



Key Factors Shaping Millennials' Decisions to Choose Sharia Mortgage Financing

Faila Sufa¹, Nursanita^{2*}

^{1,2} Indonesian College of Economics (STEI), Jakarta

Received: 26-07-2024; Accepted: 26-01-2025

Abstract

This study examines the factors influencing millennials' decisions to take Sharia mortgages. It employs causal hypothesis testing with a quantitative approach, using multiple linear regression analysis via SPSS Statistics 25. The population includes DKI Jakarta residents aged 20-40 years with income or employment. A sample size of 100 respondents was determined using the Slovin formula based on the Nine Targeted Samples Method. Primary data were collected through online questionnaires distributed via Google Forms. The study findings reveal that house prices positively and significantly affect millennials' decisions to opt for Sharia mortgages. Conversely, house location has a significant negative effect on their decisions. Additionally, promotion and religiosity both have positive and significant influences on the decision to take Sharia mortgages. The results underscore the importance of promoting the benefits and advantages of Sharia mortgages, particularly highlighting their differences from conventional mortgages. The implications of these findings suggest that stakeholders should provide clear, accessible, and educational information to help millennials understand the unique features of Sharia mortgages. By addressing pricing, location concerns, and promotional efforts while aligning with religious values, organizations can better cater to the preferences of this demographic, ultimately increasing the adoption of Sharia-compliant financial products.

Keywords: Sharia KPR, House Prices, House Location, promotions, Income, Religiosity, Millennial Generation Decisions

JEL Classification: G21, D12, E21

How to cite: Sufa, F., & Nursanita, (2025). Key Factors Shaping Millennials' Decisions to Choose Sharia Mortgage Financing, *Journal of Accounting, Management and Economics Research (JAMER)*, 3(2), 98-109

Corresponding author: Nursanita (nursanita@stei.ac.id)



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license

1. Introduction

KPR has now become a favorite, this is because the number of KPR enthusiasts is quite large, especially in sharia banks. Based on the results of a survey conducted by Rumah.com from January to June 2020, there was an increase in consumer preferences in choosing Sharia KPR, from 29% of respondents in the first semester of 2020 to 35% of respondents in the second semester of 2020. On the other hand, conventional KPR enthusiasts decreased by 37% in the second semester of 2020. Respondents in the first semester of 2020 became 29% of respondents in the second semester. II 2020. If we look at the amount of income, the majority of low-income people prefer financing with Sharia KPR or around 40% of respondents compared to those who choose conventional KPR, which is around 25%. Based on surveys, financing with sharia mortgages tends to be more popular with the millennial generation. As many as 73% of respondents aged 22-39 years chose Sharia KPR over conventional KPR (Kompas, 26 August 2020). Likewise, religiosity and location factors show different results. In research, Hadija et al., (2020) shows that religiosity and location factors have a positive and significant effect on customers' decisions to choose BRI Syariah in sharia KPR transactions. Meanwhile, according to research by Asrizam (2019), the religiosity factor does not influence people in applying for sharia mortgage financing. This is in accordance with research by Qarizah and Prabowo (2019) which states that the location variable has no influence on customers' decisions in using Sharia KPR products.

People of productive age today, especially the millennial generation, contribute quite a lot in driving the economy. In one study, the millennial generation is an important group targeted by retail and consumer product companies because of their size and high purchasing power. With current measurements, the millennial generation is the focus of studies to see its effect on economic activity (Christopher Kurz, Geng Li, 2018). In Indonesia, buying a house is a big decision for an individual or a family. Indonesia is predicted to experience a demographic bonus, namely that the population of productive age is greater than the population of non-productive age. However, despite this great potential, being able to buy a house is not easy because the increase in income is not balanced with the increase in property prices every year. This is supported by a study conducted by (Hoolachan & McKee, 2019) where this challenge is closely related to the weakening youth labor market, which is characterized by employment contracts with low salaries. Furthermore, the millennial generation often has a lot of debt and is faced with a much higher cost of living compared to previous generations of the same age (Brant, K., & Castro, 2019).

According to Khoirudin (2017), assuming that a house is a primary need that has no substitute goods, the possibility for someone to own a house either in cash or on credit only depends on the type of house that is adjusted to the individual's abilities and income level. Before applying for a mortgage to a banking institution, there are several aspects that consumers should consider. This aspect can be seen from consumer income, interest rates on credit loans provided by banks and of course the price of the house, which can be seen from the residential property price index.

