

## Analisis faktor yang mempengaruhi intensi donatur membayar zakat, infak, dan sedekah (ZIS) melalui bank : studi kasus donatur ZIS di provinsi DKI Jakarta

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### Abstrak

This study aims to see which factors influencing ZIS payers intention using bank continually in DKI Jakarta. The theory used in this research are the modification from Consumer Behavior theory (Kotler and Keller, 2009) and Theory of Reasoned Action (TRA) which were development by Ajzen and Fishbein (1980). The population of this is ZIS payers in DKI Jakarta Province, the sample of this research are 190 ZIS payers in DKI Jakarta Province who pay ZIS using bank facility. The research method used in this study is quantitative method approach, and using Structural Equation Modelling (SEM) analyze the data. The results of this study find that personal factor influences attitude to pay ZIS in DKI Jakarta, however psychological factor does not influence attitude to pay ZIS in DKI Jakarta. Therefore, cultural factor and social factor both influence subjective norm of ZIS payers in DKI Jakarta. Additionally, attitude and subjective norm of ZIS payers in DKI Jakarta both influence them to pay ZIS continually using bank facility.