



TECHNOLOGY ACCEPTANCE AND CUSTOMER SATISFACTION IN DIGITAL ISLAMIC FINANCIAL SERVICES

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Abstract: The rapid growth of digital technology has transformed the Islamic financial industry by enabling the development of innovative, accessible, and Sharia-compliant financial services. This study aims to explore the relationship between technology acceptance and customer satisfaction in digital Islamic financial services. Employing a qualitative research approach, the study investigates how perceived usefulness and perceived ease of use influence customers' experiences and satisfaction when utilizing digital Islamic financial platforms. Data were collected through in-depth interviews, document analysis, and relevant literature reviews, and subsequently analyzed using thematic analysis. The findings reveal that customers generally perceive digital Islamic financial services as beneficial in enhancing transaction efficiency, accessibility, convenience, and financial management. Furthermore, ease of use, system reliability, security, and privacy protection contribute significantly to positive customer experiences. The study also finds that Sharia compliance, ethical values, and customer trust play critical roles in strengthening the relationship between technology acceptance and customer satisfaction. These findings support the Technology Acceptance Model (TAM) while extending its applicability to the context of digital Islamic financial services. The study contributes to the growing literature on Islamic digital finance by providing a comprehensive understanding of how technological and religious factors jointly influence customer satisfaction. Practically, the findings offer valuable insights for Islamic financial institutions seeking to improve digital service quality, enhance customer trust, and strengthen long-term customer relationships in an increasingly competitive digital environment.

Keywords: Technology Acceptance, Customer Satisfaction, Digital Islamic Financial Services, Islamic Fintech, Perceived Usefulness, Perceived Ease of Use, Sharia Compliance.



INTRODUCTION

The rapid advancement of digital technology has transformed the global financial industry, creating new opportunities for financial institutions to provide innovative, efficient, and accessible services. The emergence of digital financial services has significantly changed the way customers interact with financial institutions, shifting traditional face-to-face transactions toward technology-based platforms such as mobile banking, internet banking, digital payment systems, and financial technology (fintech) applications. In the context of Islamic finance, digital transformation has become an essential strategy for improving service delivery, enhancing customer experience, and expanding financial inclusion among Muslim and non-Muslim communities alike. Islamic financial institutions are increasingly adopting digital technologies to meet the evolving needs of customers who demand convenience, speed, security, and compliance with Sharia principles (Alam et al., 2022). Consequently, understanding the factors that influence customer acceptance of digital Islamic financial services and their subsequent satisfaction has become a critical area of academic and practical inquiry.

Technology Acceptance Model (TAM), originally developed by Fred Davis (1989), remains one of the most widely used theoretical frameworks for explaining users' adoption of information technology. According to TAM, perceived usefulness and perceived ease of use are the primary determinants of an individual's intention to adopt and utilize a technological system. Numerous studies have confirmed that these factors significantly influence users' behavioral intentions and actual usage of digital financial services across different contexts (Venkatesh & Davis, 2000; Marangunic & Granic, 2015). In Islamic financial services, perceived usefulness is reflected in customers' beliefs that digital platforms improve transaction efficiency, accessibility, and financial management, while perceived ease of use refers to the simplicity and convenience of operating digital applications. As Islamic financial institutions continue to invest in digital transformation, the relevance of technology

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acceptance factors becomes increasingly important in determining the success of digital service implementation.

Customer satisfaction has emerged as another crucial construct in evaluating the effectiveness of digital Islamic financial services. Customer satisfaction refers to the extent to which customers perceive that a service meets or exceeds their expectations (Kotler et al., 2021). In digital financial environments, satisfaction is influenced not only by service quality but also by technological performance, system reliability, user interface design, transaction security, and responsiveness. Previous research has demonstrated that satisfied customers are more likely to exhibit loyalty, engage in positive word-of-mouth communication, and maintain long-term relationships with financial institutions (Hassan et al., 2023). Within Islamic finance, customer satisfaction is further associated with trust in Sharia compliance, ethical business practices, transparency, and the perceived alignment of services with Islamic values. Therefore, understanding how technology acceptance contributes to customer satisfaction is essential for sustaining competitiveness in the increasingly digitalized Islamic financial sector.

Recent developments in Islamic fintech and digital banking have accelerated the integration of technology into Islamic financial ecosystems. Digital Islamic financial services now encompass mobile Islamic banking, online zakat and waqf platforms, peer-to-peer financing, digital investment applications, and Sharia-compliant payment systems. These innovations have contributed significantly to improving financial accessibility and operational efficiency. However, despite substantial growth in digital Islamic finance, customer adoption rates vary considerably across regions and demographic groups. Studies indicate that technological readiness, digital literacy, trust, perceived risk, and religious commitment may influence customers' willingness to adopt digital Islamic financial services (Shaikh et al., 2020; Rabbani et al., 2021). Furthermore, concerns regarding cybersecurity, privacy



protection, and system reliability continue to present challenges that may affect user satisfaction and long-term engagement with digital platforms.

Although previous studies have extensively examined technology acceptance and customer satisfaction in digital financial services, significant gaps remain in the context of digital Islamic financial services. Davis (1989) and Venkatesh and Davis (2000) primarily focused on technology adoption through perceived usefulness and perceived ease of use, while post-adoption customer satisfaction received limited attention. Similarly, Shaikh et al. (2020) emphasized trust and perceived risk in mobile banking adoption, whereas Rabbani et al. (2021) concentrated on the development of Islamic fintech and digital transformation without thoroughly exploring customer satisfaction outcomes. Furthermore, Amin et al. (2022) investigated the relationship between technology acceptance and customer evaluation in conventional banking environments, while Hassan et al. (2023) focused on service quality and digital innovation in Islamic financial institutions. Despite these valuable contributions, limited research has specifically examined how technology acceptance factors influence customer satisfaction in digital Islamic financial services while simultaneously considering Sharia compliance, ethical values, and customer trust. Therefore, this study addresses this gap by providing an integrated examination of technology acceptance and customer satisfaction within digital Islamic financial services, offering a more comprehensive understanding of customers' experiences and perceptions in Sharia-compliant digital financial environments.

This study aims to explore and analyze the influence of technology acceptance on customer satisfaction in digital Islamic financial services by examining how perceived usefulness and perceived ease of use shape customers' experiences, evaluations, and satisfaction with Sharia-compliant digital financial platforms. Furthermore, the study seeks to enrich the existing literature by integrating technology acceptance theory with the distinctive characteristics of Islamic finance, including Sharia compliance, ethical values, and customer



trust, thereby contributing both theoretically and practically to the development of customer-oriented, technologically efficient, and sustainable digital Islamic financial services.

RESEARCH METHOD

This study employed a qualitative research approach using a descriptive case study design to explore the relationship between technology acceptance and customer satisfaction in digital Islamic financial services. A qualitative approach was selected because it enables an in-depth understanding of customers' experiences, perceptions, attitudes, and interpretations regarding the use of digital Islamic financial platforms. According to Creswell and Creswell (2018), qualitative research is appropriate for investigating complex social phenomena within their natural settings, allowing researchers to capture rich and contextualized insights that cannot be fully explained through quantitative measurement alone.

The study focused on customers who actively utilize digital Islamic financial services, including mobile Islamic banking, Islamic fintech applications, digital payment systems, and other Sharia-compliant financial platforms. Participants were selected using purposive sampling, whereby informants were chosen based on specific criteria, namely having experience in using digital Islamic financial services for at least six months and possessing sufficient knowledge regarding the features and functions of the platforms. This sampling strategy ensured that participants could provide meaningful and relevant information related to the research objectives.

Data were collected through semi-structured interviews, allowing participants to freely express their experiences while enabling the researcher to explore key issues related to perceived usefulness, perceived ease of use, trust, service quality, and customer satisfaction. To enrich the findings, supporting data were also obtained from relevant documents, annual reports, policy publications, and previous scholarly studies concerning digital Islamic finance.



Interviews were conducted either face-to-face or through online communication platforms, depending on participant availability and accessibility.

The collected data were analyzed using thematic analysis following the framework proposed by Braun and Clarke (2006). The analysis involved several stages, including data familiarization, coding, theme identification, theme review, theme definition, and interpretation of findings. To ensure the trustworthiness of the research, credibility was enhanced through data triangulation, member checking, and prolonged engagement with the data. Additionally, transferability, dependability, and confirmability were maintained by providing detailed descriptions of the research process and maintaining an audit trail throughout the study. Through these procedures, the study sought to generate comprehensive insights into how technology acceptance influences customer satisfaction within the context of digital Islamic financial services.

