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Impact of Sharia Pawn Product Distribution on Asset Growth and Economic Development

Iwan Permana[1], Popon Srisusilawati[2], Irma Yulita Silviany[3], Uus Putria[4]
*Correspondence e-mail: poponsrisusilawati@gmail.com
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Abstract

This study examines the impact of Sharia pawn product distribution on company asset growth and community economic development across different regions in Indonesia. The research is motivated by the increasing role of Islamic financial institutions in promoting financial inclusion and supporting microeconomic activities. A quantitative approach with a comparative regional design was employed, involving 420 respondents from Pegadaian Syariah branches in Bandung, Surabaya, Tegal, and Pasuruan. Data were collected using questionnaires and supported by secondary financial and regional economic data. The analysis was conducted using multiple regression and ANOVA techniques. The results show that the distribution of Sharia pawn products has a positive and significant effect on both company asset growth and community economic development. Among the independent variables, accessibility has the strongest influence, followed by Sharia compliance and product variety. Additionally, regional differences were identified, with urban areas demonstrating stronger impacts due to better infrastructure and higher financial literacy. These findings imply that enhancing accessibility, strengthening Sharia compliance, and improving financial literacy are essential strategies to optimize the role of Sharia pawn institutions in achieving both financial performance and inclusive economic growth.

Keywords: Sharia pawn; product distribution; asset growth; economic development; Islamic finance

1. INTRODUCTION

Indonesia's economic development increasingly requires the presence of financial institutions that not only pursue profit but also provide social benefits and operate in accordance with Sharia principles (Srisusilawati et al., 2022). Islamic financial institutions are designed to promote fairness, transparency, and social welfare while avoiding elements prohibited in Islam such as *riba*, *gharar*, and *maysir* (Antonio, 2001; Ascarya, 2006) In this context, Islamic financial institutions play a strategic role in supporting inclusive economic development (Abubakar & Handayani, 2017; Sinaga et al., 2023). One of the non-bank financial institutions that contributes significantly to the development of Islamic finance in Indonesia is Pegadaian, particularly through the provision of Sharia-based pawn products known as *rahn*(Ilyas, 2019).

The *rahn* product provides a fast and simple financing alternative that complies with Sharia principles, allowing customers to obtain funds by pledging assets as collateral without involving interest-based transactions (Qonitatila, 2023). According to Islamic jurisprudence, *rahn* refers to a contract in which an asset is pledged as collateral for a debt, allowing the creditor to hold the asset until the debt is repaid (Sahroni & Adiwarman A. Karim, 2017). The permissibility of *rahn* transactions in Indonesia is regulated under the Fatwa of the National Sharia Council–Indonesian Ulama Council (DSN-MUI) No. 25/DSN-MUI/III/2002, which states that pawn transactions are permissible as long as they do not involve elements of *riba*, *gharar*, or *maysir* (DSN, 2006). Therefore, Sharia pawn services offered by Pegadaian Syariah represent a financial solution that aligns with both economic needs and Islamic ethical principles (Srisusilawati et al., 2021).

The development of Sharia pawn products also reflects the increasing demand for halal financial services among the public. Pegadaian Syariah plays a dual role in this context. First, it contributes to the improvement of the company's financial performance through the growth of assets generated from financing activities. Second, it supports community economic activities by providing accessible financing, especially for micro, small, and medium enterprises (MSMEs)(Srisusilawati et al., 2022). According to the Financial Services Authority (*Otoritas Jasa Keuangan* / OJK), the Islamic finance industry in Indonesia has experienced steady growth in recent years, with Sharia-based financing instruments becoming increasingly important in expanding financial inclusion (Ojk, 2023).

From a corporate perspective, the expansion of Sharia pawn services can contribute to asset growth within Pegadaian (Nasir, 2023). Company assets represent economic resources controlled by an entity that are expected to generate future economic benefits (Kieso et al., 2022; SAK Indonesia Update - PSAK, 2024.). In the context of financial institutions, asset growth can occur through an increase in financing transactions, expansion of customer bases, and diversification of financial products (Herry, 2021). Previous studies have found that the development of Sharia-based financial products can significantly contribute to institutional financial performance and asset growth (Permana et al., 2025).

