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THE INFLUENCE OF PROFIT SHARING RATE AND FINANCING RISK ON CUSTOMER INVESTMENT INTEREST IN INDONESIAN SHARIA BANKS WITH CUSTOMER TRUST AS A MODERATING VARIABLE IN PALOPO CITY

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Abstract :
This study aims to analyze the effect of profit sharing rates and financing risks on customer investment interest at Bank Syariah Indonesia (BSI), with customer trust as a moderating variable. This study uses a quantitative approach with a survey method through the distribution of questionnaires to Bank Syariah Indonesia customers. The data analysis technique used is Structural Equation Modeling–Partial Least Squares (SEM-PLS) using the SmartPLS 4 application. The results show that the profit sharing rate has a positive and significant effect on customer investment interest. This indicates that the higher and more competitive the profit sharing rate offered, the higher the public's interest in investing in Islamic banking products. Financing risk does not significantly affect customer investment interest because most people still have a high level of trust in the ability of Islamic banks to manage financing and maintain financial stability. In addition, customer trust has been shown to have a positive and significant effect on customer investment interest. However, customer trust is unable to moderate the relationship between the profit sharing rate and financing risk on customer investment interest. This study shows that the main factors influencing customer investment interest at Bank Syariah Indonesia are the profit sharing rate and customer trust. Therefore, Islamic banks need to improve transparency, service quality, and maintain the stability of their profit-sharing systems to sustainably increase public investment interest.
Keywords : *Profit-Sharing Rate, Financing Risk, Customer Trust, Investment Interest, Indonesian Islamic Banks*

INTRODUCTION

The development of the Islamic banking industry in Indonesia continues to show a positive trend, particularly following the merger of three state-owned Islamic banks into Bank Syariah Indonesia (BSI). As a Sharia-compliant financial institution, its primary appeal to customers is no longer interest rates, but rather competitive profit-sharing rates and transparent financing risk management (Economics, Sharia, and Ramli 2022). Theoretically, a rational customer will consider the potential return and the potential risk before deciding to invest. However, investment interest is not solely influenced by these considerations, but also by adherence to Sharia principles, which provide a sense of spiritual and financial security. The development of Sharia banking in Indonesia in recent years has shown a significant trend, in line with increasing public awareness of a financial system based on Sharia principles.

Based on the latest performance report until the end of the 2025 fiscal year, BSI's 2025 Profit Reaches IDR 7.57 Trillion, Financing Ratio Prints Double Digits," Fortune Indonesia, accessed May 20, 2026, (BSI) shows very solid growth with total assets reaching IDR 456 trillion, growing by 11.64% year-on-year. Public trust in investing their funds in BSI is reflected in the net profit that reached IDR 7.57 trillion, a significant increase from the previous period. This growth is driven by an aggressive yet measured expansion strategy, where BSI has succeeded in maintaining a financing quality ratio (Non-Performing Financing or NPF) at a healthy level, namely around 1.86%. This figure is much better than the national banking industry average, which demonstrates the reliability of BSI's risk management system in managing customer funds. From the intermediation function side, customer investment interest is also evident in the distribution of financing which reached IDR 300.85 trillion in the third quarter of 2025, an increase of 12.65%. This investment mix is dominated by the retail and consumer segments, including gold investments, which account for approximately 72.42% of the total portfolio. The high rate of Third Party Funds (DPK) collection, which continues to grow by double digits, demonstrates that BSI's profit-sharing scheme is competitive with conventional bank interest rates. This data confirms that despite the dynamic global economic conditions, public interest in investing in sharia-compliant instruments remains high, particularly when supported by literacy on transparent risk management and the bank's increasingly strong reputation.

In Islamic banking, profit sharing is a scheme for distributing business profits between the fund owner (shahibul maal) and the fund manager (mudharib). Unlike the interest system, which provides a fixed return, profit sharing is based on the actual profits earned from managing the funds (Julian and Diana 2023). The amount of profit distributed is determined in advance through a ratio (nisbah), which is the percentage of profit sharing (e.g., 60:40). If the business is profitable, both parties share according to the ratio; if it is a loss, the financial loss is borne by the fund owner, provided it is not due to negligence of the manager. Profit-sharing in Islamic banking is of profound urgency because it serves as an instrument of economic justice, ensuring a proportional distribution of profits between the customer and the bank. Unlike interest, which is fixed at the outset, profit-sharing demands transparency and honesty in fund management, as its amount is highly dependent on actual business performance. This creates a strong partnership, where the bank acts not only as a financial intermediary but also as a partner, sharing responsibility for the sustainability of the investment. In addition to providing spiritual peace for Muslims by avoiding usury, the profit-sharing system also plays a role in stabilizing the national economy by stimulating the growth of halal and socially beneficial productive sectors.

