A DECISION TO PAY ZAKAT ON ZAKAT MANAGEMENT ORGANIZATIONS: FACTORS OF E-PROMOTION AND E-SERVICE QUALITY

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Abstract: This study aims to determine 1. The effect of e-promotion on the decision to pay zakat in zakat management organizations, 2. The effect of e-service quality on the decision to pay zakat in zakat management organizations, And 3. The effect of e-promotion and e-service quality on the decision to pay zakat in zakat management organizations. The object of this research is the Muzakki who have paid zakat to zakat management organizations both LAZ and BAZNAS, Banten Province, with 96 respondents. The research method used is quantitative. Methods of data collection using a questionnaire. Data were analyzed using a multiple linear regression test. The results of this study indicate that (1). E-Promotion significantly and positively effects decision to pay zakat in zakat management organizations. 2. E-Service quality significantly and positively effects decision to pay zakat in zakat management organizations, And 3. E-Promotion and E-Service Quality simultaneously have a positive and significant effect on the decision to pay zakat in zakat management organizations. The total contribution effect of e-promotion and e-service quality to the decision to pay zakat is 21 percent, while the remaining 79 percent is effected by other factors not examined in this study.
Keywords: Decision to Pay Zakat, E-Service Quality, E-Promotion.

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Abstrak: Penelitian ini bertujuan untuk mengetahui 1. Pengaruh e-promosi terhadap keputusan membayar zakat pada organisasi pengelola zakat (OPZ). 2. Pengaruh e-kualitas pelayanan terhadap keputusan membayar zakat pada organisasi pengelola zakat (OPZ). Dan 3. Pengaruh e-promosi dan e-kualitas pelayanan terhadap keputusan membayar zakat pada organisasi pengelola zakat (OPZ). Objek penelitian ini adalah para Muzakki yang pernah membayar zakat pada organisasi pengelola zakat (OPZ) baik Badan Amil Zakat (BAZ) maupun Lembaga Amil Zakat (LAZ) di Kabupaten Serang Banten. Metode penelitian yang digunakan adalah metode kuantitatif. Metode pengumpulan data menggunakan angket. Data dianalisis dengan menggunakan uji regresi linear berganda. Hasil penelitian ini menunjukan bahwa (1). E-Promosi berpengaruh positif signifikan terhadap keputusan membayar zakat pada organisasi pengelola zakat (OPZ). 2. E-Kualitas pelayanan berpengaruh positif signifikan terhadap keputusan membayar zakat pada organisasi pengelola zakat (OPZ). Dan 3. E-Promosi dan E-Kualitas Pelayanan secara simultan berpengaruh positif dan signifikan terhadap keputusan membayar zakat pada organisasi pengelola zakat (OPZ). Jumlah kontribusi pengaruh e-promosi dan e-serivice quality terhadap keputusan membayar zakat adalah 21 persen, sedangkan sisanya 79 persen dipengaruhi factor lain yang tidak diteliti dalam penelitian ini

Kata Kunci : E-Kualitas Pelayanan, E-Promosi, Keputusan Membayar Zakat.

INTRODUCTION

The Law of the Republic of Indonesia Number 23 of 2011 states that zakat is an obligatory asset issued by a person who is Muslim or a business entity to be received by those who are entitled. Zakat which is the third pillar of Islam is obligatory worship that is paid by every Muslim who has fulfilled the requirements to purify his wealth by paying zakat to the zakat institution and then distributing it to those who are entitled to receive it. Islamic history proves that zakat management can be managed professionally and trustworthy during the Caliph Umar bin Abdul Azis, proven successful in improving the welfare of the people and minimizing matters related to poverty in a short time under the control of a just and responsible government.(Satria & Ridlwan, 2019)

Indonesian Muslims are the largest Muslims in the world, the number reaches 231 million people (Kristina, 2021). A large number of the Muslim population is in line with the potential of zakat funds in Indonesia. based on the outlook for zakat data 2021 by the BAZNAS, the total potential for zakat in Indonesia is IDR 327.6 trillion. Rp 58.78 trillion in cash, Rp 139.7 trillion in income

and services zakat, and Rp 144.5 trillion in corporate zakat (Novrizaldi, 2021), But the collection of BAZNAS zakat funds in 2020 was only IDR 385.5 billion, while in 2019, the collection reached IDR 296 billion (BAZNAS, 2021) The achievement is still very far compared to the existing zakat potential.

