ABSTRACT

The potential for collecting alms funds in Indonesia is very large. This is because Indonesia is the most generous country in 2020, the trend of increasing collection of Zakat Infak and Alms (ZIS) funds until 2019, as well as the increasing trend of collecting donations through digital crowdfunding platforms. In fact, the potential for ZIS collection is only 4.91% of what exists, besides that there are many donations from crowdfunding platforms that have not yet reached the target. millennials as the largest generation and are close to technology in the digital era 4.0, millennials are faced with the choice to give alms traditionally or through platforms. crowdfunding. There are still few studies that examine the collection of alms by millennial Muslims on crowdfunding platforms. This study is the preference of millennial Muslims in Semarang City who are accustomed to the Smart City lifestyle, giving charity on the Kitabisa.com crowdfunding platform. Kitabisa.com is the best national fundraising platform in 2020.

The population in this study, millennial Muslims in Semarang City. The sampling technique of non-probability sampling is purposive sampling, this technique does not provide equal opportunities for each population, as well as taking samples from populations that meet certain requirements. Sampling data was collected by distributing questionnaires to 384 millennial Muslim respondents in the city of Semarang. The research method uses binary logistic regression analysis.

The results of the study show that there is a simultaneous influence of millennial Muslim decisions to give alms on the Kitabisa.com crowdfunding platform. Partially there is a positive and significant influence on the variables of religiosity motivation, perceived ease of use, sens of trust, perceived of usefulness, social influence, and lifestyle on millennial Muslim decisions to give alms on the Kitabisa.com crowdfunding platform, the perceived convenience variable has the strongest effect compared to other variables. The income variable has no effect on the decision of millennial Muslims to give alms on the Kitabisa.com crowdfunding platform.

Keywords: Alm, millennial Muslims, digital crowdfunding, religiosity motivation, perceived ease of use, perceived of usefulness, sens of trust, income, social influences, and lifestyle