The fundamental difference between the Bank Syariah Indonesia (BSI) system and conventional banks lies in the underlying philosophy and contracts (Sekolah et al., n.d.). Conventional banks operate with a fixed interest-based system of the loan principal, which often places the risk burden unilaterally on the customer (debtor). In contrast, BSI uses a profit-sharing system based on the principle of loss and profit sharing as stipulated in contracts such as Mudharabah or Musyarakah. In addition, all BSI operations are under the supervision of the Sharia Supervisory Board (DPS) to ensure that investments are only channeled into halal sectors and do not contain elements of speculation (maysir) or uncertainty (gharar). Thus, Islamic banks prioritize moral values and the welfare of the community, while conventional banks emphasize profit maximization through interest differences.

Customer trust is a key factor that can strengthen or weaken the influence of profit sharing rates and financing risks on investment interest. In this context, trust acts as a moderating variable that can determine the extent to which customers consider profit and risk factors. Therefore, it is important to examine the relationship between these variables so that Islamic banks can formulate appropriate strategies to increase customer investment interest. Financing risk is a crucial aspect that reflects the potential uncertainty or failure in the repayment of funds disbursed by the bank. In the investment context, customers tend to be risk-averse, avoiding unmeasured risks; the higher the perception of financing risk at Bank Syariah Indonesia (BSI), the greater the public's interest in investing their funds decreased due to concerns about the security of their capital (Jaelani 2024). Conversely, investment interest itself is a form of customer behavioral tendency that arises after evaluating the promised returns (profit sharing).

This interest is highly dynamic and is simultaneously influenced by economic rationality (profit and loss) and emotional aspects related to the security of funds in the banking institution (Rika et al. 2022). Customer trust plays a vital role as a moderating variable capable of altering the strength of the relationship between financial factors and investment interest. High trust acts as a "booster" for the profit-sharing rate variable; that is, when customers have strong confidence in BSI's integrity, competitive profit-sharing offers will be responded to with much more aggressive investment interest. Conversely, trust also serves as a "buffer" against the negative impact of financing risks. If BSI has a solid reputation and public trust, customers are more likely to remain interested in investing despite knowing certain financing risks, because they believe the bank has the professional capabilities to mitigate these risks to protect the public's funds. Thus, customer trust is a key factor in determining whether the attractiveness of profit-sharing and the challenges of risk will lead to actual investment decisions.

Several previous studies have extensively discussed the factors influencing investment interest. Research conducted by Syahrir et al. (2024) examined the effect of interest rates, liquidity, and profit sharing on mudharabah deposits. However, this study focused more on general secondary banking data and did not specifically examine potential customer perceptions directly. Furthermore, research by Raziqi et al. (2025) emphasized the role of trust as a mediator between literacy and risk on Islamic boarding school (santri) investment interest. However, their research was limited to Islamic boarding schools (pesantren) and therefore may not reflect the characteristics of the general public or urban students. Meanwhile, research by Iskandar (2026) discussed the influence of literacy and trust on investment interest, but the financing risk management variable was not fully incorporated into their research model. Therefore, there remains a research gap, as few studies have simultaneously integrated the three main variables—profit sharing systems, financing risk management, and trust—into a single, coherent model, particularly within the context of the research location.

Based on initial observations conducted in Palopo City, it was found that public interest, particularly students, in investing in Islamic banks is still suboptimal. Some respondents indicated quite high interest due to the profit-sharing system, which is considered fairer and in accordance with Sharia principles. However, on the other hand, there is still hesitation influenced by perceptions of financing risks and levels of trust in Islamic banking institutions. This condition indicates a mismatch between potential interest and realized investment decisions. Previous research generally only partially highlights profit-sharing or trust factors, and few have examined the role of trust as a moderating variable in the relationship between profit-sharing levels and financing risks on investment interest. Therefore, this study is important to analyze whether profit-sharing levels and financing risks influence customer investment interest, and the extent to which customer trust can strengthen or weaken this relationship. This is expected to contribute to the development of strategies to increase investment interest in Islamic banks.