Since entering the Industry 4.0 revolution, internet users in Indonesia have continued to grow, the Ministry of Communication and Information noted that internet users in Indonesia reached 202 million people, or 73 percent of the total 274 population in 2020. A large number of internet users makes Indonesia the fourth largest internet user in the world. (Mursid, 2021). Seeing the enormous potential of internet users in Indonesia, Zakat Management Organizations (OPZ) have begun to aggressively promote and provide services to muzakki via the internet, coupled with the emergence of the Covid-19 pandemic, on average Zakat Management Organizations maximize the internet to collect funds from muzakki.

E-promotion is a strategy using internet media to promote online, which is divided into three parts, namely the promotion of products and services, websites, and domains, this will affect the decision. (Rachmawati et al., 2020) promotion to attract donors' interest in choosing Zakat Management Institutions. According to Asnawi (2017) in Islam promotion is an effort to introduce and offer products to consumers, the activities carried out are prohibited from providing excessive information. Promotions that are usually carried out by amil zakat institutions are campaigns on the importance of paying zakat infaq and alms in Islam (Saputra et al., 2020) The indicators used to measure E-Promotion are (1) promotional messages, (2) promotional media, (3) promotion time, and (4) promotion frequency (Jannah & Ariyanto, 2021)

Zeithaml et al. (2002) define e-service quality as the extent to which a website provides facilities to muzakki in carrying out payment of zakat effectively and efficiently (Argitama & Suyoko, 2020). The service quality of the Zakat Management Organization is one of the keys in the strategy to win the hearts of the existing muzakki. Islam teaches its people who carry out business activities to always provide the best quality service to customers is one of the noblest activities in the eyes of Allah SWT and for anyone who does it will get the glory and goodness of what has been done (Satria & Ridlwan, 2019). The indicators used to measure e-service quality include: (1) Efficiency (2) Fulfilment (3) Reliability (4) Privacy (Argitama & Suyoko, 2020)

The decision to pay zakat is an action taken by a muzakki to pay zakat in the context of Islamic philanthropy (Chairina Kusumaningrum, 2015). Schiffman and Kanuk (2009) state that purchasing decisions are the selection of one of two or

more alternative purchasing decision options, meaning that a person can make a decision, there must be several choices. The decision to buy can lead to how the decision-making process is carried out. Decisions are influenced by behavior (Marendra, 2018). Five stages of decisions according to Kotler and Keller (2011) (Dewi & Sindarko, 2018) are problem recognition, information searching, evaluation of alternatives , Decision, Behavior after paying zakat. According to Kotler and Armstrong (2012) (Vania et al., 2019) There are four indicators of decisions, namely (1) stability in a product, (2) habits in buying products, (3) providing recommendations to others, (4) making repeat purchases.

Previous research has shown that E-Promotion has a positive and significant effect on purchasing or payment decisions. Prianggoro and Sitio (2019) stated that E-Promotion has a positive and significant effect on BPJS payment decisions (Prianggoro & Sitio, 2020). Nur (2020) states that promotion has a positive and significant effect on people's decisions to pay zakat (Murdani Nur, 2020). Silaban and Rosdiana (2020) state that promotion has a positive and significant effect on the purchasing decision process at the Sociolla online shop. Jannah and Ariyanto (2021) state that promotion has a positive and significant effect on purchasing decisions on CV. New Huntaria Depok (Jannah & Ariyanto, 2021). Ramadani (2019) states that promotion has a positive and significant effect on purchasing decisions at the Mobile Store (Ramadani, 2019)

Previous research has also shown findings that E-Service Quality influences purchase or payment decisions. Saraswati and Indriyani (2021) state that E-Service Quality has a significant positive effect on purchasing decisions at Lazada (Saraswati & Indriani, 2021). Sunanto and Asmoro (2021) state that service quality has a significant positive effect on purchasing decisions at Giant Ekstra CBD Bintaro (Apt & Asmoro, 2021). Argitama and Suyoko (2020) state that E-Service Quality has a positive and significant effect on decisions to use Gopay products (Argitama & Suyoko, 2020). Satria and Ridlwan (2019) stated that service quality has a positive and significant effect on the decision of donors to pay zakat, infaq, and alms in Surabaya (Satria & Ridlwan, 2019). This research is different from previous research because research related to the use of e-promotion and e-service quality variables in previous studies was only carried out in the context of their relationship with buying and selling in the marketplace, while in the context of their relationship with zakat payment decisions at Zakat Management Organizations had never been done. what is done is only promotion and quality of service in the conventional sense.