One of the main components in the marketing mix concept is location. Location is the place where a company operates in its activities to generate economic benefits for the goods or services offered (Cynthia, 2022). Location selection is an important factor that influences the success of a business, because location selection is also related to consumer purchasing decisions. Therefore, the right location is an absolute requirement that must be met. Often people need a service or item, but because the location is difficult to find, the place that provides it will result in people tending to look for a place that is easy to find (Katuk, 2019). A house or shelter is the main need for humans after the need for food and clothing, the need for food and clothing is still easily accessible to meet life's needs and at prices that still vary among the community (Waluya et al., 2022).

Things that can attract customers in housing do not only include the physical building of the house, but also the existence of facilities that support both facilities inside the house and outside the house, supporting existing facilities and accessibility, namely roads, electricity & telephone networks, and waste water pipes. Customers will consider other factors such as location, location is one of the special facilities that refers to the social community and is one of the considerations for customers,

strategic locations such as locations that are safe, comfortable, healthy, orderly, and have an affordable distance, will be a driving force for customers to choose home ownership credit (Azizah, 2019). Sharia KPR is an alternative way to finance home ownership for people, especially Muslim communities, who want to apply for interest-free home ownership credit.

According to Tjiptono, facility indicators include, among others (Muhtarom, Syairozi, & Yonita, 2022). Spatial planning processes such as those relating to distance, location and size 2. Room planning, space planning relating to interiors and architects to organize or arranging placement such as furniture and other equipment 3. Graphic instructions, including appearance, determining shape, choosing colors and lighting arrangements. Wijayanti & Hidayat (2020) the millennial generation is the target of the property market in a number of developing areas, this is because the millennial generation is a generation that has already got a job, does not yet have a house, and is just living an independent life so that they have the potential to buy their first house by installments or applying for home ownership credit (KPR) financing in financial institutions such as sharia banks. In research by Wardani & Maksum (2023), from a psychological perspective, the characteristics of the millennial generation who live in urban areas are that they tend to want a planned and fast-paced life coupled with rapid technological developments. There are many factors that influence a person's interest in using sharia financing.

One of them is the margin level factor, based on research Maisaroh (2017), currently sharia banks and conventional banks are competing to determine the margin portion. The cheaper the KPR margin percentage, the greater the customer's interest in taking out a KPR, therefore the high or low margin level will affect the installment value. which will be paid by the customer in installments. Apart from the margin level, the factor that influences a person's interest is the religiosity factor based on research (Hadija et al., 2019).

The study problem arises from the significant yet varied factors influencing the millennial generation's decision to choose Sharia KPR (Home Ownership Loan), despite its increasing popularity. Data from a Rumah.com survey (2020) demonstrates a notable rise in consumer preferences for Sharia KPR, especially among millennials, where 73% of respondents aged 22-39 prefer this financing model over conventional ones. However, despite this trend, challenges persist due to conflicting findings on key factors such as religiosity and location. Similarly, while location is recognized as a determinant for housing decisions, other studies contradict this, underscoring the need for deeper analysis.

The primary challenge lies in understanding how economic factors (e.g., income level and margin rates), demographic trends, and psychological factors, such as preferences for fast-paced, planned urban living, intertwine to shape millennials' decisions. Addressing these gaps requires clear data on millennials' income constraints, housing needs, and financial behaviors. A holistic solution would include aligning Sharia KPR products with millennial preferences, such as affordable margin rates, strategic housing locations, and additional amenities that cater to their dynamic lifestyles. Moreover, enhancing public awareness about the benefits and principles of Sharia financing can strengthen trust and attract a broader customer base.

With the Research Gap that has been discussed and the phenomenon of many millennial generations choosing to use Sharia KPR in installments and in accordance with Islamic principles, researchers are interested in conducting research with the title "Analysis of Factors that Influence the Millennial Generation's Decision to Choose to Take Sharia KPR"

2. Literature Review and Hypothesis

Sharia Home Ownership Loans

Tarigan (2019), stated that the cumulative increase in property prices in Indonesia was 5 percent, while the increase in a person's income was only 3.1 percent. Therefore, the presence of mortgage financing is due to the public's demand to meet their housing needs in installments. A house is an asset that for most people is an asset that is difficult to own. Added to this is the current situation,

where the increase in property prices is not commensurate with a person's income. Satria and Sentiani (2018), generally say that home ownership credit is divided into two types, namely: a. Subsidized KPR, a credit intended for people with middle to lower economic capabilities and Non-Subsidized KPR, a KPR intended for the entire community without any government intervention. Home Ownership Credit (KPR) is often used to purchase houses and other consumer needs, namely housing and financing products offered by sharia and conventional banks. According to the OJK, Sharia KPR is home ownership financing in the form of long-term, medium-term and short-term financing. to finance the purchase of a house according to the rules of the Murabahah contract and other contracts (Ahmad & Sulistiana, 2021).