Based on this description, this study aims to examine the influence of profit-sharing rates and financing risks on customer investment interest in Indonesian Islamic Banks, as well as to analyze the role of customer trust as a moderating variable in this relationship. This research is expected to contribute to the formulation of effective marketing strategies and increase customer trust in Islamic banking.

Islamic Banking in Indonesia

The development of the Islamic banking industry in Indonesia has experienced quite rapid growth in recent years. This is evident in the increasing public use of Islamic financial services and the growing trust in Sharia-based banking institutions. The establishment of Bank Syariah Indonesia (BSI) is a significant milestone in strengthening the position of Islamic banking at the national level. The merger of several state-owned Islamic banks into BSI has had a positive impact on operational efficiency, service network expansion, and increased competitiveness of the Islamic financial industry in Indonesia. The growth of Islamic banks is influenced by increasing public awareness of the importance of a financial system free from usury and more in line with Islamic principles. Furthermore, the development of digital technology has also facilitated easy public access to Islamic banking products and services

(Tuzzuhro 2023).

Fundamentally, the Islamic banking operational system is based on the principles of fairness, transparency, and cooperation between banks and customers. Unlike conventional banks, which use an interest-based system, Islamic banks implement a profit-sharing mechanism through various contracts, such as mudharabah and musyarakah (Srisusilawati, n.d.). Under these contracts, profits are shared according to a predetermined agreement, while business risks are shared proportionally. This concept is considered fairer because it does not burden either party and creates a mutually beneficial partnership. Furthermore, the application of Islamic principles emphasizes ethics, honesty, and responsibility in every financial transaction.

The growing public interest in Islamic banking investments and services is not solely driven by economic benefits but also by religious aspects, trust, and the convenience of conducting transactions in accordance with Islamic law (Sulasih 2022). Many people are beginning to understand that Islamic banks function not only as financial institutions but also as a means to support halal and sustainable economic activities. Furthermore, government support, improved regulations, and education on Islamic financial literacy have significantly contributed to the growth of this industry. With its large Muslim population, Indonesia has a vast opportunity to continue developing the Islamic banking sector to be able to compete at the global level.

Profit Sharing Rate

The profit-sharing rate is a crucial factor influencing people's decisions when choosing investment products from Islamic banks. In the Islamic banking system, profit-sharing is a profit-sharing mechanism between the capital owner (shahibul maal) and the fund manager (mudharib) based on a pre-agreed ratio (nisbah) or percentage. This mechanism differs from the interest system in conventional banks because the profits received by customers are not fixed, but depend on the business results or investment performance of the bank. Therefore, the profit-sharing system reflects the principles of fairness and cooperation, as both profits and risks are shared by both parties in accordance with Sharia provisions.

Public understanding of the profit-sharing concept can increase interest in saving and investing in Islamic banks. The better customers understand the profit-sharing mechanism in the Islamic system, the higher their level of trust in Islamic financial institutions. Customers are generally more attracted to Islamic banks that offer competitive, transparent, and stable profit-sharing rates, as they are perceived to provide fairer returns than interest-based systems. In addition to providing economic benefits, the profit-sharing system also provides peace of mind for Muslims because it is free from usury, which is prohibited in Islamic teachings. This religious factor is one of the main reasons for the increasing public interest in Sharia investment products (Dariati 2025).

As they develop, Sharia banks continue to innovate investment products to attract public interest, such as mudharabah deposits, Sharia investment savings, and partnership-based financing. Education regarding the profit-sharing system needs to be continuously improved so that the public understands the fundamental differences between Sharia and conventional systems (Gustira 2023). With increasing Sharia financial literacy, it is hoped that the public will be attracted not only by financial returns, but also by the values of justice, transparency, and blessings that underpin the operation of Sharia banking.

Financing Risk

Financing risk is a form of risk that arises from a customer's inability to fulfill their obligations to the bank in accordance with the agreed contract. In the Islamic banking industry, financing risk is a crucial indicator because it is directly related to the bank's soundness and public trust in Islamic financial institutions. High financing risk can impact the stability of bank operations, reduce profitability, and reduce public interest in investing. Therefore, sound risk management is essential for Islamic banks to maintain the security of customer funds and maintain optimal financial performance (Wahyudi 2022).