Based on the theory and previous research above, the conceptual framework of the research or the framework of thought and research hypotheses is formulated as follows:

Chart 1
Framework
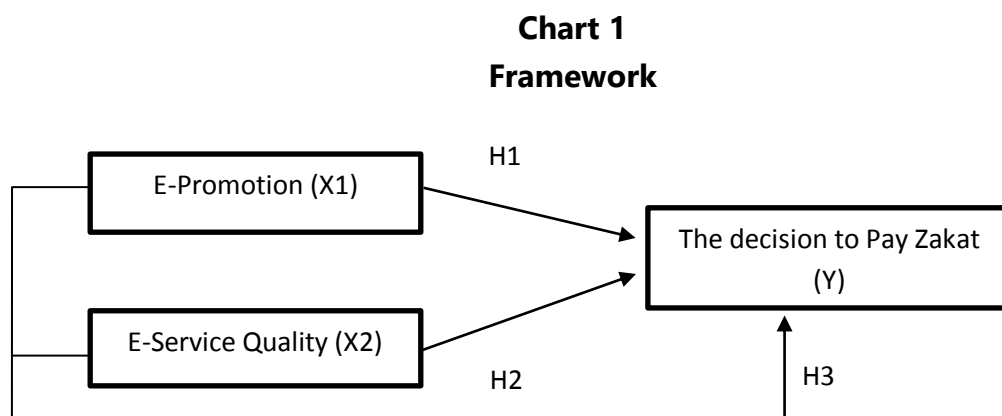
Based on the conceptual framework above, there are three hypotheses in this study, namely as follows:

H1: E-Promotion has a significant positive effect on the decision to pay zakat at the Zakat Management Organization.

H2: E-Service Quality has a significant positive effect on the decision to pay zakat in Zakat Management Organizations

H3: E-Promotion and E-Service Quality have a significant positive effect on the decision to pay zakat in Zakat Management Organizations.

Research methodology

The method used in this study is quantitative. According to Arikunto (2010), quantitative research is research whose data is expressed in the form of numbers or numbers that can be calculated systematically (Arikunto, 2010). The population is the entire research subject (Bachtiar, 2018). The population in this study were muzakki who had paid zakat at the Zakat Management Organization, both LAZ and BAZ in Serang-Banten Regency. Determination of the number of samples in this study refers to the opinion of (Ferdindand, 2002), the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5-10. So, the number of samples in this study was set at 96 respondents, which was obtained from the total number of variable indicators used in this study, namely 12 indicators, then multiplied (12 x 8 = 96).

The type of data used in this research is primary data. According to Bungin (2015) Primary data is data that is collected directly from the source and processed

by itself for use. The data collection method used is a questionnaire. Questionnaires were distributed to 96 muzakki who had paid zakat through the Zakat Management Organization.

The SPSS version 23 program was utilized as the analytical tool for the quantitative descriptive data analysis method in this study. The validity test is the first test that is used to examine the validity of a questionnaire. Additionally, a questionnaire's reliability test determines whether a respondent's response to a statement is consistently steady over time. Upon confirming the validity and reliability of the instrument, the standard assumption tests (normality heteroscedasticity, and multicollinearity tests) are run. Since this study involves two independent variables, multiple linear regression analysis is then run. A t-test is used in the hypothesis test to determine how much the independent variable affects the dependent variable. Additionally, the F test can be used to observe the simultaneous influence of the independent variable and dependent variable. The contribution of the independent variable in influencing the dependent variable is also ascertained using the coefficient of determination test (Ulya & Karneli, 2018).

