

ABSTRACT

Generation Z is the largest age group in Indonesia that has great potential to contribute to charitable activities, given their social solidarity values. This study aims to analyze the influence of income, religiosity, attitude, subjective norms, and perceived behavioral control on the giving intention of Generation Z Muslims in Indonesia. Using the tobit logistic regression method, this study collected data from 103 respondents through a gform survey. The results of the analysis show that income, religiosity, and subjective norms have a significant positive effect on the giving intention of Generation Z Muslims, while attitude has a significant negative effect. perceived behavioral control shows no significant effect. This study confirms the importance of social and religious factors in encouraging giving behavior in Gen Z Muslims and provides insights for charities in directing strategies to increase giving participation among this Generation.

Keyword: Charity, Donation, Consumer Behavior, Planned Behavior