House Prices

Price is a company management system that will determine the appropriate base price for a product or service and must determine strategies regarding price discounts, payment of transportation costs and distribution of relevant variables. Price is a very important thing that consumers consider when purchasing products or services. If consumers feel that the price offered is suitable, they will repurchase the same product (Hidayat, 2017).

Home Location

Location is a driver of costs and revenues, so location often has the power to shape a company's business strategy. A deliberately strategic location aims to maximize the benefits of the location for the company." Meanwhile, according to Kotler and Armstrong (2014) "Place includes company activities that make the product available to target consumers". The definition is a place that includes company activities that make products available to target consumers.

Promotion

Ganim et al. (2021), Promotion is the most important activity carried out by companies, because promotion plays an important role in introducing, informing about a product and encouraging consumers to make purchases. Erinawati & Syafarudin (2021), a form of communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers who previously did not know them to become familiar, so that they become buyers and still remember the products and services

Income

In general, income is defined as all receipts from society or the state from all activities carried out or activities not carried out. From these statements it can be concluded that income is income received for what has been done within a certain period of time to support the continuity of one's life. and family (Madina, 2019). Income is a reward obtained by an individual for completing work either from or for other people within a period of one month, one week or one day (Sukmawati, 2020).

Religiosity

Religiosity is the level to which a person can be committed or loyal to his religion. It is generally known that religion can have a very strong influence on a person. This influence will be seen in one's own identity or character and one's values which will ultimately influence the way a person consumes (Romdhoni & Sari, 2018).

Research Conceptual Framework

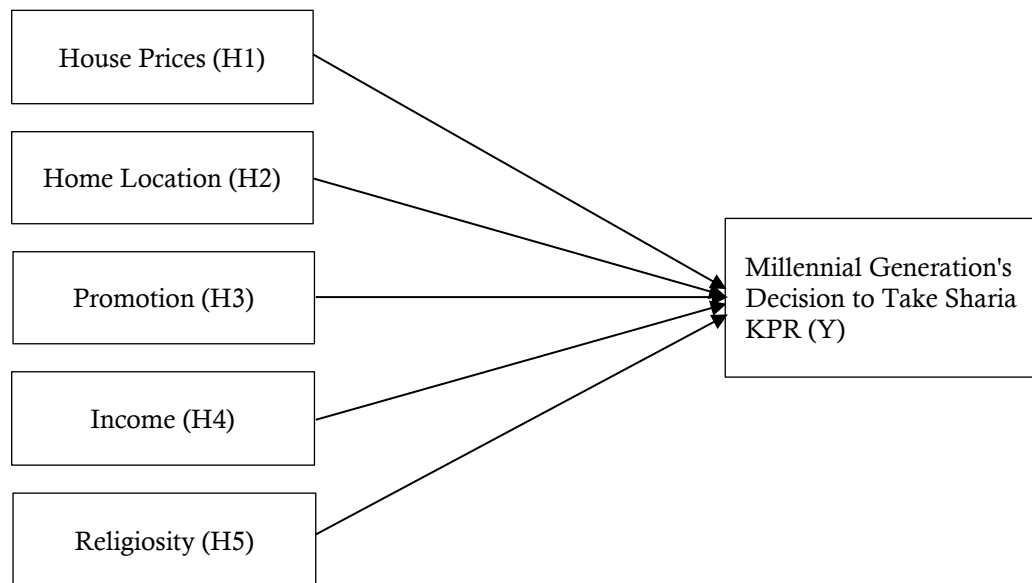


Figure 1. Research Conceptual Framework

Research Hypothesis

The Influence of House Prices on the Millennial Generation's Decision to Take Sharia KPR

When buying a product, consumers not only consider the quality, but also consider the quality and price. Price is one of the factors that influences consumers to buy and own a house that is considered to suit their needs. There are many things related to price that are behind why consumers choose a product to own. If the house price of the Sharia KPR product offered by Sharia banking is affordable for the public to pay in installments, it can influence consumers' decisions in using this financing product to meet their needs (Qarizah & Prabowo, 2019). These results are in line with research conducted by the results of research conducted by Utami et al., (2015), Muhtarom et al. (2022), that the house price factor has a positive and significant influence on customers' decisions to take Sharia KPR and has answered the hypothesis proposed in this research. Thus, the hypothesis in this research can be formulated as follows:

H1: House prices have a positive effect on the millennial generation's decision to take out a sharia mortgage

The Influence of House Location on the Millennial Generation's Decision to Take Sharia KPR

Kotler and Armstrong (2014), "Place includes company activities that make the product available to target consumers". The definition is a place that includes company activities that make products available to target consumers. A good location will guarantee the availability of fast access, so that it will attract more consumers. Location in banking is where the condition of the bank can influence consumers in taking out mortgages, especially in the location of housing where consumers will live (Sofiyanto et al., 2017). Research made by Sihotang (2018), Muhtarom et al. (2022) and Qarizah & Prabowo that the factors studied include facilities, location and income. The results of this research show that location factors have a positive and significant effect on the demand for sharia housing in the city of Medan.

