

## **CROSS-RELIGIOUS ADOPTION OF ISLAMIC FINANCIAL TECHNOLOGY AND FINANCIAL LITERACY: A SYSTEMATIC LITERATURE REVIEW**

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### **ABSTRAK**

Penelitian ini mengeksplorasi finansial technology (FinTech) Islam dan literasi keuangan, menganalisis 27 publikasi ilmiah dari tahun 2018 hingga 2024. Tinjauan ini menggunakan metodologi yang memanfaatkan basis data seperti Scopus dan alat seperti Publish or Perish (PoP) dan VOSViewer untuk analisis bibliometrik. Temuan ini mengungkapkan pergeseran penting ke arah jurnal ber-impact (Q1 dan Q2), dengan peningkatan volume publikasi yang signifikan pada tahun 2024. Secara geografis, Indonesia, India, dan Malaysia adalah kontributor utama, meskipun banyak penelitian di Indonesia bersifat non-kuartil, yang menunjukkan potensi peningkatan kualitas. Analisis tematik menyoroti dominasi studi adopsi pengguna, dengan teori utama seperti Model Penerimaan Teknologi (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), dan Theory of Planned Behavior (TPB) diterapkan untuk memahami faktor-faktor yang mempengaruhi adopsi FinTech Islam. Terlepas dari kontribusi ini, kesenjangan dalam literatur tetap ada, terutama mengenai perspektif non-Muslim, program literasi keuangan yang disesuaikan, dan integrasi teknologi baru seperti blockchain dan AI. Tinjauan ini mengidentifikasi kesenjangan penelitian dan memberikan rekomendasi untuk studi di masa depan, menekankan perlunya penelitian longitudinal dan inovasi teknologi untuk memajukan bidang FinTech Islam dan literasi keuangan.

**Kata kunci :** *Literasi Keuangan, Teknologi Keuangan, Keuangan Islam, Tinjauan Literatur Sistematis, Lintas Agama*

### **ABSTRACT**

*This systematic review explores the intersection of Islamic Financial Technology (FinTech) and financial literacy, analyzing 27 scholarly publications from 2018 to 2024. The review employed a rigorous methodology, utilizing databases such as Scopus and tools like Publish or Perish (PoP) and VOSViewer for bibliometric network analysis. The findings reveal a notable shift towards high-impact journals (Q1 and Q2), with a significant increase in publication volume in 2024. Geographically, Indonesia, India, and Malaysia are the major contributors, though many Indonesian studies are non-quartile, indicating potential for quality enhancement. Thematic analysis highlights the predominance of user adoption studies, with key theories like the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and Theory of Planned Behavior (TPB) applied to understand the factors influencing Islamic FinTech adoption. Despite these contributions, gaps in the literature persist, particularly regarding non-Muslim perspectives, tailored financial literacy programs, and the integration of emerging technologies like blockchain and AI. This review identifies these research gaps and provides recommendations for future studies, emphasizing the need for longitudinal research and technological innovation to advance the field of Islamic FinTech and financial literacy.*

**Keywords :** *Financial Literacy, Financial Technology, Islamic Finance, Systematic Literature Review, Cross Religious*

## INTRODUCTION

Islamic Financial Technology (FinTech) has rapidly emerged as a transformative force within the financial sector, blending the ethical foundations of Islamic finance with advanced technological innovations. Grounded in Shariah principles, Islamic FinTech offers inclusive and ethical financial products that cater to a growing demand for alternatives that align with religious and moral values. These solutions not only cater to Muslim populations but also present an opportunity for broader financial inclusion, extending beyond traditional banking systems to underrepresented demographics. Financial literacy, as a critical enabler, empowers individuals to comprehend, evaluate, and adopt these novel financial technologies, thus bridging the gap between product accessibility and practical usage.

