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Finding Interest Factor of Sharia Home Ownership Credit in Malang City

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Abstract:
This study aims to identify factors influencing customer interest in Sharia Home Ownership Credit (KPRS) in Malang City. The study was conducted on 384 customers from 12 Islamic banks in Malang City who have used KPRS for at least one year. The study employs Exploratory Factor Analysis (EFA) to determine the underlying factors shaping customer interest in KPRS. The analysis revealed seven key factors: Service Quality (including officer performance and information delivery), Price (covering affordability and fees), Brand Image (encompassing professional impression and market coverage), Buying Interest (related to usury-free margins), Digital Media (involving information accessibility), Needs (focusing on product suitability), and Usefulness (including price-benefit alignment). The findings suggest that Islamic banks should enhance their digital presence, maintain competitive pricing, and ensure high service quality to improve their Sharia mortgage products. However, this study is limited by its geographical scope being restricted to Malang City, its focus only on existing customers rather than potential ones, and its timing during post-pandemic recovery, which may have influenced customer perspectives.

Keywords: Service Quality, Price, Brand Image, Customer Interest, Sharia Mortgage

JEL Classification Code: G21, G24, G29

1. Introduction

Home Ownership Credit (KPR) is a credit facility provided by banks to individual borrowers who buy or repair housing. There are two types of home ownership loans: conventional mortgages and Sharia Home Ownership Credit (KPRS). Bank Syariah provides solutions and convenience to its customers to meet their housing needs by presenting KPR products (Khasanah & Wicaksono, 2023). The mortgage product provided by the bank is a non-subsidized mortgage that can be accessed at all levels of society. The determination of the amount of credit and interest rates is carried out according to the policy of the bank concerned but still pays attention to the provisions of applicable laws and regulations. Islamic banks make it easier for people to obtain home financing services. Many banks offer (KPRS) products to meet their customers' needs for home ownership (Kosasih & SH, 2021).

Other advantages of Islamic banks from the public's perspective include resilience to the global financial crisis. Because they do not engage in speculation or high-interest transactions, Islamic banks are often considered more stable in the face of economic turmoil. In addition, involvement in financing that is

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productive and has a positive social and economic impact enhances the image of Islamic banks as institutions that support sustainable development.

Based on data from Iconomics, conventional mortgages have decreased because many consumers are beginning to consider the issue of instalment interest in conventional mortgage instalments (Aryandhana et al., 2021), therefore interest in KPRS is higher than in conventional mortgages (Hatta, 2020). One of the advantages of KPRS is that they can make it easier in terms of fixed instalments without usury; mortgage customers also benefit when they want to pay off instalments before the contract period ends, because Sharia banks will not charge penalty fees like conventional banks, and bank interest rates that fluctuate or fluctuate are also not found in KPRS (Martha, 2022). However, this is not supported by the number of banks that serve the KPRS, as can be seen from the small number of Islamic banks that provide the KPRS in Indonesia Desy (2022), who stated that there are five Islamic banks that offer quite good home financing: Bank Muamalat, Bank Syariah Indonesia, Bank BCA Syariah, BTN Syariah, and Maybank Syariah.

Property growth has increased rapidly along with the presence of investors who have surplus funds In Malang City, which they allocate to investing in property. This phenomenon is caused by the fact that property prices in Malang City are still below the national property price standard, which is generally above 10 million, but in Malang, they can be obtained from 3 million (Novriyadi, 2024). Most investors choose to take advantage of mortgages in buying property because they only need to provide funds at least 10% of the property price to acquire it. (Mahmudan, 2024). This results in speculation motives from investors, which ultimately affects the development of property prices in the area. Based on data from Real-Estate Indonesia (REI), as many as 1,800 houses in Malang City have been sold. This indicates that at least two units of best-selling houses were sold to the community. Property sales in Malang City increased by 40 percent throughout 2022 compared to 2019 only around 8-12 units were sold, and in 2021, there was a decrease of 80% (Sampurno, 2023). This growth shows that people's buying interest has increased after experiencing the impact of the Covid-19 pandemic for almost a year. One of the factors that contributed to the increase in property sales, including houses, was the easing of Enforcement of Community Activity Restrictions (PPKM) policy. The enthusiasm of the people of Malang for Home Ownership Loans (KPR) is quite high. Based on data from Bank Indonesia, the number of mortgages distributed in Malang City in 2023 (until quarter 1) is 10,250. This is due to the small number of Islamic banks that serve the KPRS in Malang City, namely, there are only five banks that serve the KPRS.

