

Pengaruh faktor sikap norma subjektif dan kendali perilaku terhadap intensi berwakaf uang di baitul maal muamalat : studi kasus di Bank Muamalat Cabang Rawamangun = The effect of attitude subjective norm and perceived behavioral control towards cash waqf intention at baitul maal muamalat : case studies of customers of Muamalat Bank at Rawamangun branch office

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Abstrak

[ABSTRAK

Tesis ini membahas tentang pengaruh sikap, norma subjektif dan kendali perilaku terhadap Intensi Berwakaf Uang di Baitul Maal Muamalat. Penelitian dilakukan terhadap 130 responden yang merupakan nasabah Bank Muamalat dengan wilayah studi kasus Bank Muamalat cabang Rawamangun menggunakan teknik pengambilan sampel purposive sampling. Analisis data dilakukan dengan regresi linier berganda menggunakan program SPSS 13. Hasil penelitian menunjukkan bahwa baik faktor sikap, norma subjektif maupun kendali perilaku memberikan pengaruh yang signifikan terhadap intensi berwakaf uang. Hasil pengujian secara statistik menunjukkan adanya kontribusi pengaruh dari ketiga faktor tersebut sebesar 55,6% terhadap Intensi Berwakaf Tunai, sedangkan 44,4% lainnya dipengaruhi oleh faktor-faktor lain yang tidak disertakan dalam penelitian. Dengan adanya kontribusi pengaruh yang besar tersebut, dapat dilihat bahwa intensi (minat) berwakaf uang cukup tinggi maka perlu dilakukan proses sosialisasi dan perbaikan dalam manajemen lembaga pengelola wakaf uang sehingga potensi dan penerimaan wakaf uang dapat terus meningkat sesuai dengan target yang diharapkan.

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ABSTRACT

The objective of this thesis is analyze the influences of Attitude, Subjective Norm and Perceived Behavioral Control towards Cash Waqf Intention at Baitul Maal Muamalat. This research has 130 random sample (purposive sampling) from customers of Muamalat Bank at Rawamangun Branch Office. This research results that there is positive and significant influences of Attitude, Subjective Norm and Perceived Behavioral Control towards Cash Waqf Intention at Baitul Maal Muamalat, with contribution is 55,6%. This results indicate that it's needed better socialization and management of waqf institutions in receipt and management of cash waqf.;The objective of this thesis is analyze the influences of Attitude, Subjective Norm and Perceived Behavioral Control towards Cash Waqf Intention at Baitul Maal Muamalat. This research has 130 random sample (purposive sampling) from customers of Muamalat Bank at Rawamangun Branch Office.

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