The intersection of Islamic FinTech and financial literacy presents a unique, yet underexplored, research domain, especially in regions where religious and cultural dynamics shape financial behaviors. This systematic literature review seeks to provide a comprehensive synthesis of existing research on Islamic FinTech adoption, with particular emphasis on the role of financial literacy across diverse religious demographics. By examining key themes, identifying gaps in the current literature, and proposing future research directions, this review aims to advance the understanding of how Islamic FinTech can contribute to enhanced financial inclusion and literacy globally.

Numerous studies highlight the significant impact of financial literacy on the adoption of Islamic financial products, yet it remains evident that cultural and religious factors are equally influential. For instance, research by Dewi and Adinugraha (2023) underscores the potential of Islamic FinTech to enhance financial inclusion, particularly for micro, small, and medium enterprises (MSMEs) in the halal industry. Additionally, Antara et al. (2016) emphasize the importance of Islamic financial literacy in shaping

individuals' behaviors toward adopting Islamic financing solutions. However, Rahim et al. (2016) suggest that the exploration of Islamic financial literacy is still in its infancy, revealing an urgent need for further investigation into its impact and broader implications.

The adoption of Islamic banking services among non-Muslim populations further illustrates the complex relationship between financial literacy and cultural dynamics. Studies such as those by Supriyanto et al. (2023) suggest that while financial literacy positively influences non-Muslim interest in Islamic banking products, a lack of understanding of Shariah principles can hinder broader acceptance. Despite a high level of interest in Islamic finance, as highlighted there exists a persistent gap between theoretical awareness and actual adoption, indicating the need for more targeted educational initiatives to bridge this divide.

This study aims to identify and analyze the research gaps in the literature on the adoption of Islamic Financial Technology (FinTech) and financial literacy, focusing on their contributions to financial inclusion and the development of financial literacy among diverse populations, including both Muslim and non-Muslim communities. While existing research highlights the impact of financial literacy on the adoption of Islamic financial products, there remains a lack of understanding regarding how cultural and religious factors influence the acceptance and use of technology-based financial solutions. Additionally, although emerging technologies such as blockchain, artificial intelligence, and decentralized finance (DeFi) hold significant potential to enhance transparency and efficiency in Islamic finance, there is a limited exploration of their application within this context.

The study also identifies a need for longitudinal research to track changes in user behavior over time. The novelty of this research lies in its emphasis on cross-religious perspectives, particularly the adoption of Islamic FinTech by non-Muslim populations, a

largely unexplored area. By addressing these gaps, this study seeks to contribute to the development of more inclusive, sustainable, and technology-driven practices in the Islamic finance sector. The implications of this research extend to both academic and policy-making communities, providing valuable insights for improving financial literacy programs, designing inclusive marketing strategies, and shaping supportive regulatory frameworks for Islamic FinTech.

## **LITERATURE REVIEW**

### **Theoretical Framework**

Based on the provided references, the key theoretical frameworks applied in the study of Islamic Financial Technology (FinTech) and financial literacy: The Technology Acceptance Model (TAM) emphasizes two core factors - perceived usefulness and ease of use - as determinants of technology adoption, providing insights into user acceptance of Islamic FinTech services (Shaikh et al., 2020; Darmansyah et al., 2020; Purwantini et al., 2020). The Unified Theory of Acceptance and Use of Technology (UTAUT) expands on TAM by incorporating additional factors like performance expectancy, social influence, and facilitating conditions, highlighting the broader context of adoption (Darmansyah et al., 2020; Bouteraa et al., 2023).

The Theory of Planned Behavior (TPB) focuses on psychological aspects, suggesting that attitudes, subjective norms, and perceived control influence the intention to adopt Islamic FinTech (Darmansyah et al., 2020; Purwantini et al., 2020). The Diffusion of Innovation (DOI) theory explains how new technologies spread across a population, emphasizing the relative advantage, compatibility with existing values, and observability of innovations (Atikah, 2023; KILIÇ, 2023). In the context of financial literacy, various frameworks assess the knowledge, skills, and attitudes necessary for users to engage with Islamic FinTech effectively (Aziz, 2023; irmansyah et al., 2022). Institutional Theory examines how regulatory frameworks and cultural norms

shape the adoption of Islamic financial technologies (Muryanto, 2022; Supriadi, 2023).

