

Pengaruh perilaku dan pengetahuan muzakki terhadap intensi membayar zakat profesi melalui platform zakat online = The effect of muzakki behavior and knowledge on the intention to pay zakat on income using zakat online platform / Labib Nubahai

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Abstrak

ABSTRAK

Dewasa ini, perkembangan teknologi sangat pesat sehingga hampir setiap aktifitas manusia mengalami pergeseran dari cara-cara konvensional menjadi digital. Seiring dengan berkembangnya teknologi, muncul tren pembayaran zakat yang dilakukan melalui platform online. Semakin banyaknya masyarakat yang menunaikan zakat melalui platform online maka dibutuhkan penelitian tentang intensi muzakki dalam membayar zakat profesi melalui platform zakat online yang dalam hal ini mengenai perilaku dan pengetahuan muzakki. Penelitian ini menggunakan pendekatan kuantitatif untuk menganalisis faktor-faktor yang mempengaruhi intensi muzakki dalam membayar zakat profesi melalui platform zakat online, dengan menggunakan teori intensi, theory of reasoned action, dan teori pengetahuan zakat. Analisis dilakukan menggunakan Structural Equation Modeling (SEM) dengan alat bantu aplikasi SmartPLS untuk menguji lima hipotesis hubungan antar variabel dalam model. Responden sebanyak 160 orang dipilih melalui teknik purposive sampling untuk mendapatkan responden muslim yang membayar zakat profesi melalui platform zakat online. Hasil penelitian menunjukkan bahwa perilaku muzakki dan pengetahuan muzakki memiliki pengaruh positif dan signifikan terhadap kualitas layanan platform zakat online. Kualitas layanan platform zakat online memiliki pengaruh positif dan signifikan terhadap intensi muzakki dalam membayar zakat profesi. Sedangkan perilaku muzakki dan pengetahuan muzakki berpengaruh positif dan tidak signifikan terhadap intensi muzakki.

ABSTRACT

Today, the rapid technological development shifts almost every human activities from conventional to digital methods. Along with the development of technology, there is a trend of zakat payments made through online platforms. From the increasing number of people who pay zakat through online platforms, a study on the intention of muzakki in paying the zakat on income through the online zakat platform in terms of the behavior and knowledge of the muzakki needs to be conducted. This study used a quantitative approach to analyze the factors that influence the muzakki's intention in paying zakat on income through the online zakat platform using intention theory, reasoned action theory, and zakat knowledge theory. The analysis was carried out using

Structural Equation Modeling (SEM) with SmartPLS application tools to test five hypotheses of relationships between variables in the model. 160 respondents were selected through a purposive sampling technique to obtain Muslim respondents who paid zakat on income through the online zakat platform. The results showed that the muzakki's behavior and knowledge have a positive and significant effect on the quality of online zakat platform services. The service quality of the online zakat platform has a positive and significant effect on the intention of the muzakki to pay the zakat on income. Whereas the muzakki's behavior and knowledge have a positive and not significant effect on the muzakki's intentions.