating the notions of knowledge and motivation into the investigation. We gathered data from 240 customers through individual questionnaire completion. The Partial Least Square structural equation model (PLS-SEM) was utilized to analyze the data using AMOS version 24.0. The results indicate that the AIDA model (Attention, Interest, Desire, Action), knowledge, and motivation have a positive impact on saving decisions. BSI Mobile e-Mas Savings is a new service that lacks assurance from the Deposit Insurance Corporation, hence requiring prompt legislative rules from the government and banks.

**Keywords** : *Attention, Interest, Desire, Action, Knowledge, Motivation, Saving Decisions.*

Received 2024-04-01	Revised 2024-08-06	Accepted 2024-09-16
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## 1. INTRODUCTION

Recent advancements in technology and regulations have led to fast improvements in the sharia banking and finance industry. Financial regulations have led to a competitive environment in the banking industry, prompted by the expansion of each bank. The continued growth of any bank is significantly impacted by its capacity to gather public money, on both small and large scales (Rachmawati, 2018).

The Sharia banking sector has to enhance its competitiveness by expanding the number of consumers it serves to promote the usage of banking products and services. The products and services supplied include current account savings, deposits, consumer finance, investment, gold, Hajj/Umrah, and so forth. The products and services of Islamic banks promote significant asset growth (Hassan et al., 2023). Based on statistics from the Financial Services Authority, the sharia banking market share in Indonesia until September 2023 reached total assets of IDR 831.95 trillion, expanding 10.94% yearly and contributing to a market share of 7.27% (Arfarizan & Hasan, 2023).

One sort of sharia banking facility is mobile banking (Olaniyi et al., 2023). The sharia bank specified in this research is the Indonesian Syariah Bank. The mobile

banking service at BSI is called BSI Mobile. It has been noticed that since the creation of BSI until today, the number of active BSI mobile users has reached 5.90 million in 2023. Overall, more than 96% of customers have started moving to mobile banking. This rising number of users is due to the habit of users who intend to watch BSI mobile channels (Arfarizan & Hasan, 2023). On BSI Mobile, there are numerous features, including checking account balances, transferring funds, purchasing, paying, QRIS, eMas, withdrawals, and sharing Islamic services (Harahap et al., 2023).

A popular BSI mobile feature is the e-Mas, which is claimed to be an alternative investment for current society (Satria et al., 2021). The e-Mas feature is a digital product provided by Bank Syariah Indonesia as a means of depositing in the form of gold, combining the sale and purchase services, transfers, and physical printing of gold with deposit facilities offering various benefits for long-term investments (Arfarizan & Hasan, 2023). This might entice users when making decisions to save or invest in gold. The decision to undertake savings research employing the e-Mas feature at Bank Syariah Indonesia was inspired by the large number of BSI mobile users (97%). With an average of nine features on BSI Mobile, there are 0.10% of users (Muang et al., 2022). Then there was a beneficial increase in gold installment products, with YoY growth of IDR. 759 billion (85.89 percent) from the December 2021 position of IDR 884 billion to the December 2022 position of IDR 1,644 billion (Nurdin et al., 2023).

A decision is a choice between alternatives that has three meanings: first, there is a choice based on logic or consideration; second, there are several alternatives that must be chosen, and the best one is chosen; and third, there is a goal to be achieved, and the decision is getting closer to achieving that goal (Olaniyi et al., 2023). Our research is unique in that it employs the AIDA model for making e-Mas savings decisions. So far, the AIDA model has only focused on being a promotional guide for making buying choices (Buis et al., 2015; Hadiyati, 2016). (Prathapan et al., 2018), (Mustikaningrum, 2017) (Arniessa & Dwiridotjahjono, 2024), and (Li & Yu, 2013) are among the researchers that use the AIDA model to assess marketing, consumption behavior, online product marketing performance, and business banking model. The Saving Decision is not discussed extensively.

The AIDA model is an evolving marketing theory based on consumer perceptions. The AIDA paradigm relates to attention, interest, desire, and action. This attention could tempt customers to consider what they are interested in, so that attention might build interest. Interest is a concept that is connected to the impulse of motion that will assist someone in becoming interested in an object, person, or particular activity. When customers have interest, desire will occur. If the desire is there, then it is indispensable to take action (Mustikaningrum, 2017).

In addition, two new exogenous factors were included by the researchers: motivation and knowledge. The inclusion of these two factors was motivated by the supporting evidence from earlier studies by Syukur et al. (2023) and Aisah & Wahyono (2018) showing knowledge influences purchase decisions. A person's decision to save money depends on their motivation (Bebasari & Istikomah, 2020). Therefore, this research tries to investigate the decisive variables for the decision to store e-Mas using the BSI Mobile function. Six hypotheses were developed from the

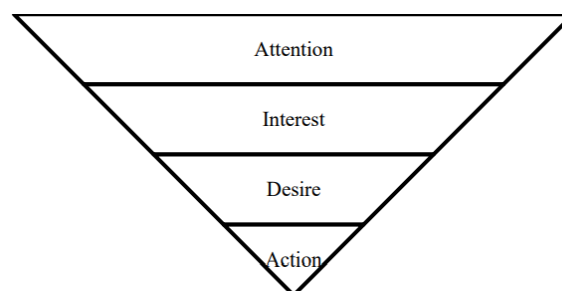
general hypothesis, and the researchers additionally used VOSviewer for bibliometric mapping and analysis. These findings served as the basis for the research constructs (see Previous Studies).

