

Measuring Indonesian Intention to Use Islamic Mortgage: A Quantitative Approach

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Abstract

This study explores the factors that influence the intention to use Islamic mortgage products in Indonesia, specifically focusing on Brand Awareness, Risk Perception, Religiosity, and their impact on Intention to Use. Using quantitative methods, 200 respondents were surveyed to gauge their interest in using Islamic mortgage products. The analysis used Structural Equation Modeling (SEM) through SmartPLS to evaluate the relationship between the variables. The findings show that Brand Awareness plays the most important role in shaping consumers' intention to use Islamic mortgage products, with a path coefficient of 0.773, which indicates a strong and significant influence. Perceived Risk also significantly influences Brand Awareness ($\beta = 0.689$), highlighting that consumers' perception of risk can shape their awareness of Islamic mortgage options, although its direct impact on Intention to Use is relatively smaller ($\beta = 0.118$). In addition, Religiosity was found to have a meaningful yet moderate influence on Brand Awareness ($\beta = 0.275$) and Intention to Use ($\beta = 0.085$), underscoring the relevance of religious values in consumers' decision-making process. Overall, the results suggest that to increase the adoption of Islamic mortgage products in Indonesia, financial institutions should focus on increasing Brand Awareness, reducing Perceived Risk, and increasing the religiosity of their target audience. Marketing strategies that emphasize Shariah compliance, transparency, and ethical financial practices can encourage the intention to use Islamic mortgages, thereby contributing to the growth of the Islamic financial sector in Indonesia.

Keywords: *Islamic Mortgage, Religiosity, Perceived Risk, Brand Awareness, Intention to Use.*

Introduction

Housing affordability remains a pressing issue in many countries, especially in developing regions. In many cases, access to affordable housing is highly dependent on the effectiveness of the mortgage financing system. According to research, an efficient housing finance system can significantly improve mortgage accessibility to home ownership, especially for low-income people [1]. This suggests that appropriate policies in the management of mortgage finance are critical to achieving greater housing affordability [2]. However, in countries with underdeveloped mortgage markets, limitations in financing options are often a major obstacle for prospective homeowners [3].

On the other hand, favorable regulations are also crucial in creating an enabling environment for mortgage finance. The enactment of supportive legislation in some countries has been shown to improve the prospects for mortgage market development [4]. For example, in Ghana, mortgage finance legislation has created new opportunities for financial institutions to offer safer and more affordable loan products [5]. In addition, deregulation in some countries has enabled increased lending against home equity, although the results are still mixed in terms of housing affordability [6].

One of the main drivers of increased demand for home purchases in Indonesia is population growth and urbanization (Mansoor et al., 2022). As more people move to urban areas in search of better economic opportunities, the demand for housing naturally increases. This trend is particularly pronounced among low-income earners, who are in dire need of affordable housing [7]. The following is also conveyed through the residential property price survey report by Bank Indonesia that residential property sales in the primary market in the fourth quarter of 2023 indicated a fairly high increase compared to the previous quarter. This

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was reflected in sales growth of 3.27% (yoy) in that period, improving from the previous quarter which contracted by 6.59% (yoy).



Figure 1. Annual Growth in Home Sales

Islamic financing models such as Musharakah Mutanaqisah and Murabahah are increasingly popular in Indonesia, offering a more inclusive and Shariah-compliant alternative. Musharakah Mutanaqisah, for example, allows customers to purchase a property with the bank and gradually acquire full ownership [8]. This model not only promotes financial inclusion, but also offers a more ethical financing option compared to conventional loans [9]. Similarly, Murabahah has been widely used in Indonesia due to its conformity with the principles of transparency and mutual agreement [10].

However, despite the increasing popularity of Islamic finance, significant challenges remain, mainly related to consumer awareness and understanding. Lack of awareness about Islamic financial products often hinders wider adoption in the mortgage market [11]. In addition, the perception that conventional banks offer more competitive interest rates and services is also an obstacle [12]. Overcoming these challenges requires better education strategies as well as improved operational efficiency in Islamic banks [13]. In Indonesia, there is a major focus on developing the Islamic financial system to cater to the Muslim-majority population [14]. Understanding the psychological attitudes of Indonesian millennials towards Islamic banking financing is crucial to designing effective Islamic mortgage products in Indonesia [15]. In addition, a study on default resolution in Islamic mortgages using contracts such as murabahah in Indonesia highlights the need to resolve issues that arise in the process [9].

