

INTISARI

Penelitian ini bertujuan untuk mengetahui apakah variabel promosi, transparansi informasi keuangan dan kualitas layanan berpengaruh terhadap minat muzakki untuk membayar zakat, infaq, dan sedekah (ZIS) melalui Lembaga Amil Zakat (LAZ). Pengujian menggunakan uji regresi linier berganda, metode pengumpulan data menggunakan kuesioner, yang terdiri dari 31 responden.

Hasil penelitian menunjukkan bahwa koefisien determinasi yang terdapat pada nilai *R square* sebesar 0,639. Ini berarti bahwa minat muzakki membayar ZIS dapat dijelaskan oleh ketiga variabel (promosi, transparansi informasi keuangan dan kualitas layanan) sebesar 63,9% dan sisanya dijelaskan variabel lain diluar model penelitian ini. Hasil uji F sebesar 15,907 dengan tingkat signifikan sebesar $0,000 < 0,05$, menunjukkan bahwa secara simultan atau bersama-sama variabel promosi, transparansi informasi keuangan dan kualitas layanan berpengaruh positif dan signifikan terhadap minat muzakki membayar ZIS melalui LAZ. Hasil uji t menunjukkan bahwa variabel promosi berpengaruh positif dan signifikan dengan nilai sig 0,004. Hasil uji t variabel transparansi informasi keuangan dan kualitas layanan berpengaruh positif dan tidak signifikan terhadap minat muzakki membayar ZIS dengan masing-masing nilai sig 0,153 dan 0,618.

Kata kunci : minat muzakki, promosi, transparansi informasi keuangan, kualitas layanan

ABSTRACT

The aim of the research is to examine that the variables which include the promotion, financial information transparency and service quality, whether they influence the muzakki's interest to pay ZIS through Amil Zakat Organizations. This research uses multiple regression linier test. Thirty one people have participated as respondents. The data were collected using questionnaire.

The analysis shows that the coefficient of determination (R^2) in the R Square of 0,639, which means that muzakki's interest to pay ZIS can be explained by three variables (promotion/publication, financial information transparency and service quality) by 63,9% and the remaining can be explained by other variabel outside the model. The result of F test has a value of 15,907 with level of significant $0,000 < 0,05$, which means simultaneously or jointly variables in this research (promotion, financial information transparency and service quality) have positive and significant impact on muzakki's interest to pay ZIS through Amil Zakat Organizatiosn. The result of t test shows that promotion variable has positive and significant impact on muzakki's interest to pay ZIS with sig value 0,004. The result of t test shows that financial information transparency and service quality have positive and not significant effect on muzakki's interest to pay ZIS with each sig value 0,153 and 0,618.

Keyword: muzakki's interest, promotion, financial information transparency and service quality