H2: The location of the house has a positive effect on the millennial generation's decision to take out a sharia mortgage

The Influence of Promotions on the Millennial Generation's Decision to Take Sharia KPR

Buying interest is a belief in customers to make a purchase of a product, plan, recommend, choose and make a decision to buy a product (Andespa, 2017). Several indicators that serve as benchmarks for increasing interest include (Maharani, 2020), Interest, Desire and Confidence. Research

conducted by Qarizah & Prabowo (2019), concluded that customers' decisions in taking mortgage products are influenced by promotional variables which have a positive and significant effect. Thus, the hypothesis in this research can be formulated as follows:

H3: Promotion has a positive effect on the millennial generation's decision to take out a sharia mortgage

The Influence of Income on the Millennial Generation's Decision to Take Sharia KPR

Income is a very important factor in determining purchasing decisions for various goods. The income received by the community is used to meet their living needs, namely the various goods and services they need. The amount of income shows the amount of a person's purchasing power for an item so that changes in income can affect the amount of demand for a type of item. A person's ability to own a home is greatly influenced by the income they earn. If a person's income increases and there is no recession and inflation in economic conditions, the tendency to own a house will increase in both quality and quantity (Elrangga, 2017). According to research by Sukmawati (2020), it can be concluded that this income variable has a significant influence on mortgage decision making. Thus, the hypothesis in this research can be formulated as follows:

H4: Income has a positive effect on the millennial generation's decision to take out a sharia mortgage

The Influence of Religiosity on the Millennial Generation's Decision to Take Sharia KPR

Religiosity is the level to which a person can be committed or loyal to his religion. It is generally known that religion can have a very strong influence on a person. This influence will be seen in one's own identity or character and one's values which will ultimately influence the way a person consumes (Romdhoni & Sari, 2018). Research conducted by Lady Ragia Alfa et al., (2024), shows that the factors studied include religiosity and knowledge. In this research, religiosity is a variable that does not have a positive and significant effect on purchasing decision variables. Research conducted by Wijayanti & Hidayat (2020) and Hadija et al. (2020), stated that religiosity has a positive effect on the interests of the millennial generation. Thus, the hypothesis in this research can be formulated as follows:

H5: Religiosity has a positive effect on the millennial generation's decision to take out a sharia mortgage

3. Data and Methods

Types of research

This research was carried out by observing data on factors that influence or cause as a comparison, and explain existing phenomena using processed statistical data. The data analysis method is to group data based on variables and type of respondent, present data for each variable studied, carry out calculations to answer the formulation to answer the problem formulation and carry out calculations to test the hypothesis that has been proposed using descriptive statistical analysis. Descriptive statistics provide an overview of the data that is reflected starting from the mean value, max value, min value, and deviation benchmarks. The data obtained will then be tested using the Statistical Package for Social Sciences (SPSS), which is a computer program used for statistical analysis. The data analysis technique used as a measuring tool is descriptive statistical analysis, data quality testing, classical assumption testing, multiple linear regression analysis and hypothesis testing.

Population and Sample

The population in this study is the millennial generation. generation living in Central Jakarta. Based on statistical data from bps.go.id, in 2020 there were 271,380 millennial generation people living in Central Jakarta. The sampling technique used in this research was the convenience sampling method. This sampling method was chosen to facilitate the implementation of research on the grounds that the respondents used were the millennial generation in Central Jakarta.