Literature Review

Religiosity

Religiosity is a concept that can be analyzed through various academic perspectives [16]. define it as a belief in a sacred and transcendent power that influences all aspects of an individual's life. [17] described religiosity as the extent to which a person internalizes religious values, beliefs, and practices in daily life, with an emphasis on community, faith, and imagination. According to, religiosity includes internal spiritual experiences as well as external religious practices and behaviors. [18] added that religiosity can be measured through various indicators, including religious affiliation, denomination, prayer, beliefs, rituals, and intrinsic and extrinsic religiosity. Religiosity is also recognized as a factor that influences social solidarity and individual political preferences. Moreover, in cases such as Cuba, religiosity can remain deeply rooted in cultural heritage despite inactivity [19] Religiosity is also often associated with spirituality, which according to [20], can exist independently of formal religious institutions.

Perceived Risk

Perceived risk is a multidimensional concept that has a significant influence on decision-making in various domains, including travel, online purchasing, and technology adoption. It encompasses an individual's subjective evaluation of potential harm or loss in decision-making, which can influence consumer behavior [21]; [22]. In the context of travel, for example, managing perceived risk is important to minimize barriers that may limit the travel experience [21]. Perceived risk can be divided into functional and emotional risk, both of which influence consumer behavior and decision-making processes [23]. The level of perceived risk depends on the severity and likelihood of consequences occurring, which directly affects the decision taken [24]. In addition, an individual's risk profile can vary from a preference for risk to neutral or risk aversion, which influences subsequent attitudes and decisions [25]. In the context of marketing and consumer behavior, perceived risk has a dual effect-both positive and negative-on decision-making. This drives the development of innovative marketing strategies that focus on reducing risk and enhancing the consumer experience, such as through increased safety measures, transparency and reduced uncertainty [26]. In addition, perceived risk also influences the level of trust and acceptance in e-commerce environments, emphasizing the important role of risk in shaping users' behavior and attitudes towards technology adoption [27].

Brand Awareness

Brand awareness is a key element in the formation of brand equity and consumer behavior, which refers to the ability of consumers to recognize or recall a brand in a particular product category [28]. This recognition significantly influences attitudes and purchasing decisions [29]. Together with brand image, brand awareness is a dimension of brand knowledge that contributes to customer-based brand equity [30]. In the context of brand equity, brand awareness is considered a key dimension in addition to perceived value, brand association, and brand loyalty [31]. Various studies highlight the importance of brand awareness in building strong relationships with consumers [32]. Brand awareness is also associated with purchasing behavior through the mediating role of purchase intention, which shows a positive impact on consumer decisions [33]. In addition, brand awareness is related to customer-based brand equity, which refers to the differential effect of brand knowledge on consumer responses to marketing efforts [34]. Content analysis of social data is essential for increasing brand awareness, understanding target markets, and effectively managing customer sentiment [35]. In addition, ecological marketing not only promotes environmental sustainability but also improves brand reputation and consumer loyalty, emphasizing the importance of brand awareness for long-term business success [36].

Intention to Use

Based This interest can be influenced by factors such as perceived value, perceived quality, customer relationships, and trust [37]. Understanding and measuring usage interest is critical for businesses to tailor their offerings to effectively meet consumer needs. Additionally, in the domain of social networking and wearable technology, usage interest is an important consideration. Studies on the use of social networks among college students emphasize the importance of documenting the goals and usage patterns of social media [38]. Similarly, perceptions of privacy and security related to the use of wearable technology are important factors that influence user acceptance and adoption [39].

So based on previous research and the theory that has been presented, it can be conveyed that the model or framework in this study can be seen in Figure 2 as follows:

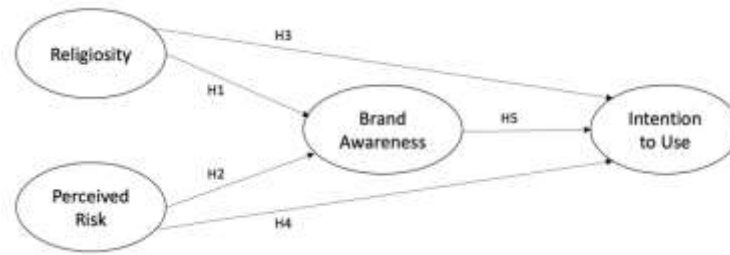


Figure 2. Research Framework

Based Based on the above framework, the hypotheses used for temporary answers to problem formulations are:

H1: There is a Positive Effect of Religion on Interest in Use

H2: There is a Positive Effect of Perceived Risk on Intention To Use

H3: There is a Positive Effect of Brand Awareness on Intention To Use

H4: There is a Positive Influence of Religiosity on Brand Awareness

H5: There is a Positive Effect of perceived on Brand awareness.