In general, the public is risk-averse, tending to prefer investments with lower risk and safer levels. In this context, an Islamic bank's ability to manage financing risk is a key factor influencing customer investment decisions. One indicator used to measure the level of financing risk is the Non-Performing Financing (NPF) ratio. The NPF ratio indicates the level of non-performing financing held by an Islamic bank. The lower the NPF value, the better the quality of the bank's financing and the higher the level of public trust in the security of invested funds. On the other hand, a high NPF ratio can raise customer concerns about the bank's ability to manage financing and maintain financial stability (EFFENDI 2017).

Various previous studies have shown that public perception of risk significantly influences investment interest in Islamic banks. If the public perceives a bank's financing risk as high, interest in saving and investing will tend to decline due to concerns about security and return on funds. However, if Islamic banks are able to manage risk professionally, transparently, and in accordance with prudent principles, public trust will increase. Transparency in providing information regarding financial conditions, financing quality, and risk management strategies is also a crucial factor in building customer confidence in Islamic banks (Faizah 2022).

Furthermore, implementing effective risk management can help Islamic banks maintain financial stability and increase competitiveness amidst the development of the national banking industry. Islamic banks need to implement strict financing supervision, select appropriate customers, and diversify their financing portfolios to minimize risk. Support from digital technology and a robust internal control system also play a crucial role in reducing the potential for problematic financing (Lailah and Karina, n.d.). With optimal risk management, Islamic banks can not only increase public trust but also encourage sustainable growth in Islamic investment interest.

Customer Investment Interest

Investment interest is a person's tendency to invest funds in a financial instrument with the goal of achieving future profits after considering various aspects, such as the rate of return, fund security, and investment risk. In the context of Islamic banking, investment interest is influenced not only by economic factors but also by psychological, social, and religious factors. People who understand Sharia principles tend to be more interested in using Sharia investment products because they are considered compliant with Islamic values and free from riba, gharar, and maisir. Therefore,Investment interest in Sharia banks is an important indicator of the development of the Islamic financial industry in Indonesia. Public interest in Sharia banking products increases when customers have a high level of financial literacy and a high level of trust in Sharia financial institutions. Knowledge of profit-sharing mechanisms, Sharia contracts, and the benefits of halal investments can increase public confidence in using Sharia banking services. Furthermore, the growing adoption of the halal lifestyle concept within the community has also contributed to the increased use of Sharia financial products. A halal lifestyle extends beyond food and clothing consumption to selecting financial services that align with Islamic principles (Mustaidah and Sadiyah 2025).

Customer investment interest can be seen in various behaviors, such as the desire to open a sharia investment account, invest in mudharabah deposits, purchase sharia term savings products, or use other sharia-based financing and investment products. This level of investment interest is dynamic and can change according to economic conditions, community income levels, bank financial stability, and perceptions of investment security (Akhlis Fatikhul Islam 2025). When economic conditions improve and public trust in sharia banks increases, investment interest also tends to increase. Conversely, if economic instability occurs or negative perceptions of financial institutions emerge, public interest in investing may decline.

Previous research also indicates that several other factors influence public investment interest in Islamic banks. Research conducted by Nopita Sari explains that competitive profit-sharing rates have a positive influence on customer decisions in choosing Islamic investments. Perceptions of financing risk and levels of trust in Islamic banks also influence public investment decisions. The better the risk management and service quality provided by Islamic banks, the higher the public's interest in investing their funds (Agustin and Hakim 2022).

In today's digital era, technological developments have also had a positive impact on increasing interest in Islamic investments. Ease of access to mobile banking services, online account opening, and transparency of product information make it easier for the public to recognize and use Islamic banking services. Therefore, Islamic banks need to continuously improve product innovation, service quality, and Islamic financial literacy education to attract more investors and expand the market share of the Islamic financial industry in Indonesia.

Customer Trust as a Moderating Variable

Customer trust is the public's belief in a bank's ability, integrity, and professionalism in managing investment funds. In this study, trust serves as a moderating variable that can strengthen or weaken the relationship between profit-sharing rates and financing risks on investment interest. Trust plays a significant role in shaping people's investment decisions. Customers with high levels of trust in Islamic banks tend to continue investing despite certain financing risks (Ridwan 2024).

Trust also strengthens the influence of profit-sharing rates on investment interest. When customers believe a bank can manage their funds reliably and professionally, competitive profit-sharing rates will further increase public interest in investing (Amanda, Yafiz, and Anggraini 2024). Conversely, low trust can make people hesitant to invest even if the bank offers high returns.

Hypothesis

H1: Profit sharing rate directly influences investment interest. H2: Financing risk directly influences investment interest.