There are five sections to this research. In the initial part, we investigate the background of the research. In Section 2, we evaluate the relevant literature as well as the theories. In part three, we discuss the empirical technique. In Section 4, we evaluate the empirical findings and data analysis. Finally, we conclude and suggest.

## 2. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

### 2.1. Background Theory

The theoretical underpinning of this research is the AIDA model (Attention, Interest, Desire, Action). The AIDA model is a marketing technique that recognizes customers' cognitive phases in the process of acquiring a product (Buis et al., 2015). American advertising specialist Elias St. Elmo Lewis originally developed the AIDA concept in 1898. The AIDA model serves as a framework for marketing communications that effectively capture customers' attention, pique their interest, and persuade them to act by making a purchase. Every promotional effort aims to achieve a certain outcome, which is the customer purchasing products or services (Arniessa & Dwiridotjahjono, 2024; Buis et al., 2015; Olaniyi et al., 2023). The AIDA model describes how a campaign may tie customers together and get them involved in choosing products.



**Figure 1** AIDA Structural Model

As a framework for marketing operations, the response hierarchy model known as the AIDA model (Attention, Interest, Desire, Action) is widely used in the field of marketing. This model states that promotional materials should be able to draw attention, pique interest, create desire, and inspire action. Understanding the customer reaction process is crucial to developing a successful communication program. For instance, consumers' promotional activities can have an impact on the consumers' responses (Arniessa & Dwiridotjahjono, 2024).

According to the AIDA model, customers or purchasers go through a psychological process while making a purchase decision. The process begins with paying attention to products or services (Hadiyati, 2016). Then, if it is remarkable, the user will move to the interest stage to discover out more about the features of the product or service (Arniessa & Dwiridotjahjono, 2024), which, if the intensity of interest is strong, will continue to the desire because the products or services offered are suitable for their needs (Li & Yu, 2013). The customer or buyer will decide to purchase the goods or services offered if there is a strong desire and interest, either

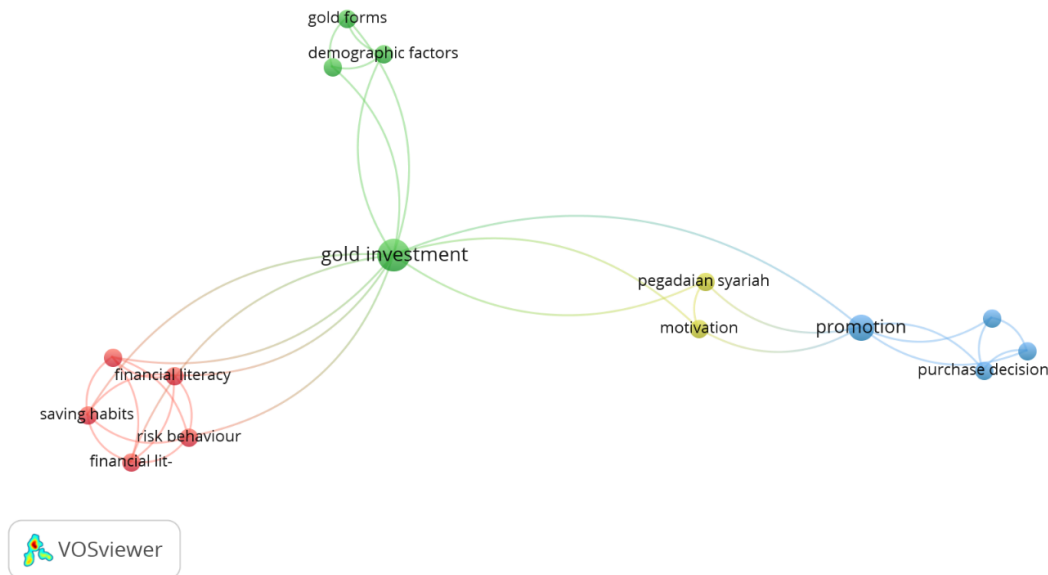
as a result of internal encouragement or external persuasive stimulation (Hadiyati, 2016).

In addition to the AIDA Model, which is employed to carry out a more thorough analysis of BSI Mobile e-Mas savings decision-making, we have included a new construct—customer understanding and consumer motivation for a product—that is based on earlier studies.

## 2.2. Previous Studies

Summers' (1981) work was the first to address gold savings; it connected gold savings to cumulative growth and continues to be a topic of great interest for scholars studying gold savings. Additionally, the research was retrieved using co-occurrence analysis and bibliographic coupling from the Scopus database. Bibliometric analysis enables a complete comprehension of the body of information and its different characteristics, such as co-citations, co-occurrences, and frequent searches (Rusydiana, 2021). Similar work was done by researchers examining 36 papers on the subject of typical savings published during the period of the previous five years, from 2020 to 2023.

