

## **ABSTRACT**

*Technological changes are also driving changes in banking services. Banking services provide an online system to make it easier for customers. Mobile Banking is one of the most widely used services by the community. Customer loyalty is very important for the banking sector, so it is necessary to know what factors affect it. This study aims to determine the influence of attitude toward behavior, perceived behavioural control, subjective norms, Islamic financial literacy, and brand image on the intention to use Bank Aladin Syariah. The research was conducted quantitatively on 141 prospective customers of Bank Aladin Syariah. Data collection was carried out using a questionnaire measured based on the indicators of each variable and measured by a five-point Likert-Scale. This quantitative research method uses SPSS 29 with multiple regression analysis.*

*The results of the study showed that attitude toward behavior had significant effect on intention using Bank Aladin Syariah. Perceived behavioural control also has a significant effect on the intention to use Bank Aladin Syariah. Furthermore, the subjective norm has a significant effect on the intention to use Bank Aladin Syariah. Islamic financial literacy has a significant effect on the intention to use Bank Aladin Syariah. The last variable, brand image, has a significant effect on the intention to use Bank Aladin Syariah. In addition, the results of this study will contribute to Bank Aladin Syariah to find out the factors that influence and most significantly affect the intention of prospective customers to use Bank Aladin, so that it is hoped that there will be a strategy to increase the number of prospective customers.*

**Keywords** : *Attitude Toward Behavior, Perceived Behavioural Control, Subjective Norm, Islamic Financial Literacy, Brand Image, Intention*

**FEB UNDIP**