## **RESEARCH METHOD**

The systematic review conducted in this study aimed to comprehensively explore the intersection between Islamic Financial Technology (FinTech) and financial literacy, following established guidelines for systematic reviews. The literature search was carried out using the Scopus database, which is recognized for its comprehensive coverage of peer-reviewed scholarly works. Keywords such as "Islamic Financial Technology," "Islamic FinTech," and "financial literacy" were employed, with Boolean operators used to refine the search of perspectives and formats.

The literature search was conducted using reputable academic databases, primarily Scopus, recognized for its comprehensive coverage of peer-reviewed scholarly works. Keywords such as "Islamic Financial Technology," "Islamic FinTech," and "financial literacy" were employed, with Boolean operators (e.g., AND, OR) used to refine the search. The scope of the search was limited to scholarly outputs published between 2018 and 2024, reflecting the most recent developments and trends in this evolving domain.

The inclusion criteria were meticulously designed to ensure the relevance and quality of the selected studies:

1. Topical Focus: Only studies examining Islamic FinTech and financial literacy, either individually or in conjunction, were considered.
2. Scholarly Merit: Publications had to provide empirical evidence, theoretical discussions, or conceptual insights directly related to the research themes.
3. Language and Accessibility: Studies published in English or other widely recognized academic languages were prioritized.
4. Publication Type: Articles, books, book chapters, and conference papers were

Quartile	Document Type					Total
	A	B	B C	C P	R	
Q1	2					2
Q2	6				1	7
Q3	2					2
Q4	2					2
Non-Q						
Q	4	1	3	6		14
	1					
Total	6	1	3	6	1	27

included to capture a diverse range of perspectives and formats.

To compile an initial pool of literature, the *Publish or Perish* (PoP) application was utilized, facilitating efficient retrieval of publication metrics and relevant citations. Bibliometric visualization software, such as VOSviewer, was employed to map thematic clusters and co-occurrence networks, enabling an understanding of the intellectual structure and research trends in the field. To ensure transparency and replicability, the review process adhered to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework (Kanwal, 2023).

The systematic review followed a multistage screening process to ensure rigor and precision:

1. Identification: An initial pool of studies was retrieved using predefined keywords and filters. Duplicates were removed to ensure a unique dataset.
2. Screening: Titles and abstracts of the retrieved studies were screened to determine their relevance to Islamic FinTech and financial literacy. Irrelevant works were excluded at this stage.
3. Eligibility: Full-text assessments were conducted on potentially relevant studies. Each publication was examined to verify its alignment with the inclusion criteria, ensuring thematic and methodological relevance.
4. Inclusion: A final set publications was selected for in-depth analysis. These studies demonstrated high methodological rigor, thematic relevance, and significant contributions to understanding the interplay

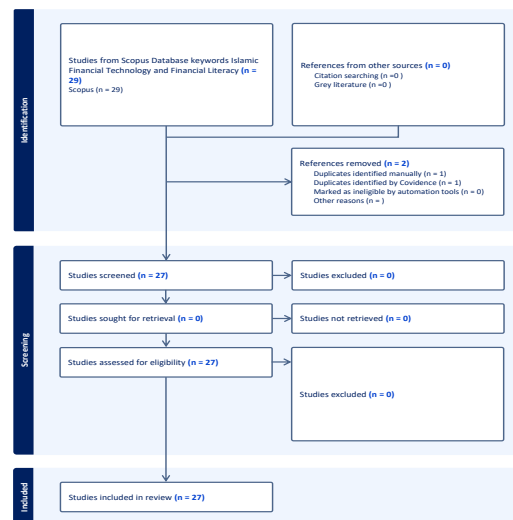
between Islamic FinTech and financial literacy.

**Table 1.** Result by Quartile and Document Type

## RESULTS

Based on the literature search in scopus database with Keywords such as "Islamic Financial Technology," "Islamic FinTech," and "financial literacy" from 2018 until 2024 conducted using the Publish or Perish (PoP) tool and the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology, a total of 27 studies were identified and included for further analysis.

**Figure 1.** PRISMA Method



The analysis results are based on the classification of journal quartiles/ranks (Scopus Q1-Q4), document types (article, book, book chapter, conference paper, and review), publication years, countries, variables and theories used, as well as bibliometric network analysis utilizing VOSViewer.

**Table 2.** Result by Country and Quartile

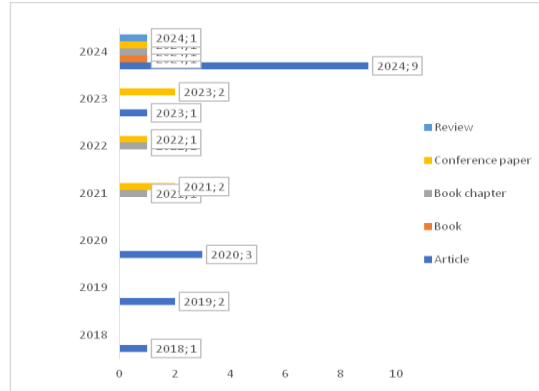
Country	Quartile					Total
	Q1	Q2	Q3	Q4	NQ	
India		1	1			2
Indonesia	1	3	1	2	10	17
Indonesia & Malaysia		1				1
Malaysia	1	1				2
Morocco Muslim-majority countries					1	1
Pakistan					1	1
No-Country		1			1	2
<b>Total</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>14</b>	<b>27</b>

The table provides a detailed breakdown of the documents analyzed in this systematic review, categorized by document type and journal quartile (Q1–Q4). The key findings are summarized as follows: A total of 27 documents were included in the analysis.

Articles constitute the majority (16 documents, 59%), followed by conference papers (6 documents, 22%), book chapters (3 documents, 11%), while books (4%) and reviews each contribute 1 document (4%). The dominance of articles and conference papers reflects the prevalence of scholarly work on the subject within peer-reviewed journals and academic conferences.

**Distribution by Journal Quartile:** Among the 16 articles, the majority were published in Q1 journals (2 articles, 13%), indicating a strong reliance on high-impact and reputable sources. Q2 journals accounted for 6 articles (38%), while Q3 and Q4 journals each contributed 2 articles (13%) and Non-Q 4 articles (25%). The high concentration of articles in Q1 and Q2 journals (50%) underscores the quality and reliability of the literature included. The systematic review is grounded in literature derived predominantly from high-quality sources, ensuring the credibility and robustness of the findings. The diversity of document types—articles, books, book chapters, conference papers, and reviews—demonstrates a comprehensive approach to synthesizing various perspectives on Islamic Financial Technology and financial literacy.

**Figure 1.** Result by Years and Document Type



The table above presents the results of scientific publications over the period of 2018-2024. Based on the data presented, it can be observed that there is a significant increase in the number of scientific publications in 2024.

From 2018 to 2020, the number of scientific publications remained relatively stable, with an average of 2-3 publications per year. However, in 2021 and 2022, there was an increase in the number of scientific publications, particularly in the form of articles and conference papers.

In 2023, there was an increase in the number of scientific publications, particularly in the form of articles and conference papers. However, in 2024, there was a very significant increase in the number of scientific publications, with a total of 13 publications, including 9 articles, 1 book, 1 book chapter, 1 conference paper, and 1 review.

Overall, the total number of scientific publications over the period of 2018-2024 is 27, with a breakdown of 16 articles, 1 book, 3 book chapters, 6 conference papers, and 1 review. These results indicate a significant increase in research productivity and scientific publication in 2024.

The table above presents the distribution of publications by country, categorized into quartiles (Q1-Q4) and non-quartile (Non-Q) publications. The data reveals interesting insights into the geographical distribution of publications.

