

Determinants of millennials' acceptance towards tawarruq home financing in Sandakan, Sabah, Malaysia

ABSTRACT

The purpose of this study was to investigate the factors that influence the millennials' intention to choose tawarruq home financing in Sandakan, Sabah, Malaysia. The primary data were gathered via the questionnaire survey administered among Islamic banking customers in Sandakan, Sabah. Data obtained were analysed via multiple regression analysis using the software, Statistical Package for Social Sciences. This study found that attitude, subjective norm, perceived behavioural control, religiosity and knowledge in muamalat had a positive significant relationship towards millennials' intention to choose tawarruq home financing in Sandakan, Sabah. This study used the sample size by inviting over 150 participants who filled the questionnaires and the area of coverage for the current study was limited to Sandakan, Sabah, Malaysia. Besides, the contributions of this study were confined to those factors examined in the research's conceptual framework. The results obtained through this study can help muamalat practitioners in providing the best practice of tawarruq home financing in the locality at best. In addition, this study also helps to guide managers of Islamic banks to plan better offers of the facility among local folks. This study integrated religiosity and knowledge in muamalat in explaining millennials' acceptance of tawarruq home financing in Sandakan, Sabah, Malaysia.