4. Results

Data Quality Test

Validity test

Table 1. Validity Test Results

Variable	Count	Table	Information
House Prices (H1)	0.838	0.197	Legitimate
Home Location (H2)	0.819	0.197	Legitimate
Promotion (H3)	0.886	0.197	Legitimate
Earnings (H4)	0.900	0.197	Legitimate
Religiosity (H5)	0.820	0.197	Legitimate

Source: Primary data processed (2021)

Based on table 1 above, it can be seen that every statement for each variable obtained is declared valid. This can be seen by calculating that all rcounts are greater than r table.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N Items
House Prices (H1)	0.892	5
Home Location (H2)	0.932	6
Promotion (H3)	0.906	5
Earnings (H4)	0.871	4
Religiosity (H5)	0.897	6
Sharia KPR Decision (Y)	0.880	4

Source: Primary data processed (2021)

Based on table 2 above, you can see the Cronbach's alpha value of the house price variable (X_1) of 0.892, the value of the house location variable (X_2) of 0.932, the value of the promotion variable (X_3) of 0.906, the value of the income variable (X_4) is 0.871, the variable value of the religiosity variable (X_5) is 0.897 and the variable value of the millennial generation's decision to take a Sharia KPR (Y) is 0.880. This shows that the Cronbach's alpha value for each variable is > 0.60 . Therefore, it can be concluded that every instrument used is reliable.

Classic assumption test

Normality test

Table 3. Normality Test Results

		Not standardd Remainder
N		100
Normal Parameters, b	means	, 0000000
	Std. Deviation	1.16517443
The Most Extreme Difference	Absolute	0.077
	Positive	0.077
	negative	-,066
Test Statistics		0.077

Source: Primary data processed (2021)

Based on table 3 above, it is known that the significance normality test results are $0.146 > 0.05$. This states that the data obtained is normally distributed.

Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Model	Coefficients			Q	signature.
	Not standardized Coefficient		Standardized Coefficient		
	B	Std.Error	Beta		
(Constant)	1,497	1,065		1,406	, 163
House Prices	, 180	, 083	, 221	2,159	, 033
Home Location	- , 155	0.056	- , 275	- 2,774	, 007
Promotion	, 253	, 066	, 335	3,838	, 000
Income	- , 010	0.075	- , 010	- , 134	, 893

Source: Primary data processed (2021)

Based on the analysis in Table 4, several factors significantly influence the millennial generation's decision to take Sharia KPR. The constant value of 1.497 indicates a baseline decision level when all independent variables are zero. Among the variables, house price (H1) has a positive impact, with an increase of 1 unit leading to an 18% rise in decisions to take Sharia KPR. Similarly, promotion (H3) and religiosity (H5) positively influence decisions, with increases of 25.3% and 41.5%, respectively, indicating their substantial roles. In contrast, house location (H2) and income (H4) have negative impacts, with decreases of 15.5% and 1% per unit increase. These results show that while affordability, effective marketing, and alignment with religious principles drive decisions, high house locations and higher incomes may reduce the likelihood of choosing Sharia KPR.

Partial Test (t Test)

Table 5. Partial Test Results (t Test)

Model	Not standardized Coefficient		Standardized Coefficient	Q
	B	Std. Error	Beta	
	1 (Constant)	1,497	1,065	
House Prices (H1)	. 180	. 083	. 221	2,159
Home Location (H2)	- 155	. 056	- . 275	- 2,774
Promotion (H3)	. 253	. 066	. 335	3,838
Revenue (H4)	- . 010	. 075	- . 010	- . 134
Religiosity (H5)	. 415	. 055	. 625	7,565

Source: Primary data processed (2021)

The analysis in Table 5 indicates that house price (H1), promotion (H3), and religiosity (H5) have a positive and significant effect on the decision to take Sharia KPR, as their t-values exceed the t-table and their significance levels are below 0.05. Conversely, house location (H2) shows a significant negative effect. However, income (H4) does not significantly influence the decision, as its t-value is below the t-table and its significance is above 0.05.

Coefficient of Determination Test**Table 6. Coefficient of Determination Test Results**

Model	R	R square	Adjusted R Rectangle	Std. Error from Estimation
1	,853a	,727	,712	1,196

Source: Primary data processed (2021)

Based on table 6, it can be seen that the R Square value is 0.712, which means that the influence of the variables house price, house location, promotion, income and religiosity on the decision to take a Sharia KPR is 71.2% while 28.8% is influenced by other factors. which was not explained in this study.

5. Discussion**The Influence of House Prices on the Millennial Generation's Decision to Take Sharia KPR**

Based on the partial statistical test results in table 7, this means that the house price variable (H1) has a positive and significant effect on the millennial generation's decision to take a Sharia KPR (Y). Thus, it can be explained that respondents assess that the application of house prices implemented by sharia banks is good. House prices play an important role in determining the decision to buy a house, Islamic banks can be said to be successful in this case by implementing house prices that are in line with customers' needs and desires, so that they can increase the millennial generation's decision to take out Sharia mortgages. The results of this research are in line with research conducted by Utami et al., (2015) and Muhtarom et al. (2022), that the house price factor has a positive and significant influence on customers' decisions to take Sharia KPR.