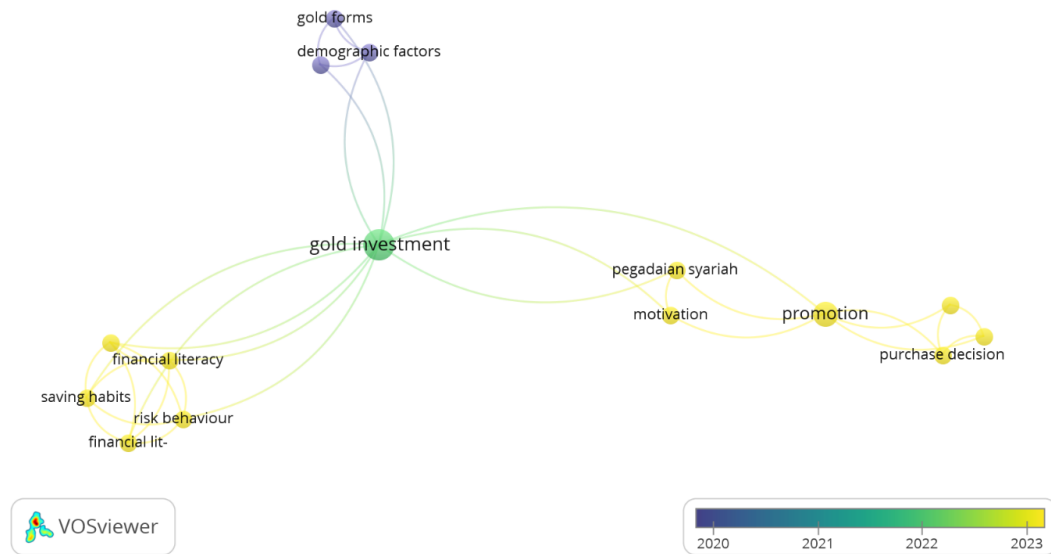
Articles were assessed by VOSViewer based on co-occurrence analysis type with the counting approach; complete count. 26 out of the 73 keywords were chosen, with 2 being the minimal number of repetitions of a given keyword. The VOSViewer research revealed a dearth of publications on gold investing when it comes to Sharia pawnshop items, demography, financial literacy, and other related topics (see Figure 2).



**Figure 2** Network Visualization

Furthermore, overlay visualization reveals that most research was carried out from 2022 to 2023. Subjects that have been studied recently are shown in yellow. According to Figure 2, the most recent studies on investment or gold saving focus on risk behavior, sharia pawnshops, financial literacy motivation, saving

behaviors, and buying decisions. This is what is of interest to researchers in raising the issue of gold savings in purchasing decisions.



**Figure 3** Overlay Visualization

Researchers are interested in conducting in-depth research on the chosen topic of e-Mas savings decisions at Bank Syariah Indonesia. This reason is based on VOSViewer analysis, which has shown a lot of research that focuses on gold infestation or saving in pawnshops (Karnawijaya et al., 2021) and Sharia pawnshops (Nurdin et al., 2023; Risya et al., 2023). No one has researched the topic related to saving e-Mas at Bank Syariah Indonesia via the BSI Mobile feature. The uniqueness does not lie there, but it looks at the driving factors for consumers to save on e-Mas using the AIDA model approach.

The AIDA model (Attention, Interest, Desire, Action) is a response hierarchy model that is extremely popular in marketing as guidance in carrying out marketing operations (Li & Yu, 2013; Prathapan et al., 2018). This model-based technique was used to assess new items' efficacy with customers. Customers use this approach to carry out a continuous process that involves many actions at each level (Manafe & Pramita, 2022). Furthermore, Bank Syariah Indonesia only recently introduced the e-Mas function on BSI Mobile (Arfarizan & Hasan, 2023). Making investments in gold is a simple and secure strategy. In addition, gold is a cheap and easily tradable commodity, making it a viable substitute for other sources of emergency cash (Risya et al., 2023).

Savings decisions are the ultimate aim of the AIDA model, which has up to now concentrated on marketing guidelines with the ultimate goal being purchase decisions (Buis et al., 2015; Hadiyati, 2016). This is one of the long-term investing goals, which is why we decided the e-Mas savings. Bank Syariah Indonesia has to create messages that are successful in order to sell items on the BSI Mobile e-Mas feature. The AIDA model is a concept that states that communications should ideally

capture attention, retain interest, stimulate desire, and initiate action. In addition, Elsy & Indriyani (2020) state that knowledge plays a significant role in the decisions made about actions; therefore, an individual has to be motivated or encouraged in order to behave appropriately (Manik et al., 2022). Consequently, we include customer motivation and knowledge as exogenous factors.

## **2.3. Hypothesis Development**

### **2.3.1 Attention**

Attention is a promotional appeal and must have numerous features, notably that the promotion must demonstrate the benefits of the product so that consumers or customers believe the product is more appealing (Arniessa & Dwiridotjahjono, 2024). The AIDA model's first scheme, attention, is the first stage in seeing a product's marketing form and providing information in order to make a choice (Li & Yu, 2013). We can tell whether someone is serious about preserving e-mas when they pay attention. An individual's interests will motivate them to make a decision. This is in accordance with Buis et al. (2015) and Arniessa & Dwiridotjahjono (2024), who believe that attention is one of the factors in the purchase process. Thus, while conserving e-Mas can be more fascinating and valuable, attention may play a role in someone's decision to save e-Mas. This description leads to the development of the following hypothesis:

H1: Attention has a positive impact on the decision to save using the BSI Mobile e-Mas feature

