

## **ABSTRACT**

*Indonesia occupies the first position with the largest Muslim population in the world. This causes Islamic banking to begin to experience development which can be seen from the increasing market share based on assets. In 2019, the Islamic banking market share was 6.18%, an increase from the previous year. The increasing market share of Islamic banking led to a decline in the market share of conventional banking. However, the market share of Islamic banking still tends to be smaller than conventional banking.*

*The purpose of this study was to determine the factors that were thought to influence the dependent variable, namely sharia market share with total assets as a proxy. The variables that were thought to influence the sharia market share were the number of offices, electronic banking with ATM proxies, and profit sharing.*

*This study used quantitative methods. The population in this study was Islamic commercial banks registered with the Financial Services Authority for the 2015-2019 period. The sample was selected using a purposive sampling technique, resulting in 35 sample units of Islamic commercial banks. This research uses the panel data regression analysis method with the selected model fixed effect model.*

*The results of this study, simultaneously all independent variables had a significant effect on the sharia market share. Partially, the number of offices, variables electronic banking, and profit sharing had a positive influence on the sharia market share. That was, the increasing of these variables can increase the sharia market share.*

*Therefore, these variables can be used as variables in increasing the Islamic market share in Islamic commercial banks. For the public, it is hoped that they can choose to use the financial services of sharia commercial banks which have a large number of offices, have e-banking services, and provide high profit sharing so that financial services can be obtained easily.*

*Keywords: profit sharing, electronic banking, number of offices, and market share.*