

ABSTRACT

The potential and realization of zakat is not maximized because there are still many muzakki who do not distribute zakat through official institutions, so a convincing strategy is needed by collaborating with e-commerce platforms. This study aims to analyse the effect of the technology acceptance model on muzakki's decision to pay zakat on the barokah shopee application in Jabodetabek.

This research was conducted using a questionnaire method. The research population is the Jabodetabek millennial muzakki who have made zakat payments through the barokah shop with a sample of 100 people. The analysis technique used is Structural Equation Modeling – Partial Least Square (SEM PLS).

The results of this research showed that perceived convenience, perceived usefulness, trust, security, and brand awareness had a significant positive effect on muzakki's decision to pay zakat on the barokah shopee application. The R square value of 0.814 indicates that muzakki's decision can be explained by 81% by independent variables while 19% is explained by other variables outside the research.

Keywords: Technology Acceptance Model, Shopee Barokah, SEM-PLS, Millennial Generation.