

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tentang pengaruh Akuntabilitas, Transparansi, Kualitas Pelayanan, Teknologi Keuangan, Religiusitas Terhadap Minat Membayar Zakat Di Kota Semarang. Populasi penelitian ini adalah yang belum membayar zakat melalui lembaga zakat. Pengambilan sampel menggunakan nonprobability sampling yang menghasilkan jumlah sampel 300 sampel. Data diolah dengan menggunakan analisis regresi linier berganda dengan program SPSS. Variabel dependen minat muzakki membayar zakat, sedangkan variabel independen dalam penelitian ini yaitu Akuntabilitas, Transparansi, Kualitas Pelayanan, Teknologi Keuangan, Religiusitas. Hasil dari penelitian ini membuktikan bahwa variabel kepemilikan Akuntabilitas positif tidak signifikan terhadap minat muzakki membayar zakat. Variabel Transparansi, Kualitas Pelayanan, Teknologi Keuangan, Religiusitas berpengaruh positif signifikan, terhadap minat muzakki membayar zakat.

Keywords: akuntabilitas, transparansi, kualitas pelayanan, teknologi keuangan, religiusitas terhadap minat muzakki membayar zakat.

ABSTRACT

This research aims to analyze the influence of Accountability, Transparency, Service Quality, Financial Technology, Religiosity on Interest in Paying Zakat in the City of Semarang. The population of this study are those who have not paid zakat through zakat institutions. Sampling used nonprobability sampling which resulted in a sample size of 300 samples. Data were processed using multiple linear regression analysis with the SPSS program. The dependent variable is muzakki's interest in paying zakat, while the independent variables in this research are Accountability, Transparency, Service Quality, Financial Technology, Religiosity. The results of this research prove that the positive Accountability ownership variable is not significant on muzakki's interest in paying zakat. The variables Transparency, Service Quality, Financial Technology, Religiosity have a significant positive effect on muzakki's interest in paying zakat.

Keywords: Accountability, Transparency, Service Quality, Financial Technology, Religiosity on Muzakki's Interest in Paying Zakat.