

## ABSTRACT

*Bekasi City, as the city with the second largest Muslim population and the highest Regional Minimum Wage (UMR), is assumed to have the potential to increase interest in paying zakat maal. The advancement of technology that facilitates online zakat payments is expected to increase zakat collection funds. However, the benefits of technology are not fully aligned with the facts on the ground. Therefore, to increase the public's interest in paying zakat maal online, a review of the interest in zakat, especially online, in Bekasi City needs to be done.*

*This research was conducted with the aim of understanding and analyzing the factors that influence the interest in Paying Zakat Maal Online in Bekasi City. In this study, the sample used was 110 respondents from residents living in Bekasi City. Purposive sampling technique was used in the selection of samples for this study.*

*Data processing uses the Statistical Package for the Social Sciences (SPSS) IBM. The results of this study indicate that the variables of transparency and reputation have a partial influence, while the variables of knowledge, religiosity, income, and trust do not have a partial influence. Simultaneously, the variables of knowledge, religiosity, income, trust, transparency, and reputation have an influence on the interest in paying zakat maal online in Bekasi City.*

*Keywords: Knowledge, Religiosity, Income, Trust, Transparency, and Reputation, Interest in Paying Zakat Maal, Online Zakat Maal*