Firstly, it is notable that the majority of publications (17) are from Indonesia, with a significant proportion (10) falling into the non-quartile category. This suggests that Indonesian researchers are actively publishing

in various journals, but may need to focus on improving the quality and impact of their research to increase their presence in top-tier journals.

In contrast, India and Malaysia have a relatively small number of publications (2 each), with a majority of them falling into the Q1 and Q2 categories. This indicates that researchers from these countries are producing high-quality research, but may need to increase their publication output to have a greater impact.

Interestingly, there is a single publication from Morocco and Pakistan, both of which fall into the non-quartile category. This suggests that researchers from these countries may face challenges in publishing their research in reputable journals, and may require additional support and resources to improve their publication output.

The category Muslim-majority countries are Indonesia, Nigeria, Pakistan, Iran, Bangladesh Malaysia and Brunei with a single publication falling into the non-quartile category. This suggests that researchers from these countries may face similar challenges in publishing their research, and may benefit from increased collaboration and support.

The No-Country category, which includes publications without a specified country affiliation, accounts for 2 publications. This may indicate that some researchers are publishing their work without affiliating with a specific country or institution. Data suggests that there is a need for increased support and resources for researchers from certain countries, particularly Indonesia, Morocco, and Pakistan, to improve the quality and impact of their research. Additionally, the data highlights the importance of collaboration and networking among researchers from different countries to increase the visibility and impact of their research.

**Table 3.** Result by Journal and Document Type

Journal	Article	Book	Book	Conference	Review	Total
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Acadademy of Strategy Management Journal	1					1
Advances Intelligent Systems and Computing			1			1
Al-Manahij	1					1
Borsa Istanbul Review	1					1
Edelweiss Applied Science Technology	1					1
FinTech in Islamic Financial Institutions: Scope, Challenges, and Implications in Islamic Finance			1			1
International Conference on Information Systems, ICIS			1			1
International Conference Sustainability Islamic Business Finance, SIBF			2			2
International Journal of Islamic and Middle Eastern Finance and Management	1					1
International Journal Scientific Technology Research	1					1
Islamic FinTech: Insights and Solutions		1				1
Islamic Microfinance	1					1
Journal Islamic Marketing	2			1		3
Journal of Advanced Research in Applied Sciences and Engineering Technology	1					1
Journal of Infrastructure, Policy and Development	1					1
Journal of Islamic Accounting and Business Research	1					1
Journal of Islamic Monetary Economics and Finance	1					1
Journal of Telecommunications and the Digital Economy	1					1
Jurnal IUS Kajian Hukum Keadilan	1					1
Lecture Notes in Networks and Systems			1			1

Quality - Access to Success	1	1				
Qubahan Academic Journal	1					
Springer Proceedings in Business and Economics		1				
Technopreneurship in Small Business for Sustainability		1				
<b>Total</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>1</b>	<b>2</b>
	<b>6</b>					<b>7</b>

The table above presents the distribution of publications by journal, encompassing articles, books, book chapters, conference papers, and reviews. This analysis provides insight into the diversity of journals utilized by authors to publish their research findings.

Firstly, it is evident that the majority of publications (16) are articles published in various journals. The Journal of Islamic Marketing is the most frequently used journal, with a total of 3 publications, including 2 articles and 1 review. This suggests that this journal is a popular platform for authors to publish their research findings in the field of Islamic marketing.

Furthermore, it is observed that several other journals are also utilized by authors, including the International Journal of Islamic and Middle Eastern Finance and Management, Journal of Islamic Accounting and Business Research, and Journal of Islamic Monetary Economics and Finance. This indicates that authors have a range of journal options to publish their research findings in the field of Islamic finance and economics.

In the book category, it is noted that there is 1 book publication published by Springer, titled "FinTech in Islamic Financial Institutions: Scope, Challenges, and Implications in Islamic Finance". This suggests that authors have the opportunity to publish their research findings in a more comprehensive book format. In the conference paper category, it is observed that there are 6 conference paper publications published in various conferences, including the International Conference on Information Systems, ICIS, and the International

Conference on Sustainability in Islamic Business Finance, SIBF. This indicates that authors have the opportunity to publish their research findings in a more concise and rapid conference paper format.

