

## **ABSTRACT**

*The development of Micro Waqf Banks (BWM) has proven to have a positive impact on business development, economy, and poverty alleviation in various regions of Indonesia and even in other countries. Although the national level of Sharia financial literacy increased by 0.21% in 2022, there are still many people who rely on high-interest credit-based financing and have not fully understood the concept of BWM. Semarang, as the capital city of Central Java Province, only has one BWM service, namely BWM SGJB Semarang. There is a unique phenomenon in BWM SGJB Semarang, where 119 out of a total of 512 registered customers remain actively engaged. This study aims to explore the factors that influence customers' decision to choose BWM as their partner. Sharia financial literacy is the main variable examined in this study, which is then explored with customers' personal attributes such as age, education, occupation, and income.*

*The analysis used in this study is the Multiple Correspondence Analysis (MCA), which is a multivariate data exploration method to understand the relationship between two or more variables. The population of this study consists of 199 active BWM partner customers, with a sample size of 41 respondents using purpose sampling method.*

*The results of this study indicate that the average respondents have a low level of Sharia financial literacy. Sharia financial literacy is not the main factor influencing the decision to choose BWM, as it does not have a strong relationship. However, it is influenced by customers' personal attributes such as age, occupation, and income.*

*Keywords: decision to choose BWM, level of Sharia financial literacy, age, education, occupation, income, Multiple Correspondence Analysis.*