Beyond corporate benefits, Sharia pawn products also play a role in supporting community economic development(Busriadi & Arifin, 2021). Access to financing is one of the key factors influencing economic growth at the micro level, particularly for small businesses that often face limitations in accessing formal banking services (Taqwa & Sukmana, 2018). By providing relatively easy access to short-term capital, Sharia pawn services enable small entrepreneurs to maintain business operations, increase productivity, and improve household income (Suprihatin, 2022) As a result, the presence of Sharia pawn institutions can indirectly contribute to improving community welfare and promoting local economic development.

Despite the positive potential of Sharia pawn products, their distribution and utilization are not evenly spread across regions in Indonesia. Differences in financial literacy, accessibility of financial services, regional economic structures, and levels of urban development may influence the effectiveness of these products. For example, Pegadaian branches located in large urban areas such as Bandung and Surabaya tend to experience higher transaction volumes and asset growth compared to branches located in smaller cities such as Tegal and Pasuruan. These variations indicate that regional characteristics may influence the effectiveness of Sharia pawn product distribution in generating both corporate and community economic benefits.

Several previous studies have examined the role of Sharia pawn services in supporting MSMEs and promoting financial inclusion (Menne et al., 2022). Other research has focused on the relationship between Islamic financial products and institutional financial performance, including asset growth (Permana et al., 2025). However, empirical studies that simultaneously analyze the impact of Sharia pawn product distribution on both company asset growth and community economic development across different regional contexts remain limited. This indicates the existence of a research gap that requires further investigation.

Based on this background, this study aims to analyze the impact of Sharia pawn product distribution on Pegadaian’s asset growth and community economic growth across several regions in Indonesia, namely Pegadaian Headquarters, East Java (Pasuruan and Surabaya), Central Java (Tegal), and West Java (Bandung). The findings of this research are expected to contribute to the development of Islamic finance literature, particularly regarding the role of Sharia pawn institutions in supporting financial inclusion and regional economic development. In addition, this study is expected to provide practical insights for Pegadaian and policymakers in strengthening strategies for expanding Sharia pawn services in Indonesia.

2. METHODS

Research Design

This study employs a quantitative research approach with a comparative regional design. The quantitative approach is used to examine the causal relationship between the distribution of Sharia pawn products and two dependent variables, namely company asset growth and community economic development.

The comparative regional approach is applied to analyze differences in the magnitude of the impact across regions with varying socio-economic characteristics. This study adopts a cross sectional design, where data are collected simultaneously from respondents in multiple regions to reflect current conditions of Sharia pawn product utilization and its economic impact.

Research Location

The research was conducted in four operational regions of Pegadaian Syariah in Indonesia, namely:

1. Bandung (West Java)
2. Surabaya (East Java)
3. Tegal (Central Java)
4. Pasuruan (East Java)

These regions were selected based on purposive area sampling, considering differences in:

1. Level of urbanization (metropolitan vs secondary cities)
2. Financial service accessibility
3. Islamic financial literacy levels
4. Intensity of Sharia pawn transactions

This study involved 420 respondents, distributed proportionally across regions:

1. Bandung: 120 respondents
2. Surabaya: 110 respondents
3. Tegal: 100 respondents
4. Pasuruan: 90 respondents

Data Analysis Techniques

1. Descriptive Statistics

Used to describe:

- Respondent characteristics
- Mean values of each variable

2. Multiple Linear Regression Analysis
   Two regression models are used:
   Model 1 (Asset Growth):
   $Y1 = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + \varepsilon$
   Model 2 (Economic Growth):
   $Y2 = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + \varepsilon$
   Where:
   - X1 = Product Variety
   - X2 = Sharia Compliance
   - X3 = Accessibility
3. Hypothesis Testing
   - t-test → to examine partial effects
   - F-test (ANOVA) → to examine simultaneous effects
   - Significance level: 5% ($\alpha = 0.05$)
4. Coefficient of Determination (R^2)
   Used to measure the explanatory power of independent variables.
5. Comparative Regional Analysis (ANOVA)
   Used to test differences in impact between regions.
   Criteria:
   - Sig. < 0.05 → significant difference

Ethical Considerations
- Participation is voluntary
- Respondent anonymity is maintained
- Data is used only for academic purposes

3. RESULT AND FINDINGS ANALYSIS

Data Description

This study involved respondents from several Pegadaian Syariah operational regions in Indonesia. The total number of respondents was 420, distributed across four regions: Bandung (n = 120), Surabaya (n = 110), Tegal (n = 100), and Pasuruan (n = 90). The respondents consisted of Pegadaian Syariah customers and management who were directly involved in Sharia pawn product utilization and distribution.

