

## Purchase intention behavior of Syariah financial product

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### Abstract

This study explores purchase intention of Syariah financial product. The purpose of the study is to identify factors of consumer's intention to use Syariah financial product. Framework of the study is TRA model proposed by Ajzen and Fishbein (1980). The design of this study is qualitative approach. This study employs focus group discussion and in depth interview in data collection. Focus group discussion in this study involves 6 Syariah financial products. In depth interview has been accomplished with 3 different managers from Syariah financial institutions. Findings in this study are consumer's evaluate Syariah financial product by comparing benefits of the product with conventional financial products. The concept of non economic benefit and religious aspect is also discussed in this study.

**Keywords:** purchase intention, beliefs, benefits, religiosity.

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