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Analysis of Factors Affecting the Purchase Decision of Islamic Banking Services in Sleman Regency with the Application of Binary Logistic Regression

This research uses quantitative with the aim to analyze the factors that influence the purchase decision of Islamic banking in Sleman Regency by using binary logistic regression. The object of research is in Sleman Regency with a sample of 100 people obtained using purposive random sampling technique. The method used is to use binary logistic regression and process using eviews for window. The results of this research are knowledge of the difference between Islamic banks and conventional banks, knowledge of products and services, and the location of influence on purchasing decisions on islamic banking services. Income level and education levels do not affect the purchasing decisions of Islamic banking services. All independent variables are not significant explanations of the dependent variable and the research model is able to predict the observations and models according to predictions.

Keywords: Purchasing Decisions, Islamic Banking, Binary Logistic Regression