The Influence of House Location on the Millennial Generation's Decision to Take Sharia KPR

Based on the results of the partial statistical test in table 7, this means that the house location variable (H2) has a significant negative effect on the millennial generation's decision to take a Sharia KPR (Y). This is because in the transaction process the customer does not go to the house location directly, but rather through an intermediary developer who has collaborated with a sharia bank, so that a better or strategic house location does not influence the millennial generation's decision. to take out a Sharia KPR, because everything comes back to each individual's needs and abilities. Research made by Sihotang (2018), Muhtarom et al. (2022) and Qarizah & Prabowo that the factors studied include facilities, location and income. The results of this research show that location factors have a positive and significant effect.

The Influence of Home Promotion on the Millennial Generation's Decision to Take Sharia KPR

Based on the partial statistical test results in table 7, this means that the promotion variable (H3) has a positive and significant effect on the millennial generation's decision to take Sharia KPR (Y). This shows that if the promotions carried out by sharia banks get better, the millennial generation's decision to take sharia mortgages will also increase. Then, with the influence of promotions on the millennial generation's decision to take a sharia mortgage, the impact is that promotions carried out by sharia banks have succeeded in making millennials interested in making purchases, so that promotions become one of the factors that can influence the millennial generation's decision to take a sharia mortgage. Research conducted by Qarizah & Prabowo (2019), concluded that customers' decisions in taking mortgage products were influenced by promotional variables which had a positive and significant effect

The Influence of House Income on the Millennial Generation's Decision to Take a Sharia KPR

Based on the results of partial statistical tests in table 7, the income variable (H4) has no effect on the millennial generation's decision to take a Sharia KPR (Y). This means that the millennial generation's decision to take a sharia mortgage is not influenced by the level of income the millennial generation earns per month, because this income can be used for other factors according

to their individual needs, for example, such as investing in sharia shares, bonds, or investing in the financial sector other. The lack of influence of the income factor also shows that the millennial generation in DKI Jakarta does not need a house, they prefer to live in an apartment or live with their parents. Thus, this research is not in line with research conducted by Sukmawati (2020) can conclude that income has a significant influence on mortgage decision making.

The Influence of Home Religiosity on the Millennial Generation's Decision to Take Sharia KPR

Based on the results of partial statistical tests in table 7, the religiosity variable (H5) has a positive and significant effect on the millennial generation's decision to take Sharia KPR (Y). This shows that the more religious a person is, the more often that person practices Islamic teachings. Not just carrying out orders, but also avoiding prohibitions in Islam, one of which is avoiding usury, namely by choosing to take a Sharia KPR. Wijayanti & Hidayat (2020) and Hadija et al. (2020), stated that religiosity has a positive effect on the interests of the millennial generation.

6. Conclusion

This research discusses "Analysis of Factors that Influence the Millennial Generation's Decision to Take Sharia KPR". Based on the results of testing and data analysis that have been carried out, the conclusions that can be drawn from this research are as follows: 1) House prices have a positive and significant effect on the millennial generation's decision to take a Sharia KPR. It can be concluded that the implementation of better and more appropriate house prices influences the millennial generation's decision to take a Sharia KPR. 2) The house location variable has a negative and significant effect on the millennial generation's decision to take a Sharia KPR. The reason is, the millennial community does not come to the house location directly, but rather through intermediary developers who collaborate with sharia banks. 3) Promotion variables have a positive and significant effect on the millennial generation's decision to take a Sharia KPR. This means that the better or more promotions carried out by sharia banks, the millennial generation's decision to take sharia mortgages will increase. 4) The income variable does not have a significant effect on the millennial generation's decision to take a Sharia KPR. It can be concluded that the high and low monthly income received by millennials does not guarantee an influence on the millennial generation's decision to take a Sharia KPR. 5) The religiosity variable has a positive and significant effect on the millennial generation's decision to take a Sharia KPR. This means that the higher a person's religious life, the higher the millennial generation's decision to take out a sharia mortgage. Because the more often a person implements Islamic law, the more he will stay away from the prohibitions. prohibitions in Islam, one of which is avoiding usury.

Research Implications

To provide managerial implications regarding the analysis of factors that influence the millennial generation's decision to take Sharia Home Ownership Credit (KPR), we need to consider several important aspects that can influence business strategies and company policies, such as: Sharia financial companies need to increase educational efforts for the millennial generation regarding the benefits and characteristics of Sharia KPR, such as usury free, Adapting Sharia KPR products to millennial needs and preferences, such as flexible payment schemes, fixed interest rates and longer tenors.

