

## **ABSTRACT**

This study aims to look at the factors that influence the intention of Generation Z to waqf through money online. The factors studied that can affect the intention of generation z in waqf through money online are religiosity, knowledge, subjective norms and trust in waqf institutions.

This study uses quantitative methods by using primary data, namely by using the questionnaire method. For the distribution of questionnaires distributed to respondents with a sample of 100 people. With the initial screening that respondents are Muslim, have done waqf through money online and have attended webinars or studies on waqf through money online. The analytical tool used in this study is SPSS 26 using multiple linear regression, using validity, reliability and classical assumptions as requirements before performing multiple linear regression tests.

The results of the study show that religiosity, knowledge, subjective norms and trust in waqf institutions have a significant effect on the intention of waqf through money online.

**Keywords: Religiosity, knowledge, subjective norm and trust and intention**