

ABSTRACT

This study aims to explore in depth the role of income, attitude, psychographics, religiosity, gender, age, education, and marital status in influencing individuals' decisions to give alms. The focus of this study is on the Muslim community in Semarang City, involving 120 respondents.

Research data was collected through the distribution of questionnaires as the primary data source using purposive sampling techniques. The data obtained was then analyzed using the binary logistic regression method with the help of SPSS version 26 software. This method was used to test the influence of each independent variable on the decision to give alms as the dependent variable.

The results show that attitude, psychographic, and religiosity variables have a positive and significant effect on individuals' decisions to give alms. Meanwhile, the variables of income, gender, age, education, and marital status do not show a significant effect. These findings confirm that psychographic and spiritual aspects play an important role in shaping individuals' decisions to give alms. In addition to contributing to the development of Islamic economic studies, the results of this study also have practical implications for Islamic philanthropic institutions in developing collection and education strategies to maximize the potential for almsgiving in the city of Semarang.

Keywords: *Almsgiving decisions, Income, Attitudes, Psychographics, Religiosity, Gender, Age, Education, Marital status*