H6: There is a Positive Influence of Religiosity mediated by brand awareness on usage interest

H7: There is a positive effect of perceived risk mediated by brand awareness on usage interest

Methodology

This study uses purposive sampling technique, this method allows researchers to focus on specific subgroups that may have unique experiences or perspectives, which are very important for understanding complex social phenomena [40]; [41]. One of the main advantages of purposive sampling is its ability to produce samples that are highly relevant to the research question, thereby increasing the validity and reliability of the research [42] This technique was chosen because the research requires respondents who have specific experience or interest in Sharia Mortgage Loans (Mortgage), thus enabling researchers to obtain in-depth and relevant data regarding consumer perceptions and interest in Sharia Mortgages. The population studied was consumers of PT GAN Properti in Bandung who had the potential or interest in using Sharia Mortgage, with a sample of 200 respondents. The selection of respondents was carried out by setting specific criteria, such as knowledge of Sharia KPR and significant interest in its use. The construction of this study was assessed using a five-point Likert scale (1 = strongly disagree and 5 = strongly agree).

In this study used Structural Equation Modeling (SEM) is a sophisticated statistical technique that integrates multiple regression analysis and factor analysis to evaluate complex relationships between variables. This technique is very useful in social sciences and other fields where the relationship between variables is indirect, thus allowing researchers to model latent variables and their interdependence effectively [43]; [44]. SEM's ability to handle multiple dependent and independent variables simultaneously makes it superior to traditional methods such as multiple regression, which usually analyze one dependent variable at a time [45]; [46]. This dual structure allows researchers to explore complex theoretical frameworks and validate constructs effectively [47]; [48].

In practice, researchers often use software such as Smart PLS to analyze this model, as it facilitates systematic evaluation of measurement and structural components [49]; [50]. Partial Least Squares Structural Equation Modeling (PLS-SEM) is a powerful statistical technique that combines elements of regression analysis and factor analysis to model complex relationships between observed and latent variables [51]; [52]. PLS-SEM is

widely recognized for its flexibility and efficiency in handling complex models, making it the preferred choice in various fields, including social science, marketing, and health research [53]. After this, the structural model is analyzed to understand the relationships between latent variables, which allows researchers to draw meaningful conclusions about the hypothesized connections [54]. This sequential approach not only increases the robustness of the findings but also provides a clearer interpretation of the data [55].

Result and Discussion

Result

An in-depth analysis was conducted to evaluate the relationship between Brand Awareness, Perceived Risk, Intention to Use, and Religiosity in shaping consumer behavior. The results obtained provide important insights into how these variables influence each other and contribute to consumers' usage intentions, which will be further discussed in the following discussion section.

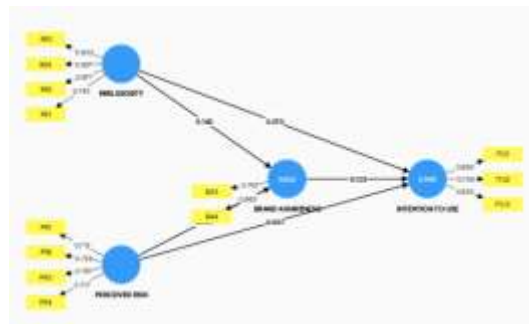


Figure 2 Path Analysis Result (Data Analysis Output Using Smartpls Software)

Based on Table 1 and figure 2, outer loadings displayed from the SmartPLS 4 results, all indicators have “loadings Factors” values according to [53] above the minimum recommended threshold (0.7), except PR1 “Perceived Risk” which has a value of 0.704, but remains within the acceptable range for exploratory research. These indicators show significant contributions in forming the measured latent constructs, such as “Brand Awareness”, “Intention to Use”, “Perceived Risk”, and “Religiosity”, indicating good convergent validity. Overall, this model can be considered to have adequate measurement quality with strong validity, which supports the interpretation of the relationship between the latent variables being analyzed.