Several studies have been conducted on the interest of mortgages, where there are several variables that influence the interest of customers in mortgages, such as service quality, price, and the brand image of the bank. It is undeniable that the main principle in the banking business is to maintain trust; therefore,

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service quality is one of the crucial aspects that customers or consumers consider when choosing a bank (Ganie, 2020). The reputation of banks is a very important factor in their selection in various countries because of the principle of trust. Marsila (2023) states that service quality has a positive influence on customer interest in non-subsidized mortgages. In addition to services, there are also prices where the various credit interest rates offered by banks are a separate factor that customers consider when applying for mortgages. The lower the interest rate offered, the greater the interest of customers in choosing a mortgage based on their ability (Ganie, 2020). Taufik and Haryono (2021) state that price influences interest in using the KPRS.

A brand is a representation of a name, symbol, term, design, sign, or a combination of these elements that is used to identify a product or service. As explained by Hasan (2013), companies increasingly rely on brands as a tool to compete in the market; therefore, brands must be able to provide strong meaning and reasons for the relationship between the company and the consumer. The brand of the bank or financial institution that offers the product is very important. A strong and trusted brand can attract customers to use the bank's home-ownership loan service. A brand that is known for its integrity, reliability, and good service can give customers confidence that they will have a satisfying and reliable experience when applying for a home-ownership loan. In his study, Marsila (2023) revealed that brand image influences interest in using mortgages, but Wijayanti and Hidayat (2020) stated that brand image has no effect on interest in KPRS. Some of the studies above conducted a study of mortgage interest using a regression approach through the disclosure of variables that contribute to interest in using mortgages (Ganie, 2020). Safitri (2021) states that brand image and service quality have a significant positive influence on buying interest. Most of the variables above have an influence on interest in using the KPRS, and some have no influence (Marsila, 2023). However, this study aims to reveal the formation of factors of KPRS interest using the Exploratory Factor Analysis (EFA) approach, which aims to formulate existing factors.

2. Literature Review

Consumer behavior encompasses all manifestations of an individual's interactions with their environment, ranging from the most visible to the least apparent and from the most consciously perceived to the least perceived (Hidayati & Oktafia, 2020). Consumer behavior is referred to as consumer buying or consumer behavior. It can be defined as the activities of individuals directly involved in acquiring and utilizing goods and services, including the decision-making processes in preparing and determining these activities (Farahdiba, 2020). Kotler and Keller (2016) describe consumer behavior as the processes that individuals or groups undertake in considering, choosing, purchasing, utilizing, and evaluating products to meet their needs. In purchasing decisions, consumers

consider which goods or services to buy, where, when, how, how many, and why they purchase a product.

Purchase intention is a component of consumer behavior in consumption attitudes, representing the tendency of respondents to act before the actual purchasing decision was made by Mandasari (2011). Purchase intention reflects consumer behavior, indicating the extent of consumers' commitment to making a purchase. Consumers' needs and desires for goods and services evolve over time, influencing their purchasing behavior. Mayasari and Patmawati (2019) found that purchase intention arises after receiving stimulation from a product, generating interest in purchasing and owning it. Indicators for identifying purchase intention include transactional, referential, preferential, and exploratory intentions.

Service quality refers to the provision of optimal services with maximum effort to meet customer needs while accurately fulfilling their desires as requested. Service quality focuses on efforts to meet customer needs and desires, and deliver them precisely to align with their expectations (Kotler, 2012). Kotler and Armstrong (2008) found five indicators of service quality: service location, staff responsiveness, staff appearance, administrative capability, and ability to provide information.