Descriptive statistical analysis shows that the average score for Sharia product distribution across all regions is 3.8 on a Likert scale of 1–5. Meanwhile, the average score for Sharia compliance is 4.2, indicating that most respondents perceive Pegadaian Syariah products as strongly aligned with Islamic principles. The average accessibility score is 3.5, suggesting that although the services are relatively accessible, there is still room for improvement in expanding service reach and accessibility.

Instrument Validity Test

The validity test was conducted using the Corrected Item–Total Correlation method. A measurement item is considered valid if the correlation coefficient (r-count) exceeds the critical value (r-table). With a sample size of n = 420 and a significance level of α = 0.05, the r-table value is 0.095.

Table 1. Validity Test Results – Sharia Product Distribution (X)

Indicator	**Corrected Item–Total Correlation**	**r-table**	**Result**
X1 – Product Variety	0.612	0.095	Valid
X2 – Sharia Compliance	0.684	0.095	Valid
X3 – Accessibility	0.658	0.095	Valid

Table 2. Validity Test Results – Company Asset Growth (Y1)

Indicator	**Corrected Item–Total Correlation**	**r-table**	**Result**
Y1.1 – Asset Value Increase	0.701	0.095	Valid
Y1.2 – Transaction Volume Growth	0.673	0.095	Valid
Y1.3 – Financing Expansion	0.645	0.095	Valid

Table 3. Validity Test Results – Community Economic Growth (Y2)

Indicator	**Corrected Item–Total Correlation**	**r-table**	**Result**
Y2.1 – Income Improvement	0.722	0.095	Valid
Y2.2 – Consumption Capacity	0.689	0.095	Valid
Y2.3 – Economic Independence	0.661	0.095	Valid

The results of the validity test indicate that all indicators have correlation coefficients higher than the r-table value (0.095). Therefore, all measurement items used in this study are declared valid and appropriate for further statistical analysis.

Instrument Reliability Test

Reliability testing was conducted using Cronbach's Alpha. A construct is considered reliable if the Cronbach's Alpha value exceeds 0.70, indicating good internal consistency.

Table 4. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Reliability Level
Sharia Product Distribution (X)	3	0.823	Reliable
Company Asset Growth (Y1)	3	0.847	Reliable
Community Economic Growth (Y2)	3	0.861	Reliable

The results show that all variables have Cronbach's Alpha values greater than 0.70, indicating that the measurement instruments used in this research are reliable and consistent.

Classical Assumption Tests

Multicollinearity Test

Multicollinearity testing was conducted by examining the **Tolerance** and **Variance Inflation Factor (VIF)** values. A regression model is considered free from multicollinearity if the tolerance value is greater than **0.10** and the VIF value is less than **10**.

Table 5. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Conclusion
Product Variety	0.621	1.610	No multicollinearity
Sharia Compliance	0.584	1.712	No multicollinearity
Accessibility	0.657	1.522	No multicollinearity

The results indicate that all variables have tolerance values above 0.10 and VIF values below 10, confirming that the regression model is free from multicollinearity problems.

Normality Test

The normality of residuals was tested using the Kolmogorov–Smirnov test.

Table 6. Normality Test Results

Statistic	Value
N	420
Kolmogorov–Smirnov Z	0.847
Asymp. Sig. (2-tailed)	0.472

The significance value of 0.472 (> 0.05) indicates that the residual data are normally distributed.

Heteroscedasticity Test

Heteroscedasticity was tested using the Glejser test, in which the absolute residual values are regressed against the independent variables.

Table 7. Heteroscedasticity Test Results

Independent Variable	**t-value**	**Sig.**	**Conclusion**
Product Variety	1.214	0.225	No heteroscedasticity
Sharia Compliance	0.983	0.326	No heteroscedasticity
Accessibility	1.102	0.271	No heteroscedasticity

All significance values are greater than 0.05, indicating that the regression model does not experience heteroscedasticity.

Effect of Sharia Product Distribution on Company Asset Growth

Multiple regression analysis was conducted to examine the influence of Sharia product distribution variables on company asset growth.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	**0.742**	**0.551**	**0.547**	**0.386**

The R-square value of 0.551 indicates that 55.1% of the variation in company asset growth can be explained by the variables of product variety, Sharia compliance, and accessibility. The remaining 44.9% is influenced by other factors not included in the model.