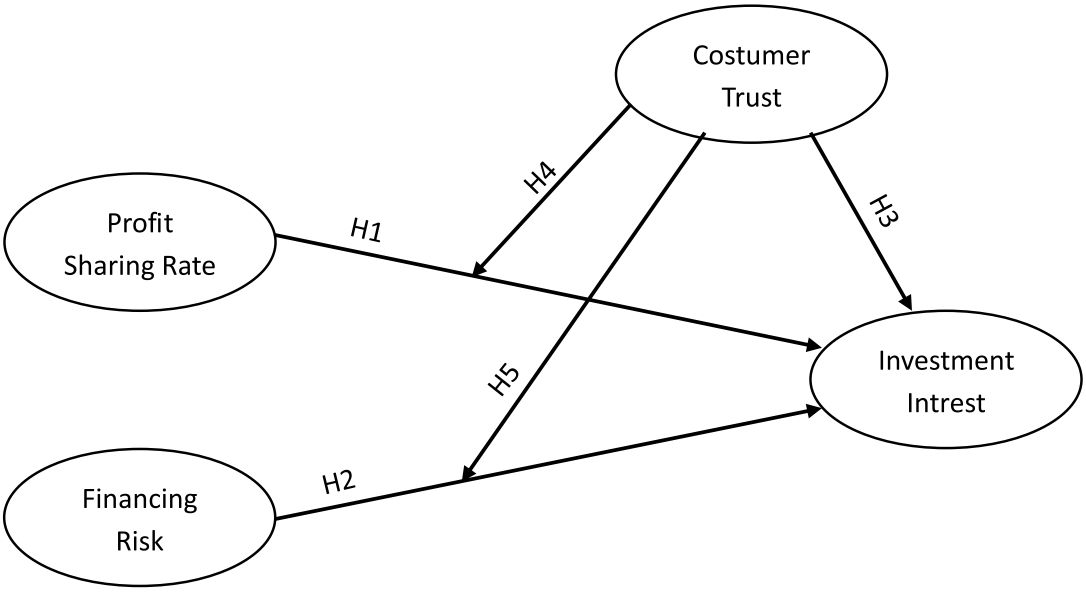
H3: Customer trust directly influences investment interest.

H4: Customer trust moderates the relationship between profit sharing rate and investment interest.

H5: Customer trust moderates the relationship between financing risk and investment interest.

RESEARCH METHOD

This study uses a quantitative approach with a survey method to analyze the effect of profit sharing rates and financing risks on investment interest of Bank Syariah Indonesia (BSI) customers with customer trust as a moderating variable. Primary data were obtained by distributing questionnaires to 96 respondents who are active BSI customers in Palopo City using a non-probability sampling technique with a convenience sampling approach. The research instrument was measured using a 4-point Likert scale. Data analysis was carried out using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of the SmartPLS 4 application. The analysis stages include evaluation of the measurement model (outer model) through validity and reliability tests, evaluation of the structural model (inner model) through RSquare values, and hypothesis testing using a bootstrapping procedure to determine the direct and moderating effects between research variables.



FINDINGS AND DISCUSSION

ResultsResearchers

This study involved 96 respondents who were customers of Bank Syariah Indonesia (BSI) in Palopo City. Based on gender, respondents were predominantly female (61.5%), while males were 38.5%. Based on age, the majority of respondents were in the 20–25 age range (94.8%), while respondents were aged 25–35 (5.2%). In terms of educational attainment, the majority of respondents were high school (SMA) graduates (61.5%), undergraduate (S1) graduates (34%), and the remainder were vocational high school (SMK) and diploma graduates. These characteristics indicate that respondents are predominantly from the productive age group who have high potential for investment activities in Islamic financial institutions.

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model was conducted to test the validity and reliability of the research constructs through outer loading, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability tests.

Convergent Validity Test

Table 1. Outer Loading Values

Variable	Code	Loading
Profit Sharing (X1)	TBH1	0,853
	TBH2	0,799

	TBH3	0,825
	TBH4	0,806
	TBH5	0,842
	TBH6	0,866
Fiancing Risk (X2)	RB1	0,713
	RB2	0,799
	RB3	0,743
	RB4	0,805
	RB5	0,761
	RB6	0,731
Investment Interest (Y)	MIN1	0,706
	MIN2	0,863
	MIN3	0,830
	MIN4	0,802
	MIN5	0,834
	MIN6	0,814
Costuer Trust (Z)	KN1	0,820
	KN2	0,795
	KN3	0,844
	KN4	0,788
	KN5	0,820
	KN6	0,808

Source: SmartPLS 4 Output (2026)

Based on Table 1, all indicators have outer loading values above 0.70. Thus, all indicators meet the convergent validity requirements and are declared valid in measuring the research constructs.