Price can be defined as the amount of money charged to consumers in exchange for the benefits derived from the product, service used, or owned. The significance of price is highly regarded by consumers during the purchasing process, and if the price is perceived to match the benefits offered, customer satisfaction can be achieved Kotler & Armstrong, (2008), there are five indicators of price: affordability, price-quality alignment, price-benefit alignment, credit interest, and administrative and provision fees (Ganie, 2020).

Brand image refers to public perceptions of a company or its products. It encompasses the experiences and knowledge of a product or service stored in consumers' minds, shaping their positive or negative views toward the product or service Putra, (2021) A positive brand image has a strong appeal in product marketing, fostering consumer interest in using the product. Indicators of brand image, includes professional impressions, modern impressions, serving all segments, consumer attention, and brand recognition (Marsila, 2023).

3. Research Methods

This study uses a quantitative approach with the EFA method to delve deeper into the factors that affect customer interest in KPRS in Malang. The EFA was chosen because of its ability to uncover hidden patterns and relationships among multiple variables without imposing preconceived structures, while also effectively reducing numerous variables into a more manageable set of factors. This method is particularly valuable for this study as it helps identify both direct and indirect factors influencing customer interest in the KPRS, providing a

comprehensive understanding of customer behavior in the Islamic banking sector. Furthermore, EFA's capability of EFA to quantify the relative importance of each factor through statistical analysis makes it an ideal tool for examining the complex decision-making process involved in choosing Sharia mortgage products. This quantitative method, based on positivism, involves collecting data through survey instruments that are statistically analyzed (Iswati & Anshori, 2019). The study was conducted in the operational area of 12 Sharia Banks in Malang City, which was chosen because of its high number of customers and rapid property growth. The sample was taken using a purposive sampling technique with special criteria, namely customers who have used the KPRS for at least one year (Sugiono, 2016). The number of samples was determined using the Lemeshow formula as follows:

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

with a Z value of 1.96, a 95% confidence level, P as a maximum estimate of 0.5, and a margin of error (d) of 5%. Based on these calculations, 384 samples were obtained.

The data used consisted of primary data collected through a closed questionnaire based on the Likert scale as well as secondary data from relevant documents. The five-point Likert Scale with five categories, ranging from "Strongly Disagreement" to "Strongly Agree, was used to measure the level of respondents' approval of a particular statement. Factor analysis was used to identify the factors that correlated with the observed indicators (Gunawan, 2016). The factor analysis model is as follows:

$$X_i = c_{i1}F_1 + c_{i2}F_2 + \cdots + c_{im}F_m + \varepsilon_i$$

Where Xi is the original variable, Fm_mFm is the general factor, Cij is the loading weight of the origin variable on the factor, and εi is the error. The variance of the origin variable can be formulated as

$$\operatorname{var}(X_i) = h_i^2 + \Psi_i$$

where h_i^2 is communality, and Ψi is the specific variance. The factor analysis stages include determining variables, testing assumptions, testing validity, and testing reliability. To measure the correlation between variables, the KMO test and Bartlett's Test of Sphericity were performed. The KMO value is considered adequate if it is more than 0.5, whereas the Bartlett test is significant if the p-value is < 0.05 (Ghozali, 2012). The Measure of Sampling Adequacy

(MSA) value is used to evaluate the adequacy of sampling on each variable, provided that the MSA value is above 0.5.

After factor extraction, factor rotation was performed using the Varimax method to clarify the structure of the factor. This method minimizes the number of indicators in a specific factor column to make the results easier to interpret. Factors that have the largest loading factor above 0.5 will be retained, while variables with a loading factor below 0.5 will be eliminated. With this method, the study aims to identify the main factors that affect customer interest in the KPRS.

Sugiyono (2017) descriptive analysis aimed to describe the collected data without making generalizations. In this study, respondent data were analyzed through tables, graphs, frequency, and percentages to provide a detailed summary of each response. Sugiyono (2017) defined validity as the accuracy of an instrument in measuring the intended concept. The validity test used Bivariate Pearson's correlation in SPSS. If the calculated r-value was greater than the critical r-value at a significance level of 0.05, the item was considered valid (Ghozali, 2012). Otherwise, the item was deemed invalid and was excluded from the reliability test.