This comprehensive table presents a summary of various studies on Islamic fintech and financial literacy, highlighting the dependent variables, independent variables, moderating/mediating variables, and theoretical frameworks employed. The studies cover a range of topics, including intention to adopt Islamic fintech, Islamic mutual funds investment, Islamic stock investment, financial inclusion, and Islamic social finance literacy (*Appendix 1.*)

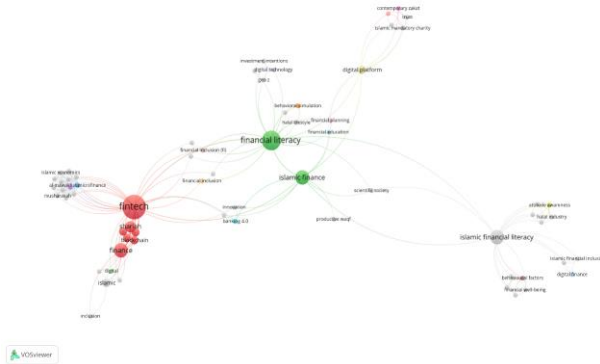
The independent variables identified in these studies include challenges and risk, technical literacy, financial literacy, digital literacy, social acceptance, financial technology, religiosity, and Islamic economic law. The moderating/mediating variables include financial technology, religiosity, and socio-demographic variables.

The theoretical frameworks employed in these studies include the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), Diffusion of Innovations (DOI) Theory, Theory of Planned Behavior (TPB), Social Cognitive Theory, Islamic Economics, and Institutional Theory.

The findings of these studies provide valuable insights into the factors that influence the adoption and use of Islamic fintech, Financial literacy, Islamic financial products, and digital platforms for Islamic financial education. The studies also highlight the importance of financial literacy, religiosity, and social acceptance in shaping the behavior of individuals and organizations in the Islamic finance sector.

This table provides a comprehensive overview of the current state of research on Islamic finance and fintech, and highlights the need for further studies to explore the complex relationships between technology, finance, and religiosity in the Islamic finance sector.

Figure 2. Bibliometric Network with VOSViewer



The visualized bibliometric network highlights interconnected research themes in financial technology (fintech), Islamic finance, and financial literacy. Three main clusters emerge: fintech (red), Islamic finance and financial literacy (green), and Islamic financial literacy (purple). The fintech cluster emphasizes topics such as *shariah compliance*, *blockchain*, and *financial inclusion*, reflecting the integration of technological innovation with Islamic principles to enhance inclusivity. Meanwhile, the green cluster illustrates the critical role of financial literacy in supporting investment decisions within an Islamic finance framework, with key terms such as *halal lifestyle*, *financial planning*, and *investment intentions*. The purple cluster connects Islamic financial literacy with *financial well-being*, *behavioral factors*, and *digital finance*, underlining its contribution to fostering financial resilience and technological adaptation among individuals.

This visualization underscores the strategic significance of topics like *financial inclusion*, *digital platforms*, and *innovation*, which act as central nodes linking the clusters. It reveals the multidisciplinary nature of this research area, wherein the intersection of fintech, Islamic finance, and financial literacy addresses contemporary societal needs. By advancing the understanding of these interconnected themes, the research provides actionable insights for promoting financial inclusion through Islamic values, leveraging digital innovation, and empowering

communities with financial education tailored to both religious and technological contexts

## DISCUSSION

The systematic review highlights significant advancements in research productivity and quality in the field of Islamic FinTech and financial literacy between 2018 and 2024. Out of 27 publications analyzed, journal articles accounted for the majority (59%), followed by conference papers (22%) and book chapters (11%). This dominance of journal articles reflects the academic preference for rigorous, peer-reviewed work. Notably, 50% of these journal articles were published in Q1 and Q2 journals, underscoring a reliance on high-impact sources to propel this research field forward. The sharp increase in publications, especially in 2024, with 13 new contributions including 9 journal articles signals growing global interest and a shift toward addressing emerging trends in Islamic financial technology and literacy.