Results and Discussion

Respondents in this study were muzakki who had paid zakat at the Zakat Management Organization, both the Amil Zakat Agency and the Amil Zakat Institution, the respondents amounted to 96 people. Researchers systematized respondents based on gender and occupation as can be seen in the following table:

Table 1.
Respondent Data by Gender

No	Gender	Amount
1	Man	57
2	Woman	39
Number of Respondents		96

Source: Questionnaire Data, 2023

Based on the data in the table above, it is shown that there are 96 respondents, consisting of 57 men and 39 women. Based on gender, the majority of respondents are male.

Table 2.
Respondent Data Based on Occupation

No	Profession	Amount
1	Students	10
2	ASN	20
3	Businessman	31
4	Employee	25
5	Other	10
Number of Respondents		96

Source: Questionnaire Data, 2023

Based on the data in the table above, the number of student respondents is 10 people, ASN or Government Employees are 20 people, Businessman are 31 people, employees are 25 people and other professions are 10 people. Based on these data, the majority of respondents came from the business community, followed by employees.

Research result
Research Instrument Test

The validity test according to Ghozali (2011) in (Faisal & Sari, 2020) aims: to measure the validity of a questionnaire. An item is said to be valid if the statement on the questionnaire can reveal something that will be measured by the questionnaire. The validity test was carried out using the SPSS version 23 program, the test results can be seen in the following table:

Table 3
Validity Test Results

Question Items	R-Value Calculate	R-Table Value	Conclusion
Variable E-Promotion			
X1.1	0.765	0.195	Valid
X1.2	0.625	0.195	Valid
X1.3	0.180	0.195	Invalid
X1.4	0.443	0.195	Valid
E-Service Quality Variables			
X2.5	0.751	0.195	Valid

X2.6	0.813	0.195	Valid
X2.7	0.269	0.195	Valid
X2.8	0.767	0.195	Valid
Decision Variables to Pay Zakat			
y.9	0.689	0.195	Valid
y.10	0.839	0.195	Valid
y.11	0.799	0.195	Valid
y.12	0.758	0.195	Valid

Source: SPSS data 2023

Based on the results of the validity test in the table above, it is known that the r-count value of all question items is greater than the r-table (0.195), except for question item number 3, the r-count value is smaller than the r-table value, so it can be concluded that the question item except for question item number 3 in the questionnaire is entirely valid.

The reliability test according to Ghozali (2011) as cited by (Faisal & Sari, 2020) was carried out to test the consistency of respondents' statements from time to time. The reliability test was carried out using the SPSS version 23 program. The results of the reliability test can be seen in the following table:

Table 4
Reliability Test Results

Variable	Cronbach's Alpha. value	R-Table	Information
E-Promotion	0.393	0.195	Reliable
E-Service Quality	0.552	0.195	Reliable
The decision to Pay Zakat	0.765	0.195	Reliable

Source: SPSS data 2023

Based on the results of the reliability test in the table above, it is known that the value of Cronbach's alpha of the e-promotion variable is greater than the r-table (0.393 > 0.195), the value of Cronbach's alpha of the e-service quality variable is greater than the r-table (0.552 > 0.195) and Cronbach's alpha value of the decision variable to pay zakat (Y) is greater than the r-table (0.765 > 0.195). Thus, it can be concluded that all variables in this study are reliable and reliable.

Classic assumption test

The normality test aims to test whether residuals in the regression model follow a normal distribution or not. The normality test was carried out using the SPSS v program. 23. The results of the normality test can be seen in the following table:

Table 5
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.43293605
Most Extreme Differences	Absolute	.078
	Positive	.064
	Negative	-.078
Test Statistics		.078
asymp. Sig. (2-tailed)		.180c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS data 2023

Based on the results of the normality test in the table above, it is known that the significance value of the Kolmogorov Smirnov test is greater than the alpha value (0.180 > 0.05), so it can be said that the residual model data is normally distributed or the assumption of normality has been met.

Multicollinearity test according to Ghozali (2011) as cited by (Ayuwardani & Isroah, 2018) aims to test whether the regression model found a correlation between one independent variable with another independent variable. The regression model can be said to be good when there is no correlation between the independent variables by looking at the VIF value and the Tolerance value of each independent variable, if the tolerance value is > 0.10 and the VIF value is < 10, it can be concluded that the data is free from multicollinearity symptoms. A multicollinearity test was carried out using the SPSS v program. 23, the results of the multicollinearity test can be seen in the following table:

Table 6
Multicollinearity Test Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.746	2.501		1.498	.138		
	E-Promotion	.270	-124	.200	2.178	.032	.990	1.010
	E-Service Quality	.498	.111	.413	4,501	.000	.990	1.010
a. Dependent Variable: Decision to Pay Zakat								

Source: SPSS data 2023

The table above shows that the e-promotion variable and the e-service quality variable each have a tolerance value greater than 0.10 (0.990 > 0.10) and a VIF value less than 10 (1.010 < 10), so it can be concluded that the data is free from symptoms. multicollinearity.