Table 2. Average Variance Extracted (AVE) Value

Variable	AVE
Profit Sharing	0,692
Fiancing Risk	0,577
Investment Interest	0,656
Costumer Trust	0,661

Source: SmartPLS 4 Output (2026)

Based on Table 2, it is known that all constructs have AVE values above 0.50. Therefore, all variables meet the convergent validity criteria and are able to explain more than 50% of the variance in their respective indicators.

Construct Reliability Test

Construct reliability was tested using Cronbach's Alpha and Composite Reliability. A construct is considered reliable if its value is greater than 0.70.

Variable	Cronbach Alpha	Composite Reliability
Profit Sharing	0,911	0,931
Financing Risk	0,855	0,891
Investment Interest	0,894	0,919
Costumer Trust	0,898	0,921

Source: SmartPLS 4 Output (2026)

Table 3 shows that all constructs have Cronbach's Alpha and Composite Reliability values above 0.70. These results indicate that all research variables have excellent reliability and are able to consistently measure the constructs.

4.3 Structural Model Evaluation (Inner Model)

Structural model evaluation is carried out to determine the model's ability to explain endogenous variables.

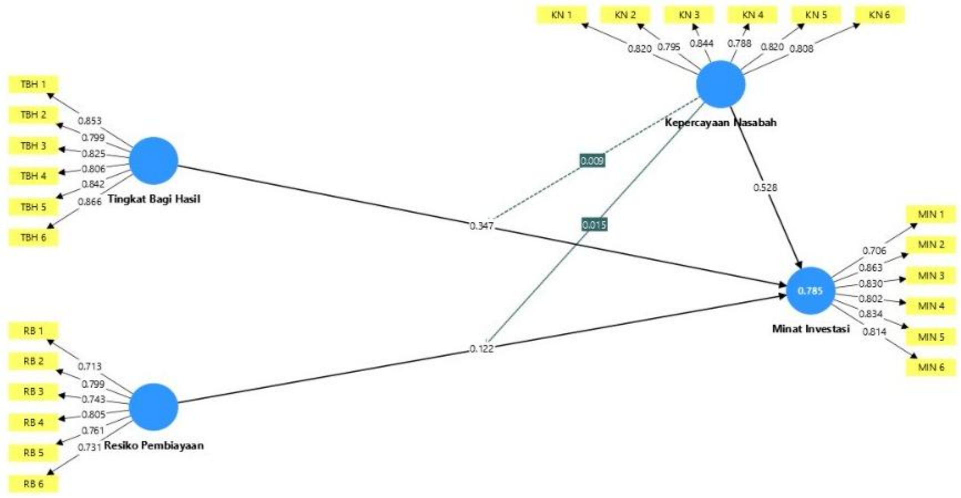


Table 4. R-Square Value

Endogenous Variables	R-Square
Investment Interest	0,785

Source: SmartPLS 4 Output (2026)

The test results obtained an R-square value of 0.785 for the Investment Intention variable. This indicates that the Profit Sharing Rate, Financing Risk, Customer Trust, and moderating interaction variables explain 78.5% of the variation in Investment Intention, while the remaining 21.5% is influenced by factors outside the research model.

The R-square value of 0.785 indicates that the research model has strong predictive power in explaining Customer Investment Intention.

Table 5. Hypothesis Testing Results

Variable Relationships	ATDEV	T-Statistic	P-Values	Hypotesis
KN>MI	0.120	4.391	0.000	Accepted
KN>RP>MI	0.109	0.142	0.887	Rejected
KN>TBH>MI	0.111	0.079	0.937	Rejected
RP>MI	0.098	1.243	0.214	Rejected
TBH>MI	0.123	2.809	0.005	Accepted