Ghozali (2012) explained that reliability measures the consistency of an instrument. In this study, reliability testing was conducted using Cronbach's Alpha in SPSS. An instrument was deemed reliable if the alpha (α) value exceeded 0.7, indicating consistent measurement results. The KMO test assesses sample adequacy and determines whether the data are suitable for factor analysis. A KMO value greater than 0.5 is required to proceed with factor analysis (Ghozali, 2012), and Higher KMO values indicate better suitability of data for factor analysis.

Bartlett's test examines whether the correlation matrix is an identity matrix, that is, whether the variables are uncorrelated. Bartlett's Test of Sphericity was considered significant if the p-value was below 0.05, indicating that the data were suitable for factor analysis (Ghozali 2012). The MSA test measures the sampling adequacy for each variable. Variables with MSA values above 0.5 are considered adequate for further analysis, while those below 0.5 are eliminated (Ghozali, 2012).

Factor rotation was employed in the final stages of the analysis. In the factor analysis, rotation simplifies the factor structure, making it easier to interpret. The Varimax rotation method was applied to minimize the number of indicators per factor and to enhance clarity (Ghozali, 2012). The factor matrix interpretation involves grouping variables based on the highest factor loading (greater than 0.5). This process allows variables with the highest loading factor in a specific factor to be grouped within that factor, whereas variables below the threshold are removed (Ghozali, 2012).

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Table 1: Operational Definition of Variables

Variable	Definition	Indicators	Grain	Measurement Scale
Quality of Service	Service quality is the provision of optimal services with maximum efforts to meet customer needs and pay attention to the achievement of customer desires according to demand accurately	1. Service Places 2. Officer's response 3. Officer's appearance 4. Administrative capabilities 5. Ability to provide information (Kotler, 2012; Tjiptono, 2014)	1. The officers look neat and polite in serving customers 2. The staff served with a friendly attitude 3. Officers serve with respect to each customer 4. Officers perform services quickly 5. All customer complaints are responded to by officers 6. Officers provide clear information	Likert Scale
Price	Price can be defined as the amount of money charged to consumers in exchange for the benefits obtained from the product or service used or owned.	1. Affordability 2. Price compatibility with product quality 3. Price compatibility with benefits 4. Credit interest 5. Provisioning and administration fees (Ganie, 2020; Kotler & Armstrong, 2008)	1. The prices offered are flexible and affordable with consumer purchasing power. 2. The price offered is according to the quality of the product obtained. 3. The price offered is in accordance with the benefits felt by consumers. 4. Credit interest is quite light or low compared to conventional mortgages. 5. Administration fees are not too expensive 6. The cost of appropriate provision is quite cheap compared to conventional mortgages	Likert Scale
Brand Image	Brand Image refers to the public's perception of the company or its products.	1. Professional Impact 2. Modern Impression 3. Serving All Segments 4. Consumer Concern	1. The officer is able to explain the product which can be easily understood. 2. Complaints and suggestions are well responded to by the Bank.	Likert Scale

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		5. Brand recognition (Marsila, 2023)	3. The Bank has good service 4. KPRS can be enjoyed by all groups 5. Has innovations in good home design compared to other competitors. 6. I feel that mortgage services provide adequate attention to consumers	
Customer Buying Interest	Buying interest is a consumer behavior that shows the extent of their commitment to make a purchase.	1. Transactional interest 2. Referral interest 3. Preferential interest 4. Exploratory Interest (Mayasari & Patmawati, 2019)	1. I am interested in KPRS because they are considered very suitable for needs and profitable 2. I am interested in using banking services, such as mortgages because they match my salary 3. I am interested in KPRS because of the standard set margin level and there is no usury system 4. I will reuse the Sharia mortgage if I need it 5. I have made a comparison between KPRS and Conventional Mortgages, but I still choose KPRS 6. Sometimes I have a special interest in reading about mortgages or accessing information through the media	Likert Scale

4. Finding and Discussion

This study uses Factor analysis was performed using SPSS software. Factor analysis is the study of the relationship between a set of new variables, latent variables, and latent factors. The main purpose of factor analysis is to find relationships between the variables in a dataset by examining their correlations.

