

ABSTRACT

Indonesia was recognized as the most generous country by the Charities Aid Foundation in 2023. Despite the vast potential of infaq, public participation in online infaq remains suboptimal. According to the 2023 report from the National Zakat Collection (LPZN) of the National Amil Zakat Agency (BAZNAS) in Semarang City, infaq fund collection decreased by 29% compared to the previous year. Semarang City, whose population is largely dominated by Generation Z and Millennials, holds significant potential for the development of digital-based infaq.

This study aims to analyze the factors that influence the intention to perform online infaq among Generation Z in Semarang City. The research employed binary logistic regression analysis, with data testing conducted using SPSS Statistics 26 software. The sample consisted of 100 Muslim residents from Generation Z in Semarang City, and data collection was carried out through questionnaires distributed via Google Forms to respondents who met the research criteria.

The results reveal that, simultaneously, the variables of attitude, subjective norm, perceived behavioral control, perceived ease of use, perceived usefulness, and religiosity significantly affect the intention to perform online infaq. Partially, the variables of attitude, subjective norm, perceived ease of use, and perceived usefulness are proven to have a positive and significant effect on online infaq intention. Meanwhile, perceived behavioral control and religiosity do not show a significant effect.

Keywords: *Online Infaq, Generation Z, TAM, TPB. Religiusitas*