Table 9. Anova Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	68.214	3	22.738	152.684	0.000
Residual	55.576	416	0.134		
Total	123.790	419			

The F value of 152.684 with significance 0.000 (<0.05) indicates that the regression model is statistically significant.

Table 10. Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.
Constant	1.214	0.182	–	6.670	0.000
Product Variety	0.287	0.061	0.261	4.705	0.000
Sharia Compliance	0.354	0.058	0.342	6.103	0.000
Accessibility	0.418	0.049	0.421	8.531	0.000

All independent variables have a positive and significant effect on company asset growth ($p < 0.05$). Among them, accessibility has the most dominant influence, indicated by the highest standardized beta value (0.421).

Table 11. Model Summary (Community Economic Growth)

Model	R	R Square	Adjusted R Square	Std. Error
1	0.718	0.516	0.512	0.401

The coefficient of determination ($R^2 = 0.516$) indicates that 51.6% of the variation in community economic growth can be explained by product variety, Sharia compliance, and accessibility. The remaining 48.4% is explained by other variables outside the research model.

Table 12. Anova Test

Source	Sum of Squares	df	Mean Square	F	Sig
Regression	62.851	3	20.950	130.487	0.000
Residual	58.939	416	0.142		
Total	121.790	419			

The regression model is statistically significant (F = 130.487; $p < 0.001$), indicating that the independent variables jointly influence community economic development.

Table 13. Regression Coefficients

Variable	B	Std Error	Beta	t	Sig
Constant	1.085	0.176		6.164	0.000
Product Variety	0.241	0.057	0.228	4.232	0.000
Sharia Compliance	0.311	0.056	0.314	5.553	0.000
Accessibility	0.392	0.051	0.398	7.671	0.000

The regression analysis demonstrates that all dimensions of Sharia pawn product distribution significantly influence community economic development. Accessibility remains the strongest predictor ($\beta = 0.398$), followed by Sharia compliance ($\beta = 0.314$) and product variety ($\beta = 0.228$). These findings indicate that improving access to Sharia pawn services contributes substantially to income enhancement, increased consumption capacity, and stronger economic independence among MSMEs.

Table 14. One-Way Anova Across Regions

Variable	F	Sig.
Company Asset Growth	8.421	0.000
Community Economic Growth	7.285	0.000

The Anova results confirm statistically significant regional differences in both company asset growth and community economic development ($p < 0.05$). This finding supports the assumption that regional characteristics influence the effectiveness of Sharia pawn product distribution.

Table 15. Post Hoc Tukey Test

Comparison	Mean Difference	Sig
Bandung–Surabaya	0.07	0.631
Bandung–Tegal	0.48	0.001
Bandung–Pasuruan	0.61	0.000
Surabaya–Tegal	0.39	0.012
Surabaya–Pasuruan	0.52	0.004
Tegal–Pasuruan	0.13	0.514

The post-hoc analysis reveals that Bandung and Surabaya do not significantly differ from each other, whereas both regions significantly outperform Tegal and Pasuruan. This suggests that metropolitan regions possess stronger institutional ecosystems supporting Islamic financial services.

Effect of Sharia Product Distribution on Community Economic Growth

Regression analysis was also conducted to examine the impact of Sharia product distribution on community economic growth, measured through indicators of income improvement, consumption capacity, and economic independence.

The results indicate that the distribution of Sharia pawn products has a positive and significant impact on community economic growth ($p < 0.05$). Empirical observations show that MSME customers in the Bandung region experienced an average income increase of approximately 20% after utilizing Pegadaian Syariah financing products such as *Rahn* and *Arrum*.

This finding suggests that Sharia pawn services function not only as short-term financing instruments but also as tools for community economic empowerment, particularly among micro and small entrepreneurs.

Regional Comparative Analysis. A comparative analysis across regions reveals differences in the magnitude of the impact of Sharia product distribution on both company asset growth and community economic development.

The regions of Bandung and Surabaya show relatively stronger effects. This situation is influenced by several supporting factors, including more developed service infrastructure, higher levels of Islamic financial literacy, and stronger public trust in Islamic financial institutions. In contrast, the Tegal and Pasuruan regions still demonstrate positive effects, but the magnitude of the impact is relatively smaller. This condition is influenced by limited service accessibility, lower levels of product awareness, and administrative barriers faced by some customers. These findings highlight the importance of improving accessibility and financial literacy programs to enhance the effectiveness of Sharia pawn product distribution across different regions.