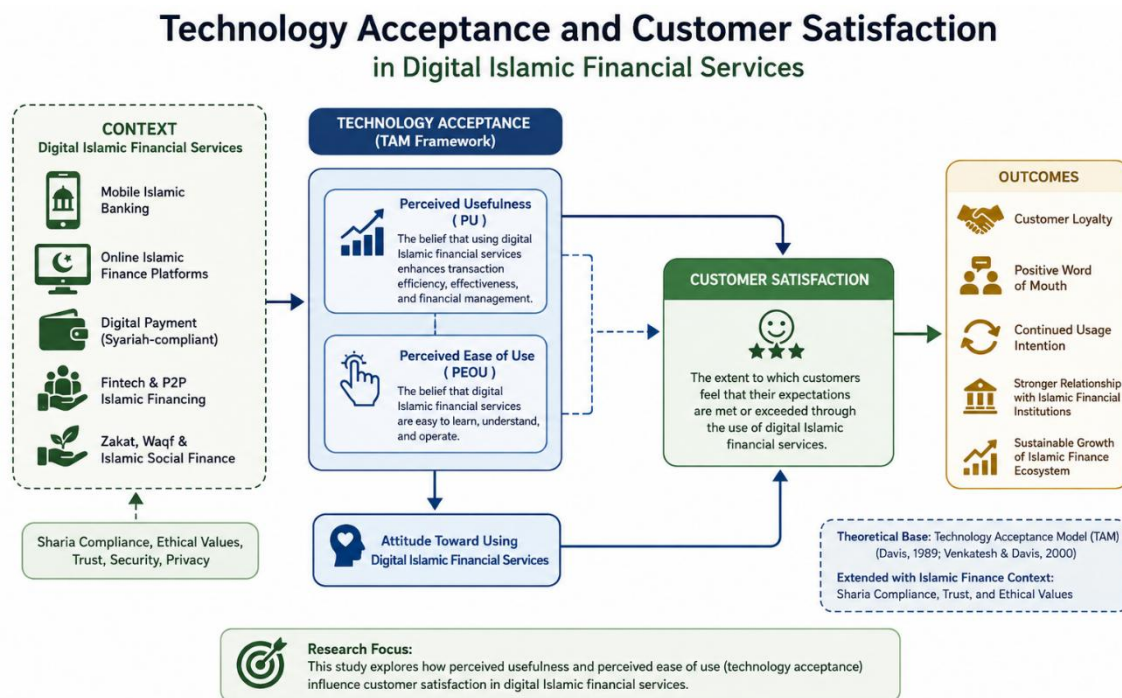
RESULTS AND DISCUSSION

Technology Acceptance and Customer Satisfaction in Digital Islamic Financial Services

The conceptual framework presented in Figure 1 illustrates the relationship between technology acceptance and customer satisfaction within the context of digital Islamic financial services. This framework is rooted in the Technology Acceptance Model (TAM) developed by Davis (1989) and subsequently extended by Venkatesh and Davis (2000). TAM proposes that users' acceptance of technology is primarily influenced by two key constructs: perceived usefulness and perceived ease of use. These constructs have been widely applied in information systems, electronic commerce, mobile banking, and digital financial services research because they effectively explain why individuals adopt and continue to use technological innovations. In the rapidly evolving landscape of Islamic finance, technology acceptance has become increasingly important as financial institutions seek to provide



efficient, accessible, and Sharia-compliant digital services that meet the expectations of modern consumers. Consequently, the framework integrates traditional TAM variables with the unique characteristics of Islamic finance, including Sharia compliance, trust, ethical values, security, and privacy, to better explain customer satisfaction in digital Islamic financial services.



Source: Developed by the authors based on the Technology Acceptance Model (TAM) proposed by Davis (1989) and extended by Venkatesh and Davis (2000), integrated with findings from recent studies on digital Islamic financial services (Shaikh et al., 2020; Rabbani et al., 2021; Amin et al., 2022; Hassan et al., 2023).

