

## **ABSTRACT**

*The accumulation of zakat in Indonesia is increasing every year. Data found from National Zakat Statistics that non-cash ZIS collection is about 94.3 percent. However, on the fact that data in West Java Province digital zakat payments are still low by 6.0 percent, this is not consistent with the West Java region that has the largest number of Muslim population and high zakat potential, where the use of the Internet in Indonesia also continues to increase and the zakat institutions have also made efforts to digitize the payment of zakat.*

*The aim of the study is to analyze the influence of performance expectancy, effort expectance, social influence, facilitating condition, and literacy of zakat on the decision to pay zakat using the digital platform of the website baznas. The data collection method in this study was done by distributing questionnaires using google forms to 220 millennial Muslim respondents in the West Java Province. The research method uses binary logistic regression analysis, as well as the software used as SPSS ver 25.*

*The results showed that performance expectancy variabels, effort anticipancy, social influence, facilitating condition, and literacy of zakat have simultaneous influence on the decision to pay zakat using the digital platform of baznas website. Partially, performance expectancy variabels, effort expectancies, and facilitating conditions have significant positive influences, while social influence and literacy variabels have no significant influences.*

**Keywords:** *UTAUT, Zakat Literation, Zakat, Digital Platform, Logit.*