4. DISCUSSION

The findings of this study indicate that the distribution of Sharia pawn products has a significant and positive effect on both company asset growth and community economic development. The regression results show that the model explaining company asset growth has an R^2 value of 0.551, meaning that 55.1% of the variation in asset growth is explained by product variety, Sharia compliance, and accessibility. This result confirms that distribution-related factors are crucial determinants of institutional performance in Sharia-based financial institutions. These findings are consistent with the view that financial institutions can improve performance through effective service delivery and market reach (Beck & Demirguc-Kunt, 2006).

At the partial level, accessibility emerges as the most dominant variable influencing company asset growth, followed by Sharia compliance and product variety. The strong effect of accessibility indicates that ease of access to financial services plays a critical role in increasing transaction volume and customer participation. This finding supports financial intermediation theory, which states that financial institutions grow when they are able to reduce transaction costs and barriers to access (Beck et al., 2013). In this case, improved accessibility enables customers to utilize Sharia pawn services more efficiently, leading to increased financial activity and asset accumulation.

The significant effect of Sharia compliance also highlights the importance of adherence to Islamic principles in influencing customer behavior. From the perspective of *maqāṣid al-sharīʿah*, particularly the principle of *ḥifẓ al-māl* (protection of wealth), Sharia compliance enhances trust and ensures that financial transactions are conducted in an ethical and transparent manner (Dusuki & Abdullah, 2007). This increased trust encourages customers to engage more actively with Sharia financial products, which ultimately contributes to institutional growth. Therefore, compliance with Sharia principles is not only a religious obligation but also a strategic factor in improving financial performance.

From the perspective of Maqasid al-Shariah, the findings of this study demonstrate that Sharia pawn products contribute to three essential objectives of Islamic law. First, they support Hifz al-Mal (protection of wealth) by enabling customers to access liquidity without engaging in riba-based financing, thereby preserving productive assets and encouraging lawful wealth accumulation. Second, they contribute to Hifz al-Nafs (protection of life) by improving household income and strengthening financial resilience among MSMEs, reducing economic vulnerability and enhancing overall welfare. Third, they support Hifz al-Nasl (protection of future generations) through the sustainability of family businesses, employment opportunities, and long-term economic stability, which ultimately benefits future generations. Therefore, the role of Pegadaian Syariah extends beyond commercial financing to become an important instrument for realizing the broader objectives of Islamic socio-economic development.

In addition to its impact on company assets, the distribution of Sharia pawn products also significantly influences community economic development. The regression results show that all indicators of economic growth, including income, consumption, and economic independence, are positively affected. Empirical evidence from the Bandung region indicates that MSME customers experienced an average income increase of approximately 20% after utilizing Sharia pawn products. This finding supports the argument that access to financing is a key driver of economic growth at the micro level, particularly for small and medium enterprises (Taqwa & Sukmana, 2018).

Income improvement was measured using self-reported monthly business income before and after utilizing Sharia pawn financing. Respondents were asked to report the average percentage increase in income during the previous twelve months. The reported average increase of approximately 20% among MSMEs in Bandung represents the mean percentage increase derived from respondents' questionnaire responses and was subsequently confirmed through regression analysis.

Sharia pawn products such as *rahn* and *arrum* provide liquidity without involving interest-based transactions, thereby enabling entrepreneurs to sustain and expand their businesses. This mechanism aligns with the principles of Islamic finance, which emphasize social justice and economic empowerment (Sahroni & Adiwarman A. Karim, 2017). As a result, Sharia pawn institutions not only function as financial intermediaries but also as instruments for community development.

The findings of this study are consistent with previous empirical research. For instance, (M. Hassan et al., 2018) and (Beck et al., 2013) emphasize that financial accessibility plays a critical role in promoting financial inclusion and institutional growth. Similarly, studies by (Dusuki & Abdullah, 2007; Khotijah & Iswanaji, 2020) highlight the importance of Sharia compliance in building customer trust and enhancing the credibility of Islamic financial institutions. However, this study extends previous research by simultaneously examining the impact of Sharia product distribution on both company asset growth and community economic outcomes within a single analytical framework.