Table 1. Outer Loadings - List

Item	Outer Loadings
BA1 <- BRAND AWARENESS	0.721
BA2 <- BRAND AWARENESS	0.823
BA3 <- BRAND AWARENESS	0.727
BA4 <- BRAND AWARENESS	0.718

ITU1	<-	0.812
INTENTION TO USE		
ITU2	<-	0.745
INTENTION TO USE		
ITU3	<-	0.838
INTENTION TO USE		
PR1	<-	0.704
PERCEIVED RISK		
PR2	<-	0.710
PERCEIVED RISK		
PR3	<-	0.757
PERCEIVED RISK		
PR4	<-	0.752
PERCEIVED RISK		
RE3	<-	0.835
RELIGIOSITY		
RE4	<-	0.806
RELIGIOSITY		
RE5	<-	0.880
RELIGIOSITY		
RE1	<-	0.740
RELIGIOSITY		

Afterwards, based on Table 2, which shows reliability and construct validity, a decent Cronbach's Alpha value is > 0.7 and according to Sarstedt & Cheah (2019) [56], composite reliability (ρ_c) is also above 0.7 for all variables, reinforcing the good internal consistency of the indicators of each construct. In addition, the average variance extracted (AVE) value for all variables exceeds 0.5, which indicates that more than 50% of the variance of each construct can be explained by the indicators used, so convergent validity has been achieved.

Table 2. Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
BRAND AWARENESS	0.739	0.836	0.561
INTENTION TO USE	0.718	0.841	0.639
PERCEIVED RISK	0.724	0.821	0.535
RELIGIOSITY	0.832	0.889	0.667

HTMT (Heterotrait-Monotrait ratio) analysis according to [57] explains that the value between Brand Awareness and Intention to Use exceeds the recommended threshold of 0.90 (HTMT = 1.202), indicating a potential problem with discriminant validity between these constructs. The HTMT values for Risk

Perception and Brand Awareness are also high (0.979), suggesting that these constructs may not be well differentiated from each other. However, other relationships, such as the relationship involving Religiosity (Brand Awareness and Religiosity), confirm that these constructs are distinct from each other, as seen in Table 3.

Table 3. Discriminant Validity - (HTMT) Matrix

	BRAND AWARENESS	INTENTION TO USE	PERCEIVED RISK	RELIGIOSITY
BRAND AWARENESS				
INTENTION TO USE	1.202			
PERCEIVED RISK	0.979	0.896		
RELIGIOSITY	0.527	0.552	0.234	

Figure 6. Discriminant Validity -HTMT

In Table 4, through the Fornell-Larcker Criteria according to Hilkenmeier et al. (2020) [59], it shows that the square root of the AVE for each construct (diagonal value) is higher than its correlation with other constructs, which generally supports discriminant validity. However, Brand Awareness and Intention to Use have a very high correlation (0.897), which indicates a potential problem with discriminant validity between these two constructs.

Table 4. Discriminant Validity - Fornell-Larcker Criterion

	BRAND AWARENESS	INTENTION TO USE	PERCEIVED RISK	RELIGIOSITY
BRAND AWARENESS	0.749			
INTENTION TO USE	0.897	0.799		
PERCEIVED RISK	0.746	0.713	0.731	
RELIGIOSITY	0.419	0.434	0.209	0.817

Figure 7. Discriminat Validity – Fornell Larcker Criterion

In Table 5 the cross loadings highlight that each indicator generally has a stronger weight on its respective construct than the others, which supports discriminant validity. According to Hilkenmeier et al. (2020) [59], however, some indicators, such as BA2 and ITU3, show relatively high cross loadings on Brand Awareness and Intention to Use, which may indicate an overlap or lack of clear distinction between these constructs. Despite these exceptions, most indicators have higher loadings on their intended constructs, confirming that the measurement model exhibits an acceptable level of discriminant validity.

Table 5. Discriminant Validity - Cross Loadings

	BRAND AWARENESS	INTENTION TO USE	PERCEIVED RISK	RELIGIOSITY
BA1	0.721	0.744	0.409	0.362
BA2	0.823	0.835	0.595	0.388
BA3	0.727	0.562	0.448	0.316
BA4	0.718	0.505	0.773	0.718
ITU1	0.601	0.812	0.736	0.262

ITU2	0.711	0.745	0.389	0.369
ITU3	0.815	0.838	0.588	0.284
PR1	0.479	0.371	0.704	0.082
PR2	0.488	0.393	0.708	0.007
PR3	0.600	0.407	0.757	0.410
PR4	0.648	0.428	0.752	0.140
RE3	0.389	0.380	0.224	0.835
RE4	0.312	0.330	0.150	0.823
RE5	0.326	0.355	0.147	0.880
RE1	0.332	0.348	0.150	0.740

Table 6. Model Fit

	Saturated model	Estimated model
SRMR	0.136	0.136
d_ULS	2.234	2.234
d_G	n/a	n/a
Chi-square	∞	∞
NFI	n/a	n/a

Figure 9. Model Fit

According to (Schermelleh et al, 2003) 0.10 is still acceptable, The model fit output from Smart PLS 4 in Table 6. shows that the Standardized Root Mean Square Residual (SRMR) is 0.136, which exceeds the generally accepted threshold of 0.08, indicating a less than optimal model fit. The d_ULS value of 2.234, which represents the unweighted least squares difference, further indicates a potential mismatch in the model structure, as lower values are generally preferred. In addition, the infinite Chi-square value, along with the absence of NFI (Normed Fit Index) and d_G, suggests that the model estimation suffers from problems that preclude a reliable goodness-of-fit assessment, possibly due to model misspecification or sample size challenges.

Table 7. Collinearity Statistics (VIF) - Inner Model - List

	VIF
BRAND AWARENESS -> INTENTION TO USE	2.699
PERCEIVED RISK -> BRAND AWARENESS	1.046
PERCEIVED RISK -> INTENTION TO USE	2.327
RELIGIOSITY -> BRAND AWARENESS	1.046
RELIGIOSITY -> INTENTION TO USE	1.250

The VIF values in the collinearity statistics table 7 indicate that multicollinearity is not a significant problem in the model, as all values are below the critical threshold of 5. Brand Awareness (VIF = 2.699) and Intention to Use (Intention to Use), but still within acceptable limits, indicate that these predictors do not have multicollinearity problems.

Table 8. R-square Overview

	R-square	R-square adjusted
BRAND AWARENESS	0.630	0.626
INTENTION TO USE	0.815	0.812

According to Sarstedt et al. (2016), [58] the R square value shows strong value indicated by 0.75; 0.50 as moderate; and 0.25 as weak. The R-square shown in table 8 explains that the Brand Awareness variable has an R-square value of 0.630, which indicates that the independent variables of the model can explain 63% of the variance in Brand Awareness. This signifies a fairly strong predictive power, implying that the model predictors have a significant impact on Brand Awareness. Similarly, Intention to Use is explained by the model, indicating very strong explanatory power. The adjusted R-square values, which take into account the number of predictors in the model, are slightly lower (0.626 for Brand Awareness and 0.812 for Intention to Use), but remain strong, indicating that the model fits the data well and that the predictors remain influential even when accounting for potential overfitting. This suggests that the model provides a solid basis for understanding the driving factors behind Brand Awareness and Intention to Use.

Table 9. F-square Matrix

	Brand Awareness	Intention To Use	Perceived Risk	Religiosity
Brand Awareness		1.192		
Intention To Use				
Perceived Risk	1.225	0.033		
Religiosity	0.196	0.032		

Table 9 illustrates the results of the f-square analysis show that Brand Awareness has a significant effect on Usage Intention (f-square = 1.192), indicating that changes in Brand Awareness significantly affect usage intention. Perceived Risk also has a significant effect on Brand Awareness (f-square = 1.225), but only has a small influence on other variables. Meanwhile, Religiosity has a moderate influence on Brand Awareness (f-square = 0.196), indicating its relevance in shaping brand awareness, although not dominant.

Table 10. Path Coefficients Table for Direct Effects

	Path	Path Coefficient (O)	T Statistics (O/STDEV)	P Values	Conclusion of hypothesis
H1	Religiosity -> Intention to Use	0.085	2.176	0.030	Accepted
H2	Perceived Risk -> Brand Awareness	0.689	13.099	0.000	Accepted

H3	Religiosity -> Intention to Use	0.118	2.869	0.004	Accepted
H4	Perceived Risk -> Intention to Use	0.085	2.176	0.030	Rejected
H5	Brand Awareness -> Intention to Use	0.773	16.363	0.000	Accepted

The coefficient results in Table 10 provide the results of a path analysis, likely from a structural equation modeling (SEM) approach, showing the relationships between different variables: Brand Awareness, Perceived Risk, Religiosity, and Intention to Use. Hypothesis 1, which shows the relationship between Religiosity -> Intention to Use, shows with **Path Coefficient (O):** 0.085 as positive relationship between religiosity and intention to use. While there is a positive association, the strength of the effect is relatively small. A p-value of 0.030 suggests the relationship is statistically significant, but the effect size is small. Even so, hypothesis 1 is accepted.

