

ABSTRACT

The level of Islamic financial inclusion in Indonesia is low. The low level of inclusion indicates that the large amount of money circulating in the community does not necessarily drive people's saving behavior. One of the service innovations in the digital era makes banks create new ideas and offer innovative services to customers or the public, namely digital saving services. The convenience of saving with digital saving services is expected to be an opportunity for Islamic banks to increase market share. Students as one of the educated people are expected to make the right decisions to save. In addition, the ease of technology available in digital savings services should be an opportunity for students to improve their savings behavior by utilizing this technology.

This study aims to identify the determinants of savings behavior of Indonesian students in using digital savings in Islamic digital banking. This research was conducted on 290 respondents at 55 universities in Indonesia. This research uses Structural Equation Modeling-Partial Least Square (SEM-PLS) approach.

The results showed that the variables of sharia financial literacy, digital financial literacy, self control, and parent socialization had a significant positive effect on savings behavior. This study can contribute to Islamic digital banking in designing effective strategies to improve saving behavior, especially for students.

Keywords: theory of planned behavior, savings behavior, digital savings, Islamic digital banking.