Source: Processed by the author, 2026

Based on the test results of the Effect of Profit Sharing Rate on Investment Interest The test results show that the Profit Sharing Rate has a positive and significant effect on Investment Interest with a path coefficient value of 0.347, a T-Statistic value of 2.809 and a P-Value value of 0.005. Because the P-Value value is smaller than 0.05, H1 is accepted. And the Effect of Financing Risk on Investment Interest The test results show that Financing Risk has a path coefficient value of 0.122 with a T-Statistic value of 1.243 and a P-Value value of 0.214. Because the P-Value value is greater than 0.05, H2 is rejected. Then the Effect of Customer Trust on Investment Interest The test results show that Customer Trust has a positive and significant effect on Investment Interest with a path coefficient value of 0.528, a T-Statistic value of 4.391 and a P-Value value of 0.000. Thus, H3 is accepted. Furthermore, the Role of Customer Trust in Moderating the Relationship between Profit Sharing Rate and Investment Interest The test results show that the interaction variable of Customer Trust and Profit Sharing Rate has a coefficient value of 0.009, a T-Statistic value of 0.079 and a P-Value value of 0.937. Thus, H4 is rejected. Next, the Role of Customer Trust in Moderating the Relationship between Financing Risk and Investment Interest The test results show that the interaction variable of Customer Trust and Financing Risk has a coefficient value of 0.015, a T-Statistic value of 0.142 and a P-Value value of 0.887. Thus, H5 is rejected.

The Influence of Profit Sharing Rate on Customer Investment Interest

The research results show that the profit-sharing rate has a positive and significant effect on customer investment interest in Bank Syariah Indonesia. This is evidenced by a path coefficient of 0.347 and a significance value of 0.005, which is less than 0.05. These findings indicate that the higher the profit-sharing rate offered by Bank Syariah Indonesia, the greater the public's interest in investing in Sharia investment products. This indicates that the profit-sharing rate remains a key consideration for customers in making investment decisions. Theoretically, the profit-sharing system is a profit-sharing mechanism that is a hallmark of Islamic banking. This system is based on the principles of fairness, transparency, and partnership between the bank and its customers. Unlike the interest system in conventional banking, profits in the profit-sharing system are determined based on business results, creating a fairer relationship between the party providing funds and the party managing them. Therefore, the higher the profit-sharing rate offered, the greater the public's attractiveness of Islamic investment products (Eprianti, n.d.; Julian and Diana 2023).

The results of this study align with research conducted by Gustira (Gustira 2023), which found that the profit-sharing rate positively influences customer decisions in choosing mudharabah deposit products. Similar findings were also obtained by Amanda (Amanda, Yafiz, and Anggraini 2024), who stated that the profit-sharing rate is a key factor influencing fundraising in Islamic banking. Both studies indicate that the profits obtained through the profit-sharing mechanism are the primary motivation for people to use Islamic investment products.

Based on these results, it can be concluded that the profit-sharing rate is a factor that can increase customer investment interest in Indonesian Islamic Banks. Therefore, banks need to maintain stable profit-sharing rates, increase transparency in ratio calculations, and provide clear information regarding potential profits for customers. These efforts are expected to increase the attractiveness of Islamic investment products and strengthen public investment interest.

The Influence of Financing Risk on Customer Investment Interest

The results of the study indicate that financing risk does not significantly influence customer investment interest in Bank Syariah Indonesia. This is indicated by a path coefficient of 0.122 with a significance value of 0.214, which is greater than 0.05. Therefore, financing risk is not a major factor influencing the investment decisions of respondents in this study.

Theoretically, financing risk is the potential loss arising from a customer's failure to fulfill their obligations to the bank. High financing risk can lead to a decline in the quality of bank assets and potentially affect public trust in financial institutions. In investment theory, risk is a factor typically considered by investors before investing in an investment instrument because it relates to the level of security of their funds (Wahyudi 2022; EFFENDI 2017).

However, the results of this study indicate that financing risk is not yet a dominant factor influencing customer investment interest. This finding does not fully support Jaelani's research (Jaelani 2024), which states that risk perception can influence public investment decisions. This difference in results may be due to the characteristics of the respondents, who are predominantly of productive age and have a relatively high level of trust in Bank Syariah Indonesia, so financing risk is not a primary concern in their investment decisions.

The results of this study indicate that customers focus more on the profits earned and the bank's reputation than on the technical aspects of financing risk. Furthermore, the existence of a risk monitoring and management system implemented by Bank Syariah Indonesia likely provides a sense of security to customers, so that financing risk does not significantly impact their investment intentions.