For hypothesis 2, Perceived Risk -> Brand Awareness, path Coefficient (O): 0.689 shows there is a strong negative relationship between perceived risk and brand awareness. Higher perceived risk is likely to reduce brand awareness. P-Values: 0.000 shows the relationship between perceived risk and brand awareness is statistically significant. As for hypothesis 3, Religiosity -> Brand Awareness relationship, there is a positive relationship between religiosity and brand awareness. As religiosity increases, awareness of the brand grows. p-Values: 0.000 confirms that the effect of religiosity on brand awareness is statistically significant. Thus, hypothesis 3 is accepted. As for hypothesis 4, which is Perceived Risk -> Intention to Use, path Coefficient (O): 0.118 indicates a weak but positive relationship between perceived risk and intention to use. Although this result suggests that increased perceived risk might slightly increase intention to use, the effect size is small. Since the p-value indicates this relationship is significant, but the small coefficient suggests the effect size is minimal.

Last in the direct effects relationship is hypothesis 5, between Brand Awareness -> Intention to Use, is accepted as Path Coefficient (O): 0.773 indicates a strong positive relationship between Brand Awareness and Intention to Use. As brand awareness increases, the intention to use the Islamic mortgage also increases. P-Values: 0.000 – The p-value indicates that this result is highly significant, meaning the effect of brand awareness on intention to use is very strong and reliable.

Table 11. Path Coefficients Table for Indirect Effects

		Original sample (O)	T statistics (O/STDEV)	P values	Conclusion of hypothesis
H6	Religiosity -> Brand Awareness -> Intention to Use	0.272	4.498	0.000	Accepted
H7	Perceived risk - > Brand Awareness -> Intention to Use	0.447	6.487	0.000	Accepted

Table 11 reflects the indirect effects of Religiosity and Perceived Risk on Intention to Use of Islamic mortgages, with Brand Awareness serving as a mediating variable. First, the path coefficient of hypothesis 6 is 0.272. This value represents the strength of the indirect effect of Religiosity on Intention to Use through Brand Awareness. A coefficient of 0.272 suggests that Religiosity positively impacts Intention to Use when Brand Awareness is included as a mediator. As religiosity increases, it enhances brand awareness, which in turn boosts the intention to use Islamic mortgages. The t-value (4.498) indicates the statistical significance of the indirect relationship. A value above 1.96 typically suggests significance at the 5% level, and 4.498 is well above that threshold, indicating the relationship is robust. As also shown by the p-value which confirms that the indirect effect is statistically significant, thus hypothesis 6 is accepted. As for hypothesis 7, Perceived Risk → Brand Awareness → Intention to Use, the path coefficient (0.447) shows the strength of the indirect effect of Perceived Risk on Intention to Use through Brand Awareness. A value of 0.447 indicates a strong indirect relationship. In other words, while Perceived Risk directly affects Brand Awareness, it also has a significant indirect impact on Intention to Use via Brand Awareness. The effect is negative: higher perceived risk decreases brand awareness, which ultimately diminishes the intention to use Islamic mortgages. With high t-value (6.487), indicates that the indirect relationship is highly significant, also shown by p-value of 0.000 which reinforces that the indirect effect is statistically significant and not due to random variation. This confirms that the negative effect of Perceived Risk on Intention to Use is reliably mediated by Brand Awareness (hypothesis 7 is accepted).

Discussion

Table 11 shows that both Religiosity and Perceived Risk influence Intention to Use of Islamic mortgages indirectly through Brand Awareness. For Religiosity, the indirect effect is positive: religiosity increases brand awareness, which then leads to a stronger intention to use Islamic mortgage products. Meanwhile, for Perceived Risk, the indirect effect is also strong but indicates that as perceived risk increases, brand awareness declines, which subsequently reduces the intention to use the product. These findings emphasize the crucial role of Brand Awareness in mediating the relationships between both Religiosity and Perceived Risk and the Intention to Use of Islamic mortgage products. It suggests that managing consumer perceptions of risk and fostering a strong, religiously aligned brand identity are key strategies for influencing customer intentions in the Islamic mortgage market.