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Table 2: Analysis of Research Data

Item Code	Mean	St. Deviation	Skewness	Curtosis
X1.1	4.854	0.352	-2.023	2.105
X1.2	4.865	0.363	-2.948	11.259
X1.3	4.867	0.339	-2.181	2.772
X1.4	4.865	0.341	-2.148	2.628
X1.5	4.829	0.376	-1.754	1.084
X1.6	4.787	0.415	-1.520	0.647
X2.1	4.932	0.250	-3.465	10.063
X2.2	4.904	0.294	-2.756	5.626
X2.3	4.903	0.350	-2.053	2.228
X2.4	4.847	0.360	-1.936	1.761
X2.5	4.870	0.336	-2.215	2.922
X2.6	4.834	0.372	-1.804	1.261
X3.1	4.919	0.281	-3.446	11.403
X3.2	4.911	0.283	-2.918	6.549
X3.3	4.891	0.311	-2.522	4.384
X3.4	4.867	0.339	-2.181	2.772
X3.5	4.849	0.357	-1.965	1.871
X3.6	4.826	0.379	-1.730	0.999
Y1	4.893	0.369	-4.944	36.017
Y2	4.891	0.335	-3.537	16.573
Y3	4.891	0.311	-2.522	4.384
Y4	4.885	0.318	-2.438	3.968
Y5	4.847	0.367	-2.093	2.935
Y6	4.867	0.346	-2.367	4.298

Twenty-four items were measured using the mean, standard deviation, skewness, and kurtosis. The average ranged from 4.787565 to 4.932642 with a standard deviation of 0.205965433 to 0.415855591. The slope (< 2) and ranges from -4,944 to -1,520, and the kurtosis (> 7) ranges from 0.647 to 36.01 (Ghozali, 2012).

Table 3: Validity Test

KL	X1 Quality of Service	R table	Information
KL 1	0.238	0.138	valid
KL 2	0.293	0.138	valid
KL 3	0.265	0.138	valid
KL 4	0.272	0.138	valid
KL 5	0.246	0.138	valid

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KL 6	0.242	0.138	valid
H	**Price X2**	**R table**	**Information**
H 1	0.249	0.138	valid
H 2	0.298	0.138	valid
H 3	0.225	0.138	valid
H 4	0.328	0.138	valid
H 5	0.308	0.138	valid
H 6	0.233	0.138	valid
BI	**Brand Image X3**	**R table**	**Information**
BI 1	0.251	0.138	valid
BI 2	0.344	0.138	valid
BI 3	0.322	0.138	valid
BI 4	0.347	0.138	valid
BI 5	0.328	0.138	valid
BI 6	0.283	0.138	valid

Based on the output of "Correlation," it is known that the significance value < 0.05, so as the basis for decision-making in the validity test, it can be concluded that all question items in this study are valid and can be used as a data collection tool.

Table 4: Reliability Test

Reliability Statistics	Value
Cronbach's Alpha	0.838
Cronbach's Alpha Based on Standardized Items	0.84
N of Items	24

From the table above, it can be seen that the Cronbach's alpha value for each variable is > 0.70. Therefore, as the basis for decision making in the reliability test, it can be concluded that all the question items used are reliable or consistent.

Table 5: KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.835
Bartlett's Test of Sphericity	
Approx. Chi-Square	1834.83
Df	276
Sig.	0.000

The KMO table and Bartlett's test were used to assess the feasibility of the variables in the factor analysis. The results showed a KMO value of 0.835, indicating that the sample was adequate. Bartlett's test was significant ($\chi 2$ = 1834.832; df = 276; p < 0.000), indicating a strong relationship between the variables. A probability value of < 0.05 indicates that the sample size and data normality are adequate. Items were removed if the loading factor was below 0.50. In addition to KMO, there is an MSA value that assesses the adequacy of data for

each variable. An MSA close to 1 indicates a strong relationship between the variables. An MSA value below 0.5 indicates that the variable is not strong enough for further analysis and needs to be eliminated.