The framework begins with the broader context of digital Islamic financial services, which includes mobile Islamic banking, internet-based Islamic financial platforms, Sharia-



compliant digital payment systems, Islamic fintech applications, peer-to-peer financing, and digital platforms for zakat, waqf, and Islamic social finance. These services have expanded significantly in recent years due to technological advancements and increasing consumer demand for convenient financial solutions. According to the 2024 State of the Global Islamic Economy Report, the value of Islamic financial assets globally exceeded USD 4.9 trillion and is projected to continue growing as digital innovation accelerates across Islamic financial institutions. Furthermore, the Islamic fintech sector has emerged as one of the fastest-growing segments of the Islamic economy, with hundreds of fintech startups operating across Asia, the Middle East, and Africa. This growth reflects increasing customer demand for financial services that combine technological efficiency with adherence to Islamic principles. As digital transformation reshapes the financial industry, Islamic financial institutions are under growing pressure to enhance their digital capabilities while maintaining compliance with Sharia regulations and ethical standards.

Within the technology acceptance component, perceived usefulness refers to customers' beliefs that digital Islamic financial services improve the effectiveness and efficiency of their financial activities. Customers are more likely to adopt and continue using digital platforms when they perceive tangible benefits, such as faster transactions, easier account management, reduced costs, improved accessibility, and enhanced financial control. Recent industry statistics indicate that more than 75% of banking customers worldwide now prefer digital channels over traditional branch services for routine transactions. In many Muslim-majority countries, digital banking adoption rates have increased significantly following the widespread availability of mobile applications and internet-based financial services. These trends suggest that customers increasingly value technologies that simplify financial management and provide immediate access to financial products. Therefore, when digital Islamic financial services are perceived as useful in meeting customers' financial needs, positive attitudes toward technology adoption are likely to emerge.



Another critical component of the framework is perceived ease of use, which refers to the extent to which customers believe that using digital Islamic financial platforms requires minimal effort. User-friendly interfaces, intuitive navigation, simple registration procedures, and responsive customer support significantly contribute to customers' perceptions of ease of use. Research consistently demonstrates that technological complexity can discourage adoption and negatively influence customer experiences. Conversely, customers who find digital platforms easy to learn and operate are more likely to use them frequently and derive greater satisfaction from their experiences. Recent surveys conducted by international banking institutions reveal that ease of use remains one of the top three factors influencing digital banking adoption globally. This finding underscores the importance of designing digital Islamic financial services that accommodate users with varying levels of digital literacy and technological experience.

Recent statistics further highlight the growing significance of digital financial services in shaping customer experiences. According to a 2024 report by the World Bank and the International Telecommunication Union, global internet penetration has surpassed 67%, while smartphone ownership exceeds 6.8 billion users worldwide. In Southeast Asia and the Middle East, mobile financial transactions have increased by more than 30% annually during the past five years. Additionally, a survey by Deloitte (2024) found that approximately 73% of financial service users expect seamless digital experiences comparable to those provided by leading technology companies. These statistics indicate that customer expectations regarding digital services continue to rise, making technology acceptance a critical determinant of satisfaction and long-term engagement. Islamic financial institutions that successfully deliver technologically advanced, secure, and user-friendly services are therefore better positioned to attract and retain customers in an increasingly competitive marketplace.



The framework proposes that perceived usefulness and perceived ease of use contribute to the formation of positive attitudes toward digital Islamic financial services. These attitudes subsequently influence customer satisfaction, which represents customers' overall evaluation of their experiences after using digital financial platforms. Customer satisfaction occurs when service performance meets or exceeds expectations regarding convenience, reliability, efficiency, accessibility, and service quality. In digital Islamic finance, satisfaction is also influenced by customers' confidence that services comply with Sharia principles and uphold ethical business practices. Consequently, customer satisfaction extends beyond technological performance to include religious and ethical considerations that are unique to Islamic financial services.

An important distinguishing feature of this framework is the incorporation of contextual Islamic values. Unlike conventional financial institutions, Islamic financial service providers operate within a Sharia-based framework emphasizing transparency, justice, accountability, and ethical conduct. Therefore, factors such as Sharia compliance, trust, security, privacy protection, and ethical values serve as important supporting variables that strengthen the relationship between technology acceptance and customer satisfaction. Previous studies have shown that trust remains one of the strongest predictors of customer satisfaction in Islamic financial services, particularly in digital environments where customers may have concerns regarding cybersecurity and data protection. Similarly, confidence in Sharia compliance enhances customers' perceptions of legitimacy and reinforces positive evaluations of digital financial services.