From a geographical perspective, Indonesia stands out as the leading contributor with 17 publications. However, many of these publications are non-quartile, highlighting the need for improving research quality to achieve greater impact. Conversely, India and Malaysia focus on publishing in Q1 and Q2 journals, showcasing a deliberate emphasis on quality over quantity. The dominant research themes include Islamic FinTech adoption, financial literacy, and social acceptance, often framed through established theoretical models like TAM, UTAUT, and TPB. Bibliometric analysis further reveals the interdisciplinary nature of the field, emphasizing key areas such as financial inclusion, digital platforms, and technological innovation. These findings point to the importance of fostering collaboration and enhancing methodological rigor to address the intricate interplay between finance, technology, and religiosity.

Despite these advancements, several critical gaps in the literature remain. First, most research centers exclusively on Muslim populations, neglecting cross-religious

perspectives. This limits understanding of how non-Muslims perceive and engage with Islamic FinTech, even though its principles such as transparency and fairness have universal appeal. Second, there is a dearth of studies on financial literacy programs tailored to Islamic finance principles. Empirical investigations into the development, implementation, and effectiveness of such initiatives are essential to encourage informed adoption and foster financial empowerment among diverse demographic groups.

The field would benefit from longitudinal studies and a deeper focus on technological innovation. Current cross-sectional approaches are insufficient to capture changes in user behavior over time, leaving critical adoption dynamics unexplored. Moreover, emerging technologies such as blockchain, artificial intelligence, and decentralized finance (DeFi) remain under-researched within the context of Islamic FinTech. Exploring how these technologies can be integrated to enhance transparency, efficiency, and compliance could drive transformative advancements and align modern innovations with Islamic financial principles. Addressing these gaps is crucial for enriching the field and supporting its comprehensive development.

## **CONCLUSION**

The findings of this systematic review underscore the growing academic interest and practical significance of Islamic FinTech and financial literacy, while highlighting critical gaps that demand attention from practitioners, policymakers, and researchers. Educational initiatives should integrate Islamic finance principles with digital finance skills to foster financial literacy across diverse demographic groups, including non-Muslim audiences. Such programs would not only promote inclusivity but also empower users to make informed financial decisions in the evolving digital economy.

Furthermore, Islamic FinTech providers should develop inclusive marketing strategies that emphasize universal values such as transparency, ethical investments, and

economic benefits. By appealing to shared principles, these strategies can broaden the appeal of Islamic FinTech solutions and enhance their social acceptance across religious boundaries. From a policy perspective, regulatory frameworks must evolve to support the growth of Islamic FinTech while maintaining compliance and building trust among users. Policymakers should ensure that these frameworks are inclusive and facilitate innovation without alienating non-Muslim participants in the financial ecosystem.

For future research, there is a pressing need to examine Cross-Religious or non-Muslim adoption of Islamic FinTech and Financial Literacy, offering insights into inclusive strategies that address diverse user needs. Behavioral studies leveraging models such as TAM and UTAUT can provide deeper understanding of adoption dynamics, while investigations into emerging technologies like artificial intelligence and blockchain could reveal their potential to enhance trust, efficiency, and usability in Islamic FinTech. Addressing these practical and research directions will contribute to a more equitable and innovative financial landscape that aligns with the principles of Islamic finance

## **LIMITATION**

While this study sheds light on critical adoption factors, it is limited by its cross-sectional design, which captures intentions at a single point in time. Future research could adopt longitudinal approaches to examine changes in adoption behavior over time. Additionally, exploring regional variations and cultural influences within could provide deeper insights into localized adoption trends. Investigating how advancements in FinTech, such as artificial intelligence and blockchain, impact Islamic finance adoption would further enrich the literature on this evolving topic.

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