

ABSTRACT

Indonesia, with its high level of poverty, is one of the main factors in the empowerment of zakat funds to improve community welfare. The efforts made by each individual in paying zakat can help alleviate the poverty present in Indonesia. According to data from the Central Statistics Agency, the poverty rate is 8.57%, which is lower compared to previous years. This will continue to decrease if zakat funds can participate in social welfare efforts by channeling zakat funds to communities that truly need them. Additionally, zakat payments can be made through various easy access options, such as Dompot Dhuafa, which offers innovation in digital development through zakat payments via available digