

ABSTRAK

Yuyun Maryatul Iftiyah, 2019 Pengaruh Pengetahuan dan Sosialisasi Zakat Terhadap Minat Muzaki Membayar Zakat Di Yayasan Rydha Tangerang : Program Studi Ekonomi Syariah Fakultas Agama Islam, Universitas Siliwangi

Yayasan Rydha dalam 3 tahun terakhir memiliki data muzaki yang meningkat setiap tahunnya, namun hal tersebut tidak mampu memaksimalkan potensi, target, dan realisasi penghimpunan dana zakat, sehingga menyebabkan turunnya minat muzaki untuk membayar zakat kembali di Yayasan Rydha . Ada beberapa faktor yang menyebabkan turunnya minat muzaki, yaitu faktor dorongan dari dalam meliputi pengetahuan dan faktor motif sosial meliputi sosialisai. Tujuan dari penelitian ini adalah untuk mengetahui apakah pengetahuan dan sosialisasi berpengaruh terhadap minat muzaki membayar zakat di Yayasan Rydha.

Penelitian ini menggunakan metode kuantitatif. Populasi penelitian ini adalah 1.250 muzaki, dan sampel yang diambil sejumlah 92 muzaki dan menggunakan Teknik *Sampling Purposive*. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan kuesioner. Variabel dalam penelitian ini adalah pengetahuan muzaki, sosialisasi zakat, dan minat muzaki membayar zakat di Yayasan Rydha.

Berdasarkan hasil penelitian ini, maka diperoleh simpulan sebagai berikut: Dari hasil pengolahan data menunjukkan bahwa pengetahuan berpengaruh positif dan signifikan terhadap variabel minat yang berdasarkan hasil uji korelasi diperoleh nilai sebesar 0.453. koefisien determinasi sebesar 20,5%, persamaan regresi $Y = 21,079 + 0.303 X_1$. dan uji statistik t taraf signifikan 0,05 diperoleh nilai $t_{hitung} > t_{tabel}$ (4,818 > 1,986). Sosialisasi zakat berpengaruh positif dan signifikan terhadap variabel minat yang berdasarkan hasil uji korelasi diperoleh nilai sebesar 0.461. koefisien determinasi sebesar 21,3%, persamaan regresi $Y = 18,958 + 0.373 X_2$ dan uji statistik t taraf signifikan 0,05 diperoleh nilai $t_{hitung} > t_{tabel}$ (4,931 > 1,986). Pengetahuan dan sosialisasi zakat secara bersama-sama berpengaruh positif dan signifikan terhadap minat muzaki berdasarkan hasil uji korelasi diperoleh 0.515, koefisien determinasi 26,5%., persamaan regresi $Y = 17,520 + 0.187X_1 + 0.243X_2$. dan uji statistik taraf signifikansi 0.05 diperoleh dan $F_{hitung} > F_{tabel}$ (16,035 > 3.10). Maka **H_a** yang menyatakan Pengetahuan dan Sosialisasi zakat berpengaruh secara signifikan diterima dan **H_o** ditolak

Kata kunci: Pengetahuan, Sosialisasi, Minat Muzaki, Zakat

ABSTRACT

Yuyun Maryatul Iftiyah, 2019 The Influence of Knowledge and Socialization of Zaka Through Muzaki's Interest in Paying Zakat at Rydha Foundation Tangerang Foundation: Islamic Economics Study Program, Faculty of Islam, Siliwangi University

Rydha Foundation in the last 3 years has muzaki data that increases every year, but it is not able to maximize the potential, targets, and realization of zakat collection, causing a decrease in interest in muzaki to pay zakat back at the Rydha Foundation. There are several factors that cause a decrease in interest in muzaki, namely the internal push factor which includes knowledge and social motive factors including socialization. The purpose of this study was to determine whether knowledge and socialization had an influence on the interest of muzaki paying zakat at the Rydha Foundation.

This research uses quantitative methods. The population of this study was 1,250 muzaki, and samples taken were 92 muzaki and used Purposive Sampling Techniques. Data collection techniques used were observation, interviews, and questionnaires. The variables in this study are muzaki knowledge, zakat socialization, and interest in muzaki paying zakat at the Rydha Foundation.

Based on the results of this study, the conclusions obtained are as follows: From the results of data processing shows that knowledge has a positive and significant effect on interest variables based on the results of the correlation test obtained a value of 0.453. the determination coefficient is 20.5%, the regression equation $Y = 21.079 + 0.303 X_1$ and the statistical test t significant level of 0.05 is obtained by the value $t_{count} > t_{table}$ ($4.818 > 1.986$). Zakat socialization has a positive and significant effect on interest variables based on the correlation test results obtained values of 0.461. the determination coefficient is 21.3%, the regression equation $Y = 18.958 + 0.373 X_2$ and the statistical test t a significant level of 0.05 is obtained by the value $t_{count} > t_{table}$ ($4.931 > 1.986$). Knowledge and socialization of zakat together have a positive and significant effect on the interest of muzaki based on the results of the correlation test obtained by 0.515, the coefficient of determination 26.5%. The regression equation $Y = 17.520 + 0.187X_1 + 0.243X_2$. $F_{count} > F_{table}$ ($16,035 > 3.10$). So H_a , which states that Knowledge and Socialization of zakat has a significant effect, is accepted and H_0 is rejected

Keywords: Knowledge, Socialization, Muzaki Interest, Zakat.