### **2.3.2 Interest**

According to (Li & Yu, 2013), interest is the second model in AIDA. It is associated with the power of movement and supports an individual's interest in a certain person, item, or activity. It may begin with the action itself, but it may also be a pretty successful experience (Polk, 2018). Interest is a component of consumption attitudes and behaviors that seek to maximize forecasts of real consumer purchasing decisions. Interest is a type of interest or sentiment that emerges toward banking product characteristics when utilizing bank features. It has the power to influence sensible individual consumption habits (Mustikaningrum, 2017) and may be utilized as a foundation for saving on e-Mas as it is the basis for decisions to buy products (Manafe & Pramita, 2022). This leads to the following hypothesis:

H2: Interest has a positive impact on the decision to save using the BSI Mobile e-Mas feature

### **2.3.3 Desire**

Desire is an attitude that is associated with the motivation that pushes us to gravitate toward people, things, activities, or any kind of experience that is successful and motivated by the action itself (Li & Yu, 2013). The third stage, known as want, is when consumers express interest in using a product that is being offered. Prathapan et al. (2018) reported that the primary determinant of implementing a promotion is desire. As demonstrated by Arniessa & Dwiridotjahjono (2024), desire may help a

product sell. Therefore, encouraging and well-executed promotions will draw in more customers to use the e-Mas function for saving. The following hypothesis may be formed based on this description:

H3: Desire has a positive impact on the decision to save using the BSI Mobile e-Mas feature

### **2.3.4 Action**

Mustikaningrum (2017) defines action as an endeavor to convince prospective customers to make a genuine purchase as quickly as feasible. The incentive offered takes the form of the expectation that someone will visit the store right away, have a look around, complete the order form, or at the very least remember the product and purchase it at a later date (Hadiyati, 2016). In an attempt to urge prospective customers to make the desired purchase as quickly as possible, action is taken. The AIDA model's action step is the last one that invites customers to act and buy or select a product as quickly as possible. In order for consumers to follow through on the action that is being invited, they must be highly motivated. An example of the steps used to generate interest in a product is given by research by Li & Yu (2013). A great way to save money is with the BSI mobile e-Mas function, which is sure to draw in a lot of users. This description leads to the development of the following hypothesis:

H4: Action has a positive impact on the decision to save using the BSI Mobile e-Mas feature

### **2.3.5 Knowledge**

People's decisions to select a certain service model to fulfill their requirements or aspirations are influenced by their knowledge (Rachmawati, 2018). Knowledge is the information needed to go further into a certain subject. A person's behaviors are greatly influenced by their complex abilities and knowledge fields. Motivation is present to promote decision-making since information plays a significant role in selecting the optimal option, but knowledge alone does not always translate into action (Elsya & Indriyani, 2020). Research by Syukur et al. (2023) and Aisah & Wahyono (2018) reveal that knowledge has an influence on purchase decisions. The conclusion that e-Mas product information on BSI Mobile can influence consumers' savings decisions is based on this data. From this description, the following hypothesis is developed:

H5: Knowledge has a positive impact on the decision to save using the BSI Mobile e-Mas feature

### **2.3.6 Motivation**

Motivation is defined as an internal drive that compels an individual to take action. According to Manik et al. (2022), this impulse is the outcome of pressure from an unfulfilled demand. The process of feeling a need and intending to fulfill it is known as motivation. When someone is completely committed to a project, motivation can flow easily (Topaloğlu, 2012). An individual's decision to save wisely is influenced by their motivation (Bebasari & Istikomah, 2020). This description leads to the development of the following hypothesis:

H6: Motivation has a positive impact on the decision to save using the BSI Mobile e-Mas feature

### 3. RESEARCH METHOD

#### 3.1. Data

The target population for this research is BSI customers in Indonesia, due to the enormous number of people in the community and the difficulties of contacting all of them. Bhattacharjee (2012) proposes multiplying the number of variables included in the research by ten to get the minimal number of respondents. We gathered information from 240 respondents through the use of a purposive sample approach, which complies with Hair et al. (2010) and Bhattacharjee (2012) standards.

There are several scales in statements that refer to previous research: the attention scale consists of three statements adapted from research (Hadiyati, 2016; Li & Yu, 2013; Prathapan et al., 2018); interest contains three statements referring to (Hadiyati, 2016; Li & Yu, 2013; Prathapan et al., 2018); and desire contains three statements referring to (Buis et al., 2015; Hadiyati, 2016; Li & Yu, 2013). Furthermore, there are three statements in action, according to Buis et al., (2015); Hadiyati, (2016); Li & Yu, (2013). There are only three research adaptation statements on the knowledge scale (Elsya & Indriyani, 2020; Rachmawati, 2018). The consumer motivation scale contains five referring questions (Manik et al., 2022; Topaloğlu, 2012). Then the decision contains four statements, which are research adaptations (Olaniyi et al., 2023; Snowden & Boone, 2007) (see table 1).

All statements are contained on a Google Form. Data for the survey was gathered between October 2023 and February 2024. Questionnaires were distributed to social media organizations including Facebook, Instagram, and WhatsApp. There are 240 Bank Syariah Indonesia users who utilize the BSI Mobile e-Mas function who submit replies to the survey and complete the questionnaires.

**Table 1** Variables, Indicators, and Sources

No	Variable	Indicators	Sources
1	Attention	The message conveyed in the advertisement Trust in the product Attractive ads-visualization/ad appearance	(Hadiyati, 2016; Li & Yu, 2013; Prathapan et al., 2018)
2	Interest	Effectiveness of the media used Consumer perceptions regarding the product after the advertisement is displayed Message clarity	(Buis et al., 2015; Hadiyati, 2016; Li & Yu, 2013)
3	Desire	Information regarding product advantages Advertising generates a desire to use the product Ads show reasons for use	(Buis et al., 2015; Hadiyati, 2016; Li & Yu, 2013)



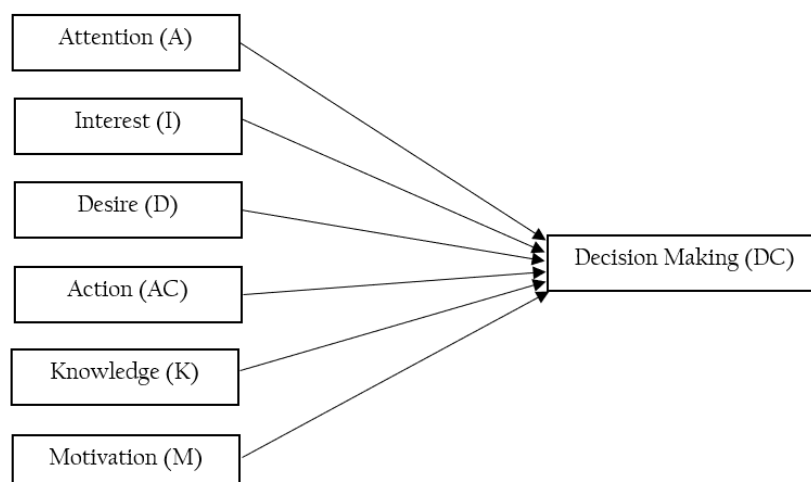
No	Variable	Indicators	Sources
4	Action	Confidence in purchasing the product Advertisements use polite and elegant words Attractive advertising	(Buis et al., 2015; Hadiyati, 2016; Li & Yu, 2013)
5	Knowledge	Product knowledge Purchasing knowledge Usage knowledge	(Elsya & Indriyani, 2020; Rachmawati, 2018)
6	Motivation	Need to have a product Need to use the product Encouragement to improve appearance Encouragement of current trends in the social environment Encouragement of passion for products	(Manik et al., 2022; Topaloğlu, 2012)
7	Decision	Purchase confidence after knowing product information Decided to buy because of the brand that is most liked Buy because it suits your desires and needs Bought because of recommendations from other people.	(Olaniyi et al., 2023; Snowden & Boone, 2007)

Source : various sources (2024)

### 3.2 Method

The Structural Equation Modeling (SEM) analysis tool in the IBM SPSS AMOS 24 statistical software package will be used in the model and hypothesis testing phases of the data analysis process for this project. Because SEM may assess several relationships between very complex components concurrently, as noted by Hair et al. (2017), it was used for this work. These relationships include measurement model analysis, goodness of fit, and structural model analysis (Ascarya & Tekdogan, 2022).

### 3.3 Model Development



**Figure 4** Research Models

Notes: A = Attention, I = Interest, D = Desire, AC = Action, K = Knowledge, M = Motivation and DC = Decision Making.

The research model was derived from Arniessa & Dwiridotjahjono (2024) and Buis et al. (2015) with the addition of knowledge (K) and motivation (M) as exogenous variables. The research model is illustrated in Figure 4.

## 4. RESULTS AND DISCUSSION

### 4.1. Result

#### 4.1.1. Demographic Data Analysis

Information is provided in the demographic data table regarding the distribution of respondents. Those characteristics are based on five respondents' demographic variables: gender, age, education, occupation, income (monthly), province. Demographic data can be seen in Table 2.

**Table 2** Respondent Demographics

Characteristic	Frequency	Percentage (%)
<b>Gender</b>		
Male(s)	89	37,08
Female(s)	151	62,92
<b>Total</b>	240	100
<b>Age</b>		
15 - 25	59	24,58
26 - 35	92	38,33
36 - 45	66	27,50
Above 46	23	9,58
<b>Total</b>	240	100
<b>Education</b>		
Elementary to Senior High	42	17,50
Bachelor	97	40,42
Magister	54	22,50

Characteristic	Frequency	Percentage (%)
Doctoral (PhD)	28	11,67
Other Degree	19	7,92
<b>Total</b>	240	100
<b>Occupation</b>		
Self-Employment	31	12,92
Civil Servant	52	21,67
College Students	18	7,50
Entrepreneur	36	15,00
Other Occupation	103	42,92
<b>Total</b>	240	100
<b>Income (Per month)</b>		
1.000.000 – 2.000.000	14	5,83
2.100.000 – 3.000.000	21	8,75
3.100.000 – 4.000.000	123	51,25
Above 4.100.000	82	34,17
<b>Total</b>	240	100
<b>Province</b>		
Aceh	19	7,92
North Sumatera	29	12,08
West Sumatera	17	7,08
Riau	7	2,92
Jambi	3	1,25
South Sumatera	8	3,33
Bengkulu	1	0,42
Lampung	13	5,42
Bangka Belitung Islands	2	0,83
Riau Islands	3	1,25
Special Capital Region of Jakarta	20	8,33
West Java	13	5,42
Central Java	9	3,75
Banten	4	1,67
East Java	9	3,75
Special Region of Yogyakarta	13	5,42
Bali	1	0,42
East Nusa Tenggara	2	0,83
West Nusa Tenggara	2	0,83
West Kalimantan	2	0,83
South Kalimantan	3	1,25
Central Kalimantan	4	1,67
East Kalimantan	5	2,08
North Kalimantan	2	0,83
South Sulawesi	9	3,75
North Sulawesi	7	2,92
Central Sulawesi	8	3,33
South East Sulawesi	9	3,75
West Sulawesi	3	1,25
Gorontalo	4	1,67
North Maluku	3	1,25

Characteristic	Frequency	Percentage (%)
Maluku	3	1,25
West Papua	1	0,42
Papua	2	0,83
<b>Total</b>	<b>240</b>	<b>100</b>

Source: primary data (2024)

#### 4.1.2. Measurement Model Testing

This research uses Confirmatory Factor Analysis (CFA) in the AMOS 24 program. CFA tests the ability of the indicators (questionnaire statements) to inform a variable. Referring to Anderson & Gerbing (1988) and Ascarya & Tekdogan (2022), the validity of each indicator is stated to meet the criteria seen from the size of the loading factor ( $> 0.05$ ). The confirmatory factor analysis also examined the goodness of fit, construct validity, and reliability. Construct validity can be assessed by convergent and discriminant validity. However, composite reliability (C.R.) is commonly used compared to Cronbach's alpha, considered a superior alternative to the alpha coefficient (Kumar & Shukla, 2022; Saha & Kumar, 2017). In order for the construct to be reliable and internally consistent, the C.R. value must be greater than ( $> 0.7$ ) (Ascarya & Tekdogan, 2022). The average variance extract (AVE) value for each construct is ( $> 0.05$ ) as recommended (Anderson & Gerbing, 1998; Ascarya & Tekdogan, 2022; Hair et al., 2010). C.R. value ( $0.83 - 0.91$ )  $> (0.7)$  and AVE value ( $0.63 - 0.70$ )  $> (0.05)$  (see table 3). For CR values: construct reliability,  $CR = (\sum SLF)^2 / ((\sum SLF)^2 + \sum e_j)$ ; AVE: average variance extracted,  $AVE = \sum SLF^2 / (\sum SLF^2 + \sum e_j)$  dan untuk nilai  $e = 1 - SLF^2$  (Ascarya & Tekdogan, 2022).

**Table 3** Confirmatory Factor Analysis (Standardized Factor Loadings)

Variable	Code	Loadings
<b>Attention (CR= 0,83 and AVE= 0,63)</b>		
The BSI Mobile e-Mas product attracted my interest	A.1	0,829
The BSI Mobile's e-Mas product was able to arouse my desire	A.2	0,705
The BSI Mobile's e-Mas products are quality products	A.3	0,841
<b>Interest (CR= 0,84 and AVE= 0,65)</b>		
The BSI Mobile e-Mas feature is very effective	I.1	0,746
The BSI Mobile's e-Mas product promotion is very interesting	I.2	0,844
The BSI Mobile's e-Mas products are explained in very detail	I.3	0,828
<b>Desire (CR= 0,85 and AVE= 0,66)</b>		
The information displayed by BSI Mobile e-Mas products is clear	D.1	0,810
The appearance of BSI Mobile e-Mas caught my attention	D.2	0,813
The BSI Mobile e-Mas promotion offers many benefits	D.3	0,828
<b>Action (CR= 0,87 and AVE= 0,70)</b>		
I am sure to use BSI Mobile e-Mas savings	AC.1	0,812
The BSI Mobile e-Mas promotion was very good in delivery	AC.2	0,839
I was interested in saving on BSI Mobile e-Mas because of the advertisement	AC.3	0,863
<b>Knowledge (CR= 0,85 and AVE= 0,67)</b>		
I know the BSI Mobile e-Mas savings product	K.1	0,738

Variable	Code	Loadings
I know and use BSI Mobile e-Mas savings	K.2	0,870
I know the BSI Mobile e-Mas savings transaction	K.3	0,842
<b>Motivation (CR= 0,91 and AVE= 0,68)</b>		
I have the urge to have a BSI Mobile e-Mas product	M.1	0,787
I have the urge to use the BSI Mobile e-Mas product	M.2	0,844
The BSI Mobile e-Mas product supports my activities	M.3	0,803
Saving on BSI Mobile e-Mas is a current trend	M.4	0,824
I like saving e-Mas on BSI Mobile	M.5	0,891
<b>Decision Making (CR= 0,87 and AVE= 0,63)</b>		
I have the ability to purchase BSI Mobile e-Mas products	DC.1	0,767
The BSI Mobile e-Mas product that I like the most	DC.2	0,744
The BSI Mobile e-Mas product suits my needs and desires	DC.3	0,803
Saving on e-Mas BSI Mobile because of encouragement from people around you	DC.4	0,857

Note: A= Attention, I= Interest, D= Desire, AC= Action, K= Knowledge, M= Motivation, DC= Decision Making

Source: primary data processed (2024)

In order to report model fit, Hair et al. (2010) also strongly advise utilizing at least one incremental and absolute fit index as well as a Chi-Square value. In order to demonstrate model fit, Chi-squared/df reporting with GFI, CFI, RMSEA, and SRMR will be sufficient. According Hu & Bentler (1990), if the results of the confirmatory factor analysis reveal that all fit indices must fall into multiple categories. In our research results Chi-square is categorized as fit, then GFI, RMSEA, SRMR and PCLOSE show good fit.

**Table 4** Result of Confirmatory Factor Analysis Testing

Goodness of fit Indeks	Cut-off Value	Result of this model	Information
<b>Chi-square (df= 1,93)</b>	≤ 120,990	114,368	Good Fit
<b>Probability</b>	> 0.05	0,000	Not Good
<b>GFI</b>	> 0.90	0,980	Good Fit
<b>AGFI</b>	> 0.80	0,791	Marginal Fit
<b>RMSEA</b>	< 0,08	0.022	Good Fit
<b>CFI</b>	> 0,95	0,604	Not Good
<b>SRMR</b>	< 0.08	0,002	Good Fit
<b>PCLOSE</b>	> 0.05	0,061	Good Fit

Note: GFI= Goodness-of-Fit Index, AGFI= Adjusted Goodness of Fit Index, RMSEA= Root Mean Square Error of Approximation, SRMR= Standardized Root Mean Residual, CFI= Confirmatory Factor Analysis, PCLOSE= P-Value Null Hypothesis.

Source: primary data processed (2024)

#### 4.1.3. Structural Model Analysis

We assessed the model's applicability after the prior test and looked at the validity and reliability of the investigated constructs. The link between the tested constructs in the structural model would then be discussed in order to support the validity of the research hypothesis. The regression analysis findings include estimates, standard errors, critical ratios, and p values (see Table 5). In order to verify if the hypothesis

put forth is accepted or rejected by comparison ( $P < 0.05$ ) according to Hair et al. (2014).

**Table 5** Structural Model Estimates

Variable	Estimate	S.E.	C.R.	P	Conclusion
DC <- A	0,469	0,285	5,591	***	Supported
DC <- I	0,774	0,515	1,503	0,043	Supported
DC <- D	0,026	0,307	2,085	0,025	Supported
DC <- AC	0,306	0,375	5,809	0,023	Supported
DC <- K	0,18	0,065	2,783	***	Supported
DC <- M	0,523	0,073	7,199	0,047	Supported

Note: A= Attention, I= Interest, D= Desire, AC= Action, K= Knowledge, M= Motivation, DC= Decision Making

Source: primary data processed (2024)

All of the researcher's hypotheses were approved since they satisfied the standards, as the table above demonstrates. The P value of the complete model is below 0.05 (A>DC has P 0.00, I>DC has P 0.043), D>DC has P 0.025), AC >DC has P 0.023, K>DC has P 0.00, and lastly, M>DC has P 0.047), hence it is considered to fit the requirements.

## 4.2 Discussion

### 4.2.1 Attention toward the Decision to Save on BSI Mobile e-Mas

According to the test findings, the attention variable's P value is 0.00, which is less than 0.05. Therefore, H1, which examines how attention affects a choice to save money by utilizing the BSI Mobile e-Mas function, is **approved**. At this point, we need to be able to inform customers about our products' existence (Mustikaningrum, 2017). Attention is the first step to viewing the marketing form of an attractive product and then providing information to eventually select a decision. When we pay attention, we may discern when someone is making a decision out of sincerity. According to this research, Bank Syariah Indonesia customers' decisions to store gold are influenced by the attention variable. Respondents' answers provided the basis for these findings. This suggests that a person's level of decision-making on saving money using the BSI Mobile e-Mas feature increases with attention level. Buis et al. (2015) and Arniessa & Dwiridotjahjono (2024) have both addressed the attention variable, which is one of the factors in the purchase process.

### 4.2.2 Interest toward the Decision to Save on BSI Mobile e-Mas

Similarly, interest, which is attention in the second stage of the AIDA model, also positively impacts the choice to use the BSI Mobile e-Mas function for saving, or is **approved**. As defined by Buis et al. (2015), interest is a type of curiosity or sentiment that develops in relation to a product that a marketer has offered. Aspects such as interest are used to create situations that are relevant to the circumstances or mental state of the customers, in which the given good or service may help them with issues they are having (Arniessa & Dwiridotjahjono, 2024). This research demonstrates how judgments about savings are influenced by the interest variable. These results were

collected from respondents' replies. This suggests that there is a high level of customer interest in gold savings at Bank Syariah Indonesia. Decisions to buy products are made based on interest (Manafe & Pramita, 2022).

#### **4.2.3 Desire toward the Decision to Save on e-Mas BSI Mobile**

Desire gets a P value of 0.025, which means it is below 0.05, which means that desire has a positive effect on the decision to save gold at BSI Mobile, **approved**. Desire is the stage where a consumer or customer creates ambition to want to try or get the desired item (Buis et al., 2015). Desire is also the third stage of the cognitive level of a buyer or customer who has an interest in and wants to use a product being offered. This research shows that desire influences savings decisions. These results were obtained from respondents' responses. This indicates that the desire of consumers or customers to save gold at Bank Syariah Indonesia is very good and quite developed. Arniessa & Dwiridotjahjono (2024) stated that desire is a supporting factor for effective sales of a product.