The Influence of Customer Trust on Customer Investment Interest

The results of the study indicate that customer trust has a positive and significant effect on customer investment interest in Bank Syariah Indonesia. This is indicated by a path coefficient of 0.528 with a significance level of 0.000, which is less than 0.05. This coefficient is also the largest compared to other variables, indicating that trust is the most dominant factor influencing customer investment interest. Trust is customer confidence in the bank's ability, integrity, transparency, and professionalism in managing the funds entrusted to them. In the financial services industry, trust is a crucial factor because it directly relates to the security of funds and customer confidence in the quality of services provided. The higher the level of trust held by customers, the greater their tendency to use investment products offered by the bank (Ridwan 2024; Faizah 2022).

These results align with research by Mustaidah and Sadiyah (Mustaidah and Sadiyah 2025), which found that trust has a positive influence on public interest in using Islamic financial services. Similar findings were obtained by Faizah (Faizah 2022), who demonstrated that trust plays a significant role in increasing public interest in Islamic banking products. These similar results indicate that trust is a fundamental factor influencing customer behavior in using financial services.

Based on this research, it is clear that trust is a key asset that must be maintained by Indonesian Islamic banks. Therefore, banks need to continuously improve service quality, maintain information transparency, strengthen compliance with Islamic principles, and safeguard the institution's reputation to maintain customer trust and increase investment interest.

The Role of Customer Trust in Moderating the Relationship between Profit Sharing Rates and Customer Investment Interest

The results of the study indicate that customer trust is unable to moderate the relationship between profit-sharing rates and customer investment interest. This is indicated by a significance value of 0.937, which is greater than 0.05. Therefore, the hypothesis that customer trust strengthens the effect of profit-sharing rates on investment interest is not accepted.

Theoretically, customer trust is considered capable of strengthening the relationship between profit-sharing rates and investment interest because customers with high levels of trust tend to be more responsive to information about the benefits offered by banks. When customers believe that banks are capable of managing their funds professionally and in accordance with Sharia principles, the benefits offered through profit-sharing mechanisms should become more attractive to them (Ridwan 2024; Amanda, Yafiz, and Anggraini 2024).

However, the results of this study indicate that customer trust does not have a significant moderating effect. This finding indicates that profit-sharing rates have become a sufficiently strong independent factor influencing investment interest that trust no longer provides a significant additional influence. In other words, customers still consider the profit-sharing rate as a primary factor in investment decisions, regardless of their level of trust (Faizah 2022).

The results of this study indicate that trust is more appropriately positioned as an independent variable that directly influences investment interest rather than as a moderating variable. Therefore, while maintaining customer trust remains important, increasing investment interest through a strategy of increasing profit-sharing rates can be achieved without relying on the moderating effect of customer trust.

The Role of Customer Trust in Moderating the Relationship between Financing Risk and Customer Investment Interest

The results of the study indicate that customer trust is unable to moderate the relationship between financing risk and customer investment interest. This is indicated by a significance value of 0.887, which is greater than

0.05. Therefore, the hypothesis that customer trust can weaken the influence of financing risk on investment interest is not proven.
In investment behavior theory, trust is often considered a factor that can reduce risk perception. Customers who have a high level of trust in financial institutions generally feel safer investing their funds even when facing certain risks. Therefore, trust is theoretically expected to weaken the negative influence of risk on investment decisions (Ridwan 2024; Faizah 2022).

However, the results of this study indicate that trust is unable to change the relationship between financing risk and investment interest. This finding indicates that financing risk is not a primary factor considered by respondents in making investment decisions. These results also indicate that high or low levels of customer trust do not significantly impact the relationship between financing risk and investment interest (Jaelani 2024).

Based on these results, it can be concluded that customer trust plays a greater role as a factor directly increasing investment interest than as a factor that strengthens or weakens the influence of financing risk. Therefore, Indonesian Sharia Banks need to maintain customer trust by improving service quality and information transparency, although these factors were not proven to function as moderating variables in this study.

CONCLUSION

Based on the research results, it can be concluded that the profit sharing rate and customer trust have a positive and significant effect on customer investment interest in Bank Syariah Indonesia, while financing risk has no significant effect on investment interest. The research results also show that customer trust is unable to moderate the relationship between the profit sharing rate and financing risk on investment interest. The coefficient of determination (R-Square) value of 0.785 indicates that the research model has a strong ability to explain variations in customer investment interest.

This finding indicates that customer investment decisions are more influenced by the level of profit obtained through the profit sharing system and the level of trust in Bank Syariah Indonesia than by the perception of financing risk. Therefore, Bank Syariah Indonesia needs to maintain the stability of the profit sharing rate, increase information transparency, strengthen service quality, and maintain customer reputation and trust to increase public investment interest in a sustainable manner.

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