Table 6: MSA Test

Variable	MSA
The officers look neat and polite in serving customers	0.844
The staff served with a friendly attitude	0.844
Officers serve with respect to each customer	0.842
Officers perform services quickly	0.839
All customer complaints are responded to by officers	0.870
Officers provide clear information	0.895
Flexible Pricing	0.849
The price is according to the quality of the product	0.865
Price according to benefits	0.801
Credit interest is quite light	0.851
Cheap administration fees	0.840
Appropriate provisioning fees	0.818
The officer is able to explain the product	0.833
Complaints and suggestions were responded to by officers	0.828
The bank has good service	0.885
KPRS enjoyed by all groups	0.852
Design innovation	0.799
KPR gives adequate attention	0.787
Interested because it is as needed	0.860
Interested in matching salary	0.839
Interested standard margin level	0.834
Interested if needed	0.739
Choosing a Sharia Mortgage	0.793
Special interest in mortgage	0.857

The MSA test was used to assess the sufficiency of sampling for each variable, with an MSA value of > 0.5 indicating good data adequacy for factor analysis. All variables in this study met the MSA significance requirement of > 0.5, so the data are worthy of further factor analysis.

The number of factors was determined through three criteria: eigenvalue (> 1), percentage of diversity, and scree plot. Using the eigenvalue criterion, seven factors were identified. The scree plot shows the exit point as the curve approaches the horizontal, confirming the number of factors formed from the data.

Table 7: Total Variance Explained

Com	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Of var	Cum	Total	Of var	Cum	Total	Of var	Cum
1	5.195	21.648	21.648	5.195	21.648	21.648	2.639	10.998	10.998
2	1.716	7.150	28.798	1.716	7.150	28.798	2.082	8.674	19.672

3	1.417	5.903	34.701	1.417	5.903	34.701	1.961	8.171	27.843
4	1.321	5.503	40.203	1.321	5.503	40.203	1.631	6.796	34.639
5	1.203	5.013	45.216	1.203	5.013	45.216	1.593	6.636	41.276
6	1.093	4.555	49.771	1.093	4.555	49.771	1.588	6.617	47.893
7	1.092	4.549	54.319	1.092	4.549	54.319	1.542	6.427	54.319
8	.970	4.040	58.360						
9	.887	3.697	62.057						
10	.855	3.562	65.619						
11	.825	3.436	69.055						
12	.792	3.298	72.353						
13	.712	2.969	75.322						
14	.685	2.853	78.174						
15	.665	2.772	80.947						
16	.653	2.720	83.667						
17	.635	2.647	86.314						
18	.543	2.262	88.576						
19	.524	2.182	90.757						
20	.492	2.049	92.806						
21	.471	1.961	94.767						
22	.453	1.887	96.654						
23	.419	1.745	98.399						
24	.384	1.601	100.000						

The Total Variance Explained table shows that of the 24 items analyzed, seven factors were formed. This analysis uses two main approaches: initial eigenvalues *and* extraction sum of squared loadings. For Initial Eigenvalues, *th*e total number of factors generated was 24, corresponding to the number of initial variables. To be a factor, the eigenvalue must be greater than 1. The results of the analysis show that 7 components have an eigenvalue value of > 1, which explains the percentage of diversity as follows: Component 1 with an eigenvalue of 5.181 explains 18.924% of the variation; Component 2 (1,731) explains 22,546%; Component 3 (1,416) explains 26,829%; Component 4 (1,319) explains 30,225%; Component 5 (1,203) explains 33,298%; Component 6 (1,116) explains 35,602%; and Component 7 (1,089) explains 37,590% of the variation.
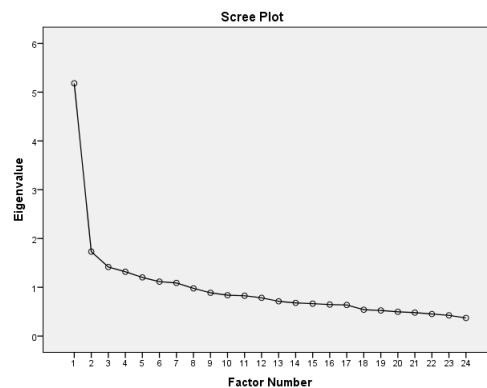