Recommendations

The following are some specific suggestions based on an analysis of the factors that influence the millennial generation's decision to take a Sharia KPR: Hold a special webinar and workshop on Sharia KPR, which explains the differences with conventional KPR, the benefits, and the application process. Develop a mobile application that allows you to apply for a KPR online. online, application status tracking, and account management, Provide training to employees to understand millennial needs and provide more personalized and responsive service.

Reference

- Ahmad, L., & Sulistiana, T. (2021). Analisis Uang Muka dalam Akad Murabahah pada Kredit Pemilikan Rumah (Studi pada BNI Syariah KCP Jababeka Cikarang Bekasi). *Jurnal Ekonomi Syariah Pelita Bangsa*, 6(1), 55–64. <https://doi.org/10.37366/jespb.v6i01.177>
- Andespa, R. (2017). Faktor-Faktor yang Mempengaruhi Minat Nasabah dalam Menabung di Bank Syariah. Al Masraf: *Jurnal Lembaga Keuangan dan Perbankan*, 2(1), 43–57. <https://doi.org/10.46821/bharanomics.v1i2.152>
- Azizah, L. N. (2019). Analisis Pengaruh Harga, Pendapatan, Lokasi, dan Fasilitas Terhadap Permintaan Rumah Subsidi (Studi Kasus Perumahan Planet Green Tambora Lamongan). *Media Mahardika*, 17(3), 444–450. <https://doi.org/10.29062/mahardika.v17i3.101>
- Brant, K., & Castro, S. (2019). You can't ignore millennials: Needed changes and a new way forward in entitlement research. You Can't Ignore Millennials: Needed Changes and a New Way Forward in Entitlement Research. <https://doi.org/10.1111/1748-8583.12262>
- Christopher Kurz, Geng Li, and D. J. V. (2018). Finance and Economics Discussion Series Divisions of Research & Statistics and Monetary Affairs Federal Reserve Board, Washington, DC. Credit Derivatives and Risk Management. *Finance and Economics*, 32(3), 20. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1750286
- Debby Cynthia, H. H. (2022). Pengaruh Lokasi dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Manajemen Sumber Daya Manusia, Administrasi dan Pelayanan Publik*, IX No. 1, 105. <https://doi.org/10.37606/publik.v9i1.256>
- Elrangga, GB (2017). Analisis Pengaruh Tingkat Pendapatan, Jumlah Keluarga Tanggungan, Tingkat Pendidikan, Usia, dan Lokasi Perumahan Terhadap Permintaan Kredit Pemilikan Rumah di Bank BTN (studi kasus kota Malang tahun 2014). *Jurnal Ekonomi dan Bisnis*, Vol.12, No.7, Juni.
- Erinawati, F., & Syafarudin, A. (2021). Pengaruh kualitas pelayanan, harga, promosi terhadap keputusan. *Ilmu Amnajemen Dan Kewirusahaan*, 1(10.46306), 136. <https://doi.org/10.46306/vls.v1i1.10>
- Ganim, S. N., Nobelson, & Pusporini. (2021). Pengaruh Harga, Promosi, Dan Kualitas Produk Terhadap Keputusan Pembelian Perlengkapan Olahraga Reebok. 2, 496–510. <https://doi.org/10.32477/jrabi.v2i2.487>
- Hadija, N., Nurfitriani. (2019). Pengaruh religisuitas dan Lokasi terhadap Keputusan nasabah memilih BRI Syariah dalam transaksi kredit kepemilikan rumah (KPR) syariah. *Jurnal Ilmu Perbankan dan Keuangan Syariah*. <https://doi.org/10.24239/jipsya.v1i2.10.37-55>
- Hoolachan, J., & McKee, K. (2019). Inter-generational housing inequalities: 'Baby Boomers' versus the 'Millennials.' *Urban Studies*, 56(1), 210–225. <https://doi.org/10.1177/0042098018775363>
- Khoirudin, Rifki. 2017. Determinan yang Memengaruhi Jumlah Permintaan Kredit Pemilikan Rumah di Indonesia. *Jurnal Ilmu Ekonomi dan Studi Pembangunan*, 17(2): 105-120. <https://doi.org/10.30596/ekonomikawan.v17i2.1794>
- Kotler, P dan Armstrong, G. (2014). *Principles of Marketing 15th Edition*. Pearson. United States of America.
- Madina, T. (2019). Pengaruh Pendapatan Keluarga Terhadap Perilaku Konsumsi Rumah Tangga Dalam Persepektif Islam Studi Kasus Kecamatan Ilir Timur II Palembang. *Jurnal Pemikiran dan Pengembangan Ekonomi Syariah*, IV(2), 17
- Maharani, N. S. (2020). Pengaruh Promosi dan Fluktuasi Harga Emas Terhadap Minat Nasabah pada Produk Tabungan Emas. Muhasabatuna: *Jurnal Akuntansi Syariah*, 2(1), 57. <https://doi.org/10.54471/muhasabatuna.v2i1.702>
- Muhtarom, A., Syairozi, M. I., & Yonita, H. L. (2022). Analisis Persepsi Harga, Lokasi, Fasilitas, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Dimediasi Keputusan Pembelian (Studi Kasus pada Umkm Skck (Stasiun Kuliner Canditunggal Kalitengah) Metode Structural Equation Modelling (SEM) - Partial Least. EKOMBIS REVIEW: *Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(S1), 391–402. <https://doi.org/10.37676/ekombis.v10is1.2018>
- Pratiwi Veronika Katuk, A. T. (2019). Pengaruh Produk, Harga, Lokasi, dan Promosi Terhadap Keputusan Menjadi Nasabah Di Bank BNI Kantor Cabang Pembantu Bahu. *EMBA*, VII(4), 4820

