

ABSTRACT

Cash waqf is waqf in the form of money in the form of rupiah which is managed productively and the results are utilized for mauquf alayh. Cash waqf has enormous potential. However, the revenue of waqf funds has not yet reached the potential figure. This is because the majority of people only know waqf on immovable objects. The potential of cash waqf in Bekasi city is very high but its revenue has not yet reached the potential target. Therefore, to increase public interest in waqf money, it is necessary to study the interest in waqf money case study in Bekasi city.

This study aims to determine the factors that influence the interest of Bekasi City people in endowing money. This study uses multiple regression analysis techniques using IBM SPSS Statistic 25. The sample of this study consisted of 105 respondents using purposive sampling method, where the data collection method was carried out through a questionnaire.

The results of this study indicate that variables such as religiosity, knowledge, and income partially have a positive effect on interest in waqf money. While the variables of education level and information media partially have no effect on interest in waqf money. While simultaneously religiosity, education level, knowledge, income and information media have a positive influence on interest in waqf money.

Keywords: *cash waqf, religiosity, education level, knowledge, opinion and information media.*