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from one observation to another is constant, it is called homoscedasticity and if it is different, it is called heteroscedasticity (Chairina Kusumaningrum, 2015). The heteroscedasticity test in this study used the Glejser test. The test was carried out using the SPSS v program. 23, the test results can be seen in the following table:

Table 7.
Heteroscedasticity Test Results

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.938	1,530		.613	.541
	E-Promotion	.086	.076	.117	1,129	.262
	E-Service Quality	-.022	.068	-.034	-.325	.746
a. Dependent Variable: RES2						

Source: SPSS data 2023

The table above shows that the significance value of the e-promotion variable is greater than the alpha value (0.262 > 0.05) and the significance value of the e-service quality variable is greater than the alpha value (0.746 > 0.05), so it can be concluded that there is no heteroscedasticity in the regression model in this research.

Correlation Coefficient Test

The coefficient of determination test aims to determine the percentage contribution of the e-promotion and e-service quality variables to the decision to pay zakat. The coefficient of determination (R^2) from the multiple regression results shows how much the dependent variable is influenced by the independent variable. The correlation coefficient test was carried out using the SPSS v program. 23, The results of the coefficient of determination (R^2) can be seen in the following table:

Table 8

Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.476a	.226	.210	2.45896

a. Predictors: (Constant), E-Service Quality, E-Promotion

Source: SPSS data 2023

The table of test results above shows that the correlation coefficient of e-promotion and e-service quality variables on decisions to pay zakat in Zakat Management Organizations is 0.534. This value indicates that the decision to pay zakat is influenced by e-promotion and e-service quality as much as 21 percent, while the remaining 79 percent is influenced by other variables not examined in this study.

Hypothesis testing
F Statistic Test

The F statistic test aims to test the hypothesis of the simultaneous effect of the independent variable (X) on the dependent variable (Y). In this research hypothesis, it is assumed that the variables of e-promotion and e-service quality together influence the decision to pay zakat. The independent variables forming

the regression model are said to have a significant effect simultaneously if F-count > F-table or the value of significance $< \square = 0.05$ F statistical test was performed using the SPSS program v. 23, the test results can be seen in the following table:

Table 9
F Statistic Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.584	2	82.292	13,610	.000b
	Residual	562,322	93	6.046		
	Total	726,906	95			
a. Dependent Variable: Decision to Pay Zakat						
b. Predictors: (Constant), E-Service Quality, E-Promotion						

Source: SPSS data 2023

Based on the results of the statistical F test above, it is known that the F-count value of the e-promotion and e-service variables on the decision to pay zakat is 13,610 and the significance value is 0.000. while the F-table value is 3.09 and the alpha value is 0.05. when compared according to the above formula, the F-count value is greater than the F-table (13.610 > 3.09) and the significance value is smaller than the alpha value (0.000 < 0.05). Thus, e-promotion and e-service quality has a significantly and positively effect decision to pay zakat.

Statistical t-test

Partial regression model testing is used to determine whether each independent variable forming the regression model individually has a significant influence on the decision to pay zakat or not. To test the partial effect, the t-test is used, namely by comparing the t-count value with the t-table. The independent variable forming the regression model is said to have a significant effect if t-count > t-table value significance $< \square = 0.05$. The partial regression model testing is as follows:

Table 10
t-Test Results Statistics

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.746	2.501		1.498	.138
	E-Promotion	.270	-124	.200	2.178	.032
	E-Service Quality	.498	.111	.413	4,501	.000
a. Dependent Variable: Decision to Pay Zakat						

Source: SPSS data 2023

Based on the results of the statistical t-test, it is known that the t-statistical value (t-count) of the e-promotion variable is 2.178 and the significance value is 0.032, while the t-count value of the e-service quality variable is 4.501 and the alpha value is 0.05. while the t-table value is 1.665. when compared, the t-count value of the e-promotion variable is greater than the t-table (2.178 > 1.665) with a significance value smaller than the alpha value (0.000 < 0.05). and the t-count value of the e-service quality variable is greater than the t-table value (4.501 > 1.665) with a significance value smaller than the alpha value (thus, e-promotion and e-service quality each have a significant positive effect on the decision to pay zakat.