Figure 1: Scree Plot

From the output of SPSS, it can be seen that in a normal graph, the plots of dots are spread around the line. This can also indicate the number of factors formed. The trick looks at the component point value, which has an eigenvalue of > 1. From the Scree Plot image above, there are seven component points that have an eigenvalue of > 1, so it can be interpreted that there are seven factors that can be formed. Factor rotation helps group items into the right factors based on their contribution values. In this study, the results of the rotation grouped the variables into seven main factors, with each characteristic as follows:

Table 8: Rotated Component Matrix

Atribute	Component						
	1	2	3	4	5	6	7
The officers look neat and polite in serving customers	0.543	-0.001	0.043	-0.065	0.035	0.485	0.030
The staff served with a friendly attitude	0.664	0.144	-0.047	0.265	0.118	0.002	-0.170
Officers serve with respect to each customer	0.684	0.040	-0.026	0.093	0.194	0.136	0.084
Officers perform services quickly	0.651	0.155	0.093	-0.052	0.179	0.046	0.113
All customer complaints are responded to by officers	0.607	0.085	0.110	0.049	-0.001	0.042	0.168
Officers provide clear information	0.583	0.084	0.232	0.132	-0.167	-0.066	0.215
Flexible Pricing	0.117	0.492	0.154	0.060	-0.093	0.497	0.060
The price is according to the quality of the product	0.050	0.447	0.380	0.161	0.187	-0.018	0.049
Price according to benefits	0.213	0.269	-0.011	-0.065	0.083	0.013	0.739
Credit interest is quite light	0.116	0.462	0.128	0.185	0.314	-0.203	0.343
Cheap administration fees	0.073	0.742	0.005	0.087	0.125	0.071	0.251
Appropriate provisioning fees	0.270	0.681	0.134	-0.045	-0.060	0.144	-0.048
The officer is able to explain the product	0.020	-0.052	-0.063	0.131	0.119	0.683	0.254
Complaints and suggestions were responded to by officers	0.061	0.194	0.502	0.407	0.090	0.037	-0.018
The bank has good service	0.208	-0.053	0.090	0.134	0.363	0.166	0.478
KPRS enjoyed by all groups	0.030	0.311	0.470	-0.058	0.282	0.345	-0.055
Design innovation	0.122	-0.102	0.649	-0.131	0.345	0.130	0.349
KPR gives adequate attention	0.124	0.128	0.758	0.116	-0.100	0.073	0.040
Interested because it is as needed	0.075	0.156	0.194	0.068	0.041	0.493	-0.124
Interested in matching salary	0.041	0.129	0.216	0.332	-0.279	0.084	0.483
Interested standard margin level	0.137	-0.052	0.177	0.662	0.141	0.319	0.080
Interested if needed	0.131	0.120	-0.001	0.785	0.160	-0.030	0.056
Choosing a Sharia Mortgage	0.120	0.026	-0.022	0.174	0.707	0.145	0.071
Special interest in mortgage	0.121	0.231	0.288	0.117	0.570	-0.026	0.008

Service Quality is the first factor. Kotler and Armstrong (2008) have five indicators of service quality. The first indicator is the place of service, which includes the physical aspect of the place in which the service is provided. This includes cleanliness, comfort, and aesthetics in the place of service. A clean, well-organized, and comfortable place can increase customer perceptions of the quality of the services provided. The second indicator, the officer's response, refers to the speed and accuracy of the officer's response to the customer needs or requests. Fast, friendly, and effective responses can improve customer satisfaction and perceptions of service quality. The next indicator is the officer's appearance, which includes aspects such as neatness, friendliness, and professionalism in appearance. A good appearance can create a positive impression on customers and increase their confidence in the services provided (Marsila, 2023). The fourth indicator is administrative ability, which refers to the expertise and efficiency in the administrative process related to the provision of services. This included the registration process, document management, and other administrative procedures. Good administrative ability can reduce customer waiting time and improve service efficiency (Safitri et al., 2021). The last indicator is the ability to provide information related to the officers' capacity to provide accurate, relevant, and useful information to customers. This ability helps customers to understand the services they receive and make informed decisions.