#### **4.2.4 Action toward the Decision to Save on e-Mas BSI Mobile**

The action variable's P value, according to the test findings, is 0.023, which is less than 0.05. H4 is therefore approved as it impacts the choice to save money by utilizing the BSI Mobile e-Mas function. Mustikaningrum (2017) defines action as a stage that motivates users or consumers to do an action, such as making a purchase or utilizing a service. Action is the final stage in the process of purchasing or utilizing a service, indicating that the consumer or customer really takes action or takes steps to acquire the product or service chosen. At this point, marketers need to focus on identifying whether customers will finish the full cognitive process with actual acquisition or with genuine actions to acquire items or services (Manafe & Pramita, 2022). Research indicates that while using the BSI Mobile function, saving gold is determined in part by the action variable. These results were collected from respondents' replies. This suggests that a person's behaviors may absolutely be an example in making savings decisions utilizing the BSI Mobile e-Mas function. In keeping with the results of Li & Yu (2013), activities performed by firms can stimulate interest in a product.

#### **4.2.5 Knowledge toward the Decision to Save on e-Mas BSI Mobile**

In addition to the AIDA Model, our research examines what BSI Mobile customers know about e-Mas savings. Customer knowledge of e-Mas is fairly good. This suggests that the hypothesis's knowledge component influences customers' decisions regarding saving e-Mas on BSI Mobile **or it is accepted**. Understanding something after it has been understood and remembered is known as knowledge. Stated differently, comprehension is the capacity to recognize several perspectives and gain knowledge about a subject. According to Elsyah & Indriyani, (2020) it may be stated as basic knowledge received from an action, existence, experience, or other dynamic meaning. Research by Syukur et al. (2023) and Aisah & Wahyono (2018) indicated comparable results if the information each consumer has an influence on purchase decisions.

#### **4.2.6 Motivation toward the Decision to Save on e-Mas BSI Mobile**

Customers' decisions to use the BSI Mobile capability to save e-Mas are also influenced by motivation. The hypothesis **is accepted**. Motivation is defined as an internal drive that compels an individual to take action. This impulse is caused by pressure that emerges as a result of a need that is not satisfied (Topaloğlu, 2012). The process of feeling a need and intending to fulfill it is known as motivation. When a person is fully committed to a project, motivation may flow effortlessly. This research reveals that motivating variables impact the choice to save gold at Bank Syariah Indonesia. These results were collected from respondents' replies. This suggests that the drive for every individual to save gold exists and is a significant criterion in making savings decisions. Savings Using the BSI Mobile e-Mas Feature. The same question has also been examined by Bebasari & Istikomah (2020) about whether motivation has an influence on someone's ability to save. Moreover, saving e-Mas is a long-term investment (Arfarizan & Hasan, 2023).

## 5. CLOSING

### 5.1 Conclusion

The factors that influence consumers' decisions to use the BSI Mobile function to save money on e-Mas have been determined by our research. The primary elements impacting consumers' decisions to save e-Mas on BSI Mobile (DC) are Attention (A), Interest (I), Desire (D), and Action (AC) in the AIDA Model, which is based on the examination of all the hypotheses we proposed. In addition, two additional exogenous variables—knowledge (K) and motivation (M)—also have positive values, indicating that they both positively impact decisions about saving. It has been demonstrated that the BSI Mobile e-Mas feature has to be planned with the goal of drawing in a large number of users. Messages should ideally elicit attention, sustain interest, pique desire, and result in action when adopting the AIDA paradigm. Many of us find that few messages carry customers from awareness to purchase, although the AIDA framework asserts that high message attributes are desired. In addition, elements of customer motivation and knowledge need to be promoted.

### 5.2 Implication

The conclusions of this research have practical consequences for enhancing knowledge, including for the world of academia. So far, a lot of research has mainly concentrated on e-Mas savings at pawnshops, without addressing e-Mas savings at Bank Syariah Indonesia. Moreover, AIDA modeling has thus far concentrated on marketing promotions, the end objective of which is purchase decisions and not savings decisions.

Our research is appropriate as material for regulatory investigations, considering that gold is the public's top choice for investing. However, more clients still save e-money in pawnshops compared to Sharia Banks. Of course, this may be done through sharia banking, notably by carrying out strong campaigns for e-Mas savings products at BSI. Promotion may be done in numerous methods, notably promotion via social media, promotion utilizing print media, personal selling promotion (individual sales), and promotion by marketing. This may be maximized to attract numerous clients. Then, saving gold online via the e-Mas feature on BSI Mobile is not insured by the Deposit Insurance Corporation (LPS), which might endanger



consumer trust in the BSI Mobile e-Mas savings product. The government must immediately create a regulator for circumstances like these.

Finally, our research indicates that future studies on the issue of saving e-Mas should be undertaken in order to expand on it and learn more about the factors that influence consumers' decisions to save e-Mas at Bank Syariah Indonesia. With the creation of the AIDA Model, our research exclusively focuses on the variables that influence e-Mas saving decisions. In addition, the Theory of Planned Behavior (TPB), also known as the Theory of Planned Behavior, might be studied by future researchers. This theory addresses behavioral goals, particularly with regard to saving e-Mas. Three primary factors influence behavioral intentions: perceived behavioral control, subjective norms, and attitudes. Considering that e-Mas is regarded as a very attractive financial choice in addition to its popularity as jewelry.

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