Discussion of Research Results

Based on the results of the research above, it is known that e-promotion has a significant positive effect on the decision of the muzakki to pay zakat at the Zakat Management Organization in Serang-Banten Regency. This is indicated by the t-count value of the e-promotion variable on the decision to pay zakat is greater than the t-table (2.178 > 1.665).and the significance value is smaller than the alpha value (0.000 < 0.05). so that it can be said, the more intensively the Zakat Management Organization conducts e-promotion through the website, Whatsapp, Instagram, Twitter, and so on, the greater the number of muzakki who decide to pay zakat through the Zakat Management Organization.

The results of this study are in line with the research of (Prianggoro & Sitio, 2020) which states that E-Promotion has a positive and significant effect on BPJS payment decisions. (Murdani Nur, 2020) states that promotion has a positive and significant effect on people's decisions to pay zakat. Silaban and Rosdiana (2020) state that promotion has a positive and significant effect on the purchasing decision process at the Sociolla online shop. Jannah and Ariyanto (2021) state that promotion has a positive and significant effect on purchasing decisions on CV. New Huntaria Depok (Jannah & Ariyanto, 2021). Ramadani (2019) states that promotion has a positive and significant effect on purchasing decisions at the Mobile Store (Ramadani, 2019)

The results of the research above also show that e-service quality has a significant positive effect on the decision of the muzakki to pay zakat at the Zakat Management Organization in Serang-Banten Regency. This is indicated by the t-count value of the e-service quality variable on the decision to pay zakat is greater than the t-table (4.501 > 1.665).and the significance value is smaller than the alpha value (0.000 < 0.05). so, it can be said, the better the e-service quality is shown by the Zakat Management Organization through the website, WhatsApp, Instagram, Twitter, and so on, the greater the number of muzakki who decide to pay zakat through the Zakat Management Organization.

The results of this study are following the results of research by Saraswati and Indriyani (2021) which state that E-Service Quality has a significant positive effect on purchasing decisions at Lazada.(Saraswati & Indriani, 2021). Sunanto and Asmoro (2021) state that service quality has a significant positive effect on purchasing decisions at Giant Ekstra CBD Bintaro. (Apt & Asmoro, 2021). Argitama and Suyoko (2020) state that E-Service Quality has a positive and significant effect on decisions to use Gopay products (Argitama & Suyoko, 2020). Satria and Ridlwan (2019) stated that service quality has a positive and significant effect on the decision of donors to pay zakat, infaq, and alms in Surabaya. (Satria & Ridlwan, 2019).

The results of the research above also show that e-promotion and e-service quality simultaneously have a significant positive effect on the decision of the muzakki to pay zakat at the Zakat Management Organization in Serang-Banten Regency. The result is indicated by the F-count value being greater than the F-table (13.610 > 3.09) and the significance value is smaller than the alpha value

(0.000 < 0.05). This result explains, the better the e-promotion and e-service quality of the Zakat Management Institution, the more the number of zakat payers in the Zakat Management Organization will increase. The total contribution of the influence of e-promotion and e-service quality to the decision to pay zakat is 21 percent, while the remaining 79 percent is influenced by other factors not examined in this study. The amount of influence that is not so large is in line with the findings of the Zakat Organization Forum researchers who stated that the digital world has not had much effect on zakat collection (Nursalikah, 2020)

Conclusion

Based on the results and discussion of the research above, conclusions can be drawn (1). E-Promotion has a significant positive effect on the decision to pay zakat in zakat management organizations. 2. E-Service quality has a significant positive effect on the decision to pay zakat in zakat management organizations. And 3. E-Promotion and E-Service Quality simultaneously have a positive and significant effect on the decision to pay zakat on zakat management organizations. The total contribution of the influence of e-promotion and e-service quality to the decision to pay zakat is 21 percent, while the remaining 79 percent is influenced by other factors not examined in this study.

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