

ABSTRACT

This study was motivated by the significant potential of cash waqf in Indonesia, which has not yet been matched by optimal waqf collection. This study aims to analyze the factors influencing the interest of the people of Semarang in making waqf contributions through the Cash Waqf Linked Deposit (CWLD) instrument using the Theory of Planned Behavior (TPB) approach. The research model was developed by integrating the variables of Islamic financial literacy, financial capability, trust, and religiosity as factors influencing attitudes toward CWLD, as well as testing the influence of attitudes, subjective norms, and perceived behavioral control on the interest in making waqf contributions through CWLD. This study employs a quantitative approach using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis technique.

The results of the study indicate that Islamic financial literacy, financial capability, trust, and religiosity have a positive and significant effect on attitudes toward CWLD. Furthermore, attitudes, subjective norms, and perceived behavioral control were found to have a positive and significant influence on public interest in making waqf contributions through CWLD. These findings suggest that improving Islamic financial literacy, strengthening trust in waqf management institutions, enhancing religious understanding, and facilitating waqf contributions through CWLD can increase public interest in participating in productive waqf programs. This study is expected to provide a theoretical contribution to the development of research on productive waqf and serve as a basis for consideration by Islamic financial institutions, waqf trustees, and regulators in enhancing the collection of waqf through the CWLD instrument in a sustainable manner.

Keywords: *Cash Waqf Linked Deposit (CWLD), Theory of Planned Behavior (TPB), Interest in Waqf.*