

SUMMARY

MEUTIA RAHMA. Analysis of the Intention of Wakif Gen Y in Digital Movement of Cash Waqf and Waqf Through Money in Indonesia. Supervised by MUKHAMAD NAJIB and IMAM TEGUH SAPTONO.

Waqf is seen as very potential in creating economic prosperity and capable of contributing to economic development, including reducing unemployment, increasing community welfare and reducing poverty. According to the Indonesian Waqf Board (BWI) in the 2019 National Sharia Finance Committee (KNKS), the potential of waqf assets in Indonesia is around Rp. 2000 trillion with an area of donated land reaching 420 thousand hectares and the potential for cash waqf reaching Rp. 377 trillion of the realized cash waqf funds collected as of 2017 only reached 199 billion. This value promises a business potential that cannot be ignored. One of the optimization of the potential of waqf is by utilizing digital payment technology as a breakthrough in supporting the digital movement of cash waqf and waqf through money.

The current technological development in Indonesia is almost more than partly driven by young people, the majority of whom are led by the millennial generation or generation Y. Generation Y is unique compared to the previous generation, for example about expertise in technology. So that the role of generation Y needs to be increased to be able to contribute to the increase in the potential for institutional waqf funds in Indonesia both in cash waqf and waqf through money. If digital payments for cash waqf and waqf through money can be implemented appropriately and target targets in Indonesia through the thoughts of the millennial generation, it is hoped that there will be significant changes in increasing the potential for cash waqf funds and waqf through money in realizing social welfare and helping solve problems. economy in Indonesia.

The purpose of this study is to identify the characteristics of wakif gen Y in waqf activities and analyze what factors influence the intention of wakif gen Y in the use of digital payment technology to encourage the digital movement of cash waqf and waqf through money in Indonesia. In general, this research is conducted qualitatively through descriptive and quantitative analysis through structural equation modeling (SEM) analysis. The data collection method is done by distributing questionnaires online. The number of samples studied was 160 wakif gen Y.

The results of the descriptive analysis of this study indicate that the dominance of respondents who make payment of cash waqf and waqf through money and use digital payment transactions is female of wakif gen Y (71.3%). In general, wakif gen Y received information on the invitation to the cash waqf program and waqf through money sourced from Nazhir institutions (69.4%) with information media sources from Instagram (73.8%) and WhatsApp (53.1%). Most of the wakif gen Y respondents have been aware of the existence of digital services for payment of cash waqf and waqf through money (95%) considering that these services are very attractive (60.6%). Factors for consideration of the main interest of wakif gen Y respondents in being able to digital waqf both in cash waqf and waqf through money are the ease of using digital payments (72.5%) and ease of waqf anytime and anywhere (69.4%). Most of the wakif gen

Y respondents have made payment of cash waqf or waqf through money using digital payment technology where the transfer method via mobile banking is in the highest order (87.5%) while cash deposits only reach 10%. The role of wakif gen Y in being able to participate in marketing digital waqf payment services for both cash waqf and waqf through money is very high, where most of the wakif gen Y would highly recommend using digital waqf program services (66.9%).

The quantitative research results show that all the variables studied, namely performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), habit (HT), and perceived security (PS) have a significant influence on behavioral intention (BI) wakif gen Y in encouraging the use of digital payment technology for payment of cash waqf and waqf through money, where the biggest factor is habit with t value. count 12.93, and the standardized coefficient is 0.59.

Keywords: Cash Waqf, Digital Payment, Intention, Wakif Gen Y, Waqf Through Money

