

Intensi muzakki membayar zakat pendekatan teori planned behaviour modifikasi studi terhadap pegawai Kementerian Agama pusat = Paying zakat muzakki intention with theory of planned behaviour modification approach study of a religious ministry officials / Hastomo Aji

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Abstrak

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Riset ini mempunyai tujuan untuk mengetahui pemahaman pegawai Kementerian Agama tentang zakat mal. Selain itu juga bertujuan untuk mengetahui bagaimana dan seberapa besar pengaruh variabel sikap, norma subjektif, kendali perilaku dan strategi marketing terhadap intensi membayar zakat. Metode yang digunakan yaitu tabulasi silang dan regresi berganda. Hasil riset menyatakan 180 responden yang mengetahui adanya kewajiban membayar zakat mal 42,8 % diantaranya membayar zakat secara langsung kepada mustahik, Kemudian 20 % membayar zakat di masjid, 31,7 % membayar zakat pada lembaga zakat, dan sisanya 5,6 % membayar pada lainnya. Selain itu hasil riset juga menyatakan Variabel sikap dan kendali perilaku berpengaruh signifikan terhadap intensi muzakki dalam membayar zakat mal secara parsial, sedangkan variabel norma subjektif dan strategi marketing tidak berpengaruh secara signifikan secara parsial dan variable intensi membayar zakat mal mampu dijelaskan oleh ke empat variabel yaitu sikap, norma subjektif, kendali perilaku dan strategi marketing sebesar 26%.

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**ABSTRACT**

The research is aimed at finding out the understanding of the officials at the Ministry of Religious Affairs on zakat mal and determining how much and to what extent the influence of attitude, subjective norm, behavioral control and marketing strategy affect the intention of paying zakat. The methods employed were cross tabulation and double regressions. The result of the research shows that among 180 respondents who were aware of the obligation of paying zakat mal, 42,8% of them paid zakat directly to the mustahik. 20% paid zakat at mosques, 31,7% paid zakat to zakat foundations, and the rest, which was 5.6% paid zakat through other ways. Besides that, the research result also signifies that the variables of attitude and behavioral control have a significant influence toward the intention of muzaki in paying zakat mal partially, while the variable of subjective norm and marketing strategies do not have a partially significant effect. The variable of paying zakat intention can be explained by the four variables: attitude, subjective norms, behavioral control, and marketing strategy by 26%..