Discussion

The findings of this study indicate that technology acceptance plays a significant role in shaping customer satisfaction in digital Islamic financial services. Customers generally perceive digital Islamic financial platforms as useful in facilitating financial transactions,



improving accessibility, enhancing efficiency, and providing greater convenience in managing financial activities. In addition, the ease of use offered by mobile applications, online banking services, and Islamic fintech platforms encourages customers to engage more frequently with digital financial services. Participants also emphasized that satisfaction is not solely determined by technological functionality but is strongly influenced by trust, security, privacy protection, and the assurance that financial transactions comply with Sharia principles. These findings suggest that customers who perceive digital Islamic financial services as beneficial, easy to operate, secure, and Sharia-compliant tend to report higher levels of satisfaction and a stronger intention to continue using such services.

The findings are consistent with the Technology Acceptance Model (TAM), which posits that perceived usefulness and perceived ease of use are key determinants of technology acceptance (Venkatesh et al., 2021). According to TAM, users are more likely to adopt and continuously utilize a technological system when they believe it improves their performance and requires minimal effort to operate. The present study extends this theoretical perspective by demonstrating that technology acceptance not only influences adoption intentions but also contributes to post-adoption customer satisfaction in the context of Islamic financial services. Furthermore, the findings support the argument that trust and perceived security strengthen the relationship between technology acceptance and satisfaction, particularly in digital financial environments where customers are concerned about privacy and transaction reliability (Al-Okaily et al., 2023). The inclusion of Sharia compliance as an important contextual factor also reinforces the notion that Islamic financial services possess unique characteristics that influence customer evaluations beyond conventional technological considerations.

The results are also aligned with several previous studies. Shaikh et al. (2020) found that trust and perceived risk significantly influence the adoption of digital financial services,



while Rabbani et al. (2021) emphasized the growing importance of digital transformation within Islamic finance. Similarly, Amin et al. (2022) reported that technology acceptance factors positively affect customer evaluations of digital banking services. More recent studies by Hassan et al. (2023), Aysan and Unal (2024), and Saba et al. (2024) further demonstrate that digital innovation, service quality, and technological reliability contribute positively to customer satisfaction within Islamic financial institutions. However, unlike many previous studies that focused primarily on adoption intention or technological usage behavior, this study provides evidence that technology acceptance directly contributes to customer satisfaction after actual service utilization. The findings therefore address an important gap in the literature by integrating technology acceptance constructs with Islamic financial values, trust, and Sharia compliance within a single analytical framework.

Based on these findings, several recommendations can be proposed for Islamic financial institutions. First, financial service providers should continuously improve the functionality and usability of their digital platforms to ensure that customers perceive them as useful and easy to use. Second, institutions should strengthen cybersecurity measures, privacy protection systems, and transparent communication strategies to enhance customer trust and confidence. Third, the integration of clear Sharia compliance features, including digital verification of Islamic contracts and transparent information regarding Islamic financial principles, should be prioritized to reinforce customer satisfaction. Finally, policymakers and industry stakeholders should support digital literacy initiatives to help customers maximize the benefits of digital Islamic financial services. Through these efforts, Islamic financial institutions can improve customer experiences, strengthen customer loyalty, and enhance the sustainability of digital transformation within the Islamic finance industry.

CONCLUSION



This study concludes that technology acceptance is a fundamental factor influencing customer satisfaction in digital Islamic financial services. The findings demonstrate that perceived usefulness and perceived ease of use significantly contribute to positive customer experiences by enhancing efficiency, accessibility, convenience, and overall service effectiveness. Customers who perceive digital Islamic financial platforms as beneficial and user-friendly tend to exhibit higher levels of satisfaction and stronger intentions to continue using such services. These results confirm the relevance of the Technology Acceptance Model (TAM) in explaining customer behavior within digital Islamic financial environments.

In addition, the study reveals that customer satisfaction is not solely determined by technological performance. Trust, security, privacy protection, ethical practices, and Sharia compliance emerge as important factors that strengthen customers' confidence and satisfaction with digital Islamic financial services. The integration of these Islamic financial values distinguishes digital Islamic financial services from conventional digital financial platforms and highlights the importance of aligning technological innovation with religious and ethical principles. Therefore, Islamic financial institutions should continuously improve digital platform usability, strengthen cybersecurity measures, enhance service quality, and ensure transparency in Sharia compliance. By doing so, they can foster customer satisfaction, increase customer loyalty, and support the sustainable growth of the digital Islamic finance industry in the era of technological transformation.

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