- Qarizah, A., & Prabowo, SP (2019). Pengaruh Bauran Pemasaran Terhadap Pelanggan Keputusan Pengambilan KPR Syariah di Bank Jatim Syariah Surabaya. *Jurnal Ekonomi Islam*, 53(9), 1689–1699.
- Rissa Mustika Sari, P. (2021). Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian (Survei Pelanggan Produk Sprei Rise). *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, V(3), 1175. <https://doi.org/10.56589/keizai.v3i2.292>
- Romdhoni, AH, & Sari, DR (2018). Pengaruh Pengetahuan, Kualitas Pelayanan, Produk, dan Religiusitas Terhadap Minat Nasabah Menggunakan Produk Simpanan Pada Lembaga Keuangan Mikro Syariah. *Jurnal Ilmiah Ekonomi Islam*, 4(02), 136. <https://doi.org/10.29040/jiei.v4i02307>
- Satria, Muhammad Rizal dan Sentiani, Tia. 2018. Analisis Perbandingan Pemberian Kredit Pemilikan Rumah (KPR) Pada Bank Konvensional dengan Pembiayaan Murabahah (KPR) Pada Bank Syariah (Studi Kasus Pada Bank BJB dengan Bank BJB Syariah). *Jurnal Amwaluna*, 2(1) Januari: 116-126. <https://doi.org/10.29313/amwaluna.v2i1.2880>
- Sofiyanto, I., Fathoni, A., & Haryono, A. T. (2016). Pengaruh Lokasi, Tingkat Suku Bunga, Kualitas Pelayanan Terhadap Kepuasan Nasabah Kredit Pemilikan Rumah (Studi Empiris Pada PT. Bank Tabungan Negara (Persero) Cabang Semarang). *Journal of Management*, 2(2), 110. Retrieved from <http://jurnal.unpand.ac.id/index.php/MS/article/view/513>
- Sukmawati, E. (2020). Pengaruh Pendapatan dan Suku Bunga Terhadap Keputusan Pengambilan KPR Pada PT Bank Tabungan Negara (PERSERO) TBK Cabanag Prabumulih. *Islamic Banking*, v (2), 56. <https://doi.org/10.36908/isbank.v5i2.116>
- Tarigan, Nostra. (2019). Kenaikan Harga Rumah Lebih Tinggi dari Kenaikan Gaji. Tersedia di www.ekonomi.bisnis.com, diakses pada 20 Maret 2019.
- Utami, AB, Zain, FH, & Marwata. (2017). Pengaruh Harga, Pendapatan dan Lokasi pada Fase II Bekasi Barat. *Ekonomi*, 12(2), 92–93
- Waluya, A. H., Arifin, S., Yasid, A., & Ritonga, I. (2022). Intensi Generasi Milenial Kota Banda Aceh terhadap Produk KPR Syariah. *Jurnal Ilmiah Ekonomi Islam*, 8(3), 2545–2554. Retrieved from <https://doi.org/10.29040/jiei.v8i3.6419>
- Wardani, D. S., Maksum, A. (2023) Analisis Tingkat literasi keuangan syariah generasi milenial di DKI Jakarta. *Jurnal Al Azhar IndonesiA Seri Ilmu Sosial* 4(1). <https://doi.org/10.36722/jaiss.v4i1.1411>
- Wijayanti, T., Hidayat, F. (2020). Minat Generasi Milenial Terhadap Produk Pembiayaan KPR Bank Syariah. *Jurnal Pendidikan*. <https://doi.org/10.26618/equilibrium.v8i2.3460>