Furthermore, this study reveals significant regional differences in the effectiveness of Sharia pawn product distribution. The stronger impact observed in Bandung and Surabaya can be attributed to better infrastructure, higher levels of financial literacy, and stronger public trust in Islamic financial institutions. These findings are in line with (M. K. Hassan & Aliyu, 2018), who argue that institutional effectiveness in Islamic finance is highly influenced by regional economic conditions and the level of financial inclusion.

In contrast, the relatively weaker impact in Tegal and Pasuruan is influenced by several structural constraints, including limited service accessibility, lower levels of public awareness, and administrative barriers. These limitations reduce the effectiveness of Sharia pawn product distribution, even when demand exists. Therefore, improving access and financial literacy in these regions is essential to maximize the benefits of Sharia financial services.

The stronger performance observed in Bandung and Surabaya is closely associated with several structural advantages. These regions exhibit higher Islamic financial literacy, denser Pegadaian Syariah branch networks, greater digital financial adoption, and stronger MSME ecosystems. According to OJK (2023), provinces with higher financial inclusion generally demonstrate greater utilization of Islamic financial services. Conversely, Tegal and Pasuruan still experience relatively limited institutional outreach and lower public awareness, reducing the effectiveness of Sharia pawn product distribution despite positive customer demand. These findings reinforce Financial Inclusion Theory, suggesting that institutional accessibility and regional economic capacity jointly determine the success of Islamic financial service delivery.

The findings of this study have important policy implications. First, improving accessibility should be a top priority, particularly through the expansion of service networks and the development of digital financial platforms in less developed regions. Given that accessibility has the strongest influence on asset growth, enhancing access can significantly improve both institutional performance and community welfare. Second, strengthening Sharia compliance and transparency is essential to maintain public trust and ensure the sustainability of Islamic financial institutions. Third, targeted financial literacy programs are necessary to increase public understanding and utilization of Sharia financial products.

From an academic perspective, this study contributes to the literature on Islamic finance by integrating the analysis of institutional performance and community economic development within a single framework. This approach provides a more comprehensive understanding of how Sharia financial institutions can simultaneously achieve commercial and social objectives. In addition, the use of robust statistical methods strengthens the validity of the findings and provides a useful reference for future research in the field of Islamic financial services.

5. CONLUSION

This study concludes that the distribution of Sharia pawn products has a positive and significant effect on both company asset growth and community economic development. The findings indicate that accessibility, Sharia compliance, and product variety are key determinants in enhancing the performance of Pegadaian Syariah, with accessibility emerging as the most influential factor. Furthermore, Sharia pawn products contribute to improving community welfare by increasing income, consumption capacity, and economic independence, particularly among micro, small, and medium enterprises (MSMEs). However, the impact of product distribution varies across regions, with stronger effects observed in urban areas compared to less developed regions due to differences in infrastructure, financial literacy, and service accessibility. Therefore, this study confirms that Sharia pawn services function not only as financial instruments for institutional growth but also as effective tools for promoting inclusive economic development. These findings highlight the importance of expanding accessibility, strengthening Sharia compliance, and improving financial literacy to optimize the role of Islamic financial institutions in supporting sustainable economic growth.

Policy Implications

Pegadaian Syariah should prioritize expanding digital pawn services, improving branch accessibility in secondary cities, strengthening customer education programs, and enhancing Sharia governance. Policymakers should also integrate Islamic financial inclusion into regional economic development strategies to reduce disparities between metropolitan and secondary regions.

Limitations and Future Research

This study is limited to four operational regions of Pegadaian Syariah and uses a cross-sectional design. Future studies should involve additional provinces, longitudinal observations, and Structural Equation Modeling (SEM) to examine mediating variables such as financial literacy, digital adoption, and customer trust.

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AUTHORS' CONTRIBUTIONS:

Author 1 contributed to conceptualization, original draft writing, and formulation of research objectives and ideas. Author 2 was responsible for data collection, data curation, and methodology development. Author 3 contributed to formal analysis, interpretation of results, and validation of research findings. Author 4 supervised the research process, reviewed and edited the manuscript, and contributed to the refinement of the overall research framework.

CONFLICT OF INTERESTS:

Westate that there are no known conflicts of interest linked with this publication, and that there has been no significant financial assistance for this work that could have influenced its outcome.

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