

ABSTRACT

Indonesia, as a country with a majority Muslim population, has a large potential for zakat. Good collection and management of zakat will be very helpful in reducing poverty. The role of zakat management institutions is important, because it is expected to be able to distribute zakat according to the target. But in fact, the collected zakat is still far from the existing potential. This is due to the low public decision to pay zakat through institutions. This study aims to analyze the influence of knowledge, income, trust, and service quality on muzakki's decision to pay zakat at LAZDAI Bandar Lampung City.

This study uses a quantitative analysis approach with multiple linear regression analysis methods. The sampling technique in this study was purposive sampling by taking a sample of 110 respondents of LAZDAI Bandar Lampung City muzakki. The research instrument used a questionnaire and was analyzed using SPSS Statistics 26.

Based on the results of this study indicate that all independent variables, namely knowledge, income, trust, and service quality have a positive and significant influence on the decision of muzakki in paying zakat at LAZDAI Bandar Lampung City, both partially and simultaneously.

Keywords: Knowledge, income, trust, service quality, and decision.

