

# Analisis Intensi Wakaf Uang melalui Mekanisme Securities Crowdfunding di Jabodetabek = Analysis of the Intention for Cash Waqf through Securities Crowdfunding Mechanisms in Jabodetabek

Nazhif F, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920541136&lokasi=lokal>

---

## Abstrak

Walaupun wakaf mempunyai potensi besar dan manfaat signifikan untuk meningkatkan produktivitas ekonomi dan kesejahteraan masyarakat, realisasi penghimpunan wakaf di Indonesia masih rendah. Untuk itu, strategi penghimpunan perlu dioptimalkan, salah satunya melalui platform securities crowdfunding (SCF) yang berkolaborasi dengan ekosistem wakaf produktif untuk mengembangkan nilai aset wakaf. Namun demikian, belum banyak studi empiris yang menganalisis mengenai intensi berwakaf uang dalam konteks menggunakan inovasi teknologi keuangan baru ini. Penelitian ini berusaha mengisi research gap tersebut dan bertujuan untuk menganalisa faktor-faktor yang mempengaruhi keputusan individu dalam berwakaf uang melalui SCF. Penelitian ini mengembangkan kerangka menggunakan theory of planned behavior (TPB) yang diintegrasikan dengan technology acceptance model (TAM). Sebanyak 370 responden diperoleh melalui kuesioner yang disebar dengan teknik purposive sampling di wilayah Jabodetabek. Data yang diperoleh dianalisis menggunakan metode structural equation modeling (SEM) dengan pendekatan partial least square (PLS). Hasil penelitian menunjukkan bahwa perceived usefulness (persepsi kegunaan), attitude (sikap), subjective norms (norma subjektif), dan perceived behavioral control (kontrol perilaku) mempengaruhi behavioral intention (niat perilaku) berwakaf uang melalui securities crowdfunding secara signifikan. Perceived ease of use (persepsi kemudahan) juga mempengaruhi perceived usefulness (persepsi kegunaan) dan attitude (sikap) secara signifikan. Sementara itu, subjective norms (norma subjektif) tidak signifikan mempengaruhi perceived usefulness (persepsi kegunaan). Hasil utama penelitian ini menunjukkan bahwa minat seseorang dalam berwakaf melalui platform securities crowdfunding dipengaruhi secara signifikan oleh persepsi positif terhadap manfaat berwakaf melalui SCF (seperti kemudahan akses dan efisiensi), pendapat dari orang-orang terdekat, dan sumber daya (seperti uang dan gadget). Selain itu, kemudahan penggunaan platform SCF juga dipengaruhi oleh perilaku dan manfaat dari teknologi keuangan ini. Berdasarkan hasil penelitian ini, lembaga wakaf diharapkan dapat memperkuat sinergi dengan platform fintech dan pemerintah dalam upaya mengencarkan wakaf uang melalui SCF melalui kegiatan edukasi dan sosialisasi kepada Masyarakat. Hasil penelitian ini juga diharapkan bisa memberikan kontribusi terhadap literatur yang ada dengan memperkaya pembahasan mengenai layanan securities crowdfunding, khususnya dalam rangka optimalisasi penghimpunan wakaf uang melalui inovasi teknologi yang dapat memudahkan lembaga wakaf dalam penghimpunan wakaf uang.

.....Although waqf has great potential and significant benefits to improve economic productivity and community welfare, the realization of waqf collection in Indonesia is still low. Therefore, the collection strategy needs to be optimized, one of which is through securities crowdfunding (SCF) platforms that collaborate with productive waqf ecosystems to develop the value of waqf assets. However, there are not many empirical studies that analyze the intention to endow money in the context of using this new financial technology innovation. This study seeks to fill the research gap and aims to analyze the factors that influence individuals' decision to endow money through SCF. This study develops a framework using the

theory of planned behavior (TPB) integrated with the technology acceptance model (TAM). A total of 370 respondents were obtained through questionnaires distributed using purposive sampling technique in the Jabodetabek area. The data obtained were analyzed using the structural equation modeling (SEM) method with a partial least square (PLS) approach. The results showed that perceived usefulness, attitude, subjective norms, and perceived behavioral control significantly affect behavioral intention to donate money through securities crowdfunding. Perceived ease of use also significantly affects perceived usefulness and attitude. Meanwhile, subjective norms do not significantly affect perceived usefulness. The main result of this study shows that a person's interest in donating through a securities crowdfunding platform is significantly influenced by positive perceptions of the benefits of donating through SCF (such as ease of access and efficiency), opinions from close people, and resources (such as money and gadgets). In addition, the ease of use of the SCF platform is also influenced by the behavior and benefits of this financial technology. Based on the results of this study, waqf institutions are expected to strengthen synergies with fintech platforms and the government in an effort to intensify cash waqf through SCF through educational and socialization activities to the public. The results of this study are also expected to contribute to the existing literature by enriching the discussion of securities crowdfunding services, especially in the context of optimizing cash waqf collection through technological innovations that can facilitate waqf institutions in collecting cash waqf.