Conclusion

This research shows that although based on the results of the analysis conducted, the relationship between the various variables in the model shows strong dynamics, especially between *Brand Awareness*, *Perceived Risk*, *Intention to Use*, and *Religiosity*. *Brand Awareness* is shown to have a significant and very strong influence on *Intention to Use* with a path coefficient of 0.773. This shows that *brand awareness* plays a key role in shaping consumers' *intention to use* a product or service. The R-square value of 0.815 for *Intention to Use* also confirms that this model is able to explain most of the variance of intention to use, especially through the influence of *Brand Awareness*.

Perceived Risk shows an important role in influencing *Brand Awareness* with a path coefficient value of 0.689, confirming that consumers' risk perception significantly affects how consumers realize and evaluate a brand. However, the effect of *Perceived Risk* on *Intention to Use* is smaller (0.118) but still significant. This shows that although *perceived risk* is important in shaping *brand awareness*, its effect on intention to use is not as great as its effect on *Brand Awareness*.

Religiosity, although it has a smaller influence than other variables, still shows a significant contribution to *Brand Awareness* (0.275) and *Intention to Use* (0.085). This indicates that the religiosity factor acts as a moderating or supporting variable in influencing brand awareness and intention to use. Although the effect is not dominant, the religiosity aspect is important to note, especially in the context of consumers with strong religious values.

Overall, the model shows that *Brand Awareness* is the main predictor of *Intention to Use*, supported by *Perceived Risk* and *Religiosity*. Discriminant validity is largely achieved, although there are indications of overlap between *Brand Awareness* and *Intention to Use*, based on the results of the HTMT and Fornell-Larcker criteria. However, multicollinearity is not an issue in this model, with all VIF values being below the critical threshold. Thus, this study concludes that brand awareness and risk perception are important drivers in shaping consumer intentions, with religiosity playing a relevant supporting role and retention.

Implications

The implications of this study for the development of Islamic mortgages in Indonesia are highly relevant, given the dynamics found in the variables Brand Awareness, Perceived Risk, Intention to Use, and Religiosity. In the context of Islamic financial products, such as Islamic mortgages, Brand Awareness plays a key role in influencing consumers' intention to use the service. As an implication, Islamic financial institutions in Indonesia need to increase efforts to build and strengthen their brand awareness in the market. This can be done through marketing strategies that emphasize the superiority of Islamic products in accordance with Islamic principles and their commitment to sharia compliance. With strong brand awareness, consumers will be more likely to consider and ultimately choose Islamic mortgage products. Perceived Risk also has a significant influence on Brand Awareness, which suggests that Islamic financial institutions need to focus on efforts to reduce the risk that consumers perceive towards Islamic mortgage products. This perceived risk could be doubts about Shariah compliance, contract transparency or the financial stability of the institution offering the product. Therefore, Islamic mortgage providers should focus on educating consumers on the mechanics of Islamic financing, explaining in detail how the product is free from usury and compliant with sharia principles, and ensuring that all processes and contracts are conducted in a fair and transparent manner.

In addition, Religiosity which also affects Brand Awareness and Intention to Use shows that religiosity plays an important role in the Islamic mortgage market in Indonesia. Muslim-majority Indonesians, especially those with a high level of religiosity, tend to prefer products that are in line with their religious values. Therefore, Islamic financial institutions need to leverage this aspect of religiosity in their marketing strategies by emphasizing sharia values in their mortgage products. Campaigns that highlight sharia compliance and social responsibility in accordance with Islamic teachings can strengthen consumers' intention to use Islamic mortgage products. With the increasing public awareness of the importance of Islamic financial products, as well as regulatory support from the Indonesian government that is pro- Islamic financial industry, the growth of Islamic mortgages in Indonesia has great potential. By focusing on increasing Brand Awareness, reducing Perceived Risk, and strengthening the Religiosity based approach, Islamic financial institutions can accelerate the adoption of Islamic mortgage products in the market and contribute significantly to the overall growth of the Islamic finance sector in Indonesia.

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Competing Interests

The authors have no competing interests to declare that are relevant to the content of this article.

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