Price is the second factor. Ganie (2020) includes five price indicators. Price affordability refers to the extent to which the price of a product or service can be reached by the target market or consumers, considering consumers' financial ability and price comparison (Paludi & Juwita, 2021). The compatibility between price and product quality highlights the importance of price corresponding to the service quality offered. Price compatibility with benefits assesses whether the price is proportional to the benefits provided to consumers (Tjiptono, 2014) credit interest refers to the additional fees charged when consumers purchase credit. The last indicator is provision and administration costs, which are the additional costs associated with the purchase process (Ganie, 2020).

Brand Image is the third factor, and the indicators include professional impression (Marsila 2023), which reflects the brand's professionalism in its industry. Modern impressions depict the brand's innovation and technological advancement (Ismail dkk., 2021). The third indicator serves all segments, showing the brand's ability to meet the needs of various market segments. Consumer concern reflects a brand's focus on satisfaction and needs. Brand recognition refers to the extent to which consumers recognize and remember a brand. Marsila (2023)emphasized that a strong brand image affects customer perception and increases interest in mortgage services.

The fourth factor is Buying Interest. Customers are attracted to KPRS due to their standard and usury-free margin level, which provides security against interest rate fluctuations (Mayasari & Patmawati, 2019) The tendency to reuse

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KPRS reflects satisfaction and loyalty to these services. External factors such as bank reputation and service quality also affect buying interest. Kanusta (2021) found that buying interest often determines purchasing decisions, especially when consumers have positive prior experiences.

Digital Media is the fifth factor. In the digital era, customers have wider access to mortgage information through bank websites and online platforms (Adhari dkk., 2021). Social media influence customer decisions through reviews and recommendations (Arifin, 2004). Educational digital content helps customers understand mortgage products (Hasan, 2017). Online comparison tools enable informed decision-making (Santoso dkk., 2021). Engagement in online discussions expands understanding and builds trust (Wati et al., 2024).

The sixth factor is needs, and price alignment with product quality is crucial for customers choosing mortgages (Widyan, 2022). Clear product information communication creates trust and comfort in decision-making (Fattah dkk., 2022). The suitability of KPRS for customer needs, particularly regarding ethical and religious beliefs, significantly influences product selection (Rasyid & Amalia, 2023).

The final factor is usefulness. Price alignment with perceived benefits is crucial, as customers seek value for their money (Santoso dkk., 2021). Good service quality, including responsiveness and accuracy, significantly influences customer decision making. Mortgage affordability based on customer salary is also crucial because customers prefer products that align with their financial capacity (Hidayati & Oktafia, 2020).

5. Conclusions

This study aims to determine the factors that influence customer interest in using the KPRS in Malang. The study was conducted with 384 respondents who were customers of Islamic banks in Malang City, using EFA as the analytical method to identify underlying factors that shape customer interest in the KPRS.

The analysis results revealed seven main factors that influence customer interest in KPRS: (1) Service Quality, which includes officer appearance, response, and information delivery capability; (2) price, encompassing affordability, administrative fees, and provision costs; (3) Brand Image, covering professional impression, modern features, and market segment coverage; (4) Buying Interest, related to usury-free margin levels and repurchase intentions; (5) Digital Media, involving accessibility of information and online platforms; (6) needs, focusing on product suitability and customer requirements; and (7) usefulness, which includes price-benefit alignment and service quality.

This study's implications suggest that Islamic banks should focus on enhancing these seven factors to improve their Sharia mortgage products and services, particularly by strengthening their digital presence, maintaining competitive pricing, and ensuring high service quality. However, this study has

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several limitations: it was conducted only in Malang City, which may not represent other regions' characteristics; the sample was limited to existing Sharia mortgage customers, excluding potential customers; and the study period coincided with post-pandemic economic recovery, which might have influenced customer perspectives and preferences.

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