

## **ABSTRACT**

*This research aims to analyze the factors that can influence an individual's intention to use a digital platform for paying zakat at LAZ Zakat Sukses. The study employs the extended Unified Theory of Acceptance and Use of Technology (UTAUT) as the theoretical framework, with zakat literacy added as a UTAUT construct.*

*This research employs a quantitative approach to analyze the adoption of digital zakat technology. The analysis tool used is Structural Equation Modeling (SEM) with Partial Least Squares (PLS) as the application to explain the research model. 140 respondents were selected through purposive sampling to obtain individuals who have both performed and intend to pay zakat through digital platforms at LAZ Zakat Sukses.*

*The research results indicate that all constructs of the UTAUT variables (Performance expectancy, effort expectancy, social influence, facilitating condition) and zakat literacy have a positive and significant influence on the intention to use online platforms for paying zakat at LAZ Zakat Sukses.*

*Keyword : UTAUT, Intention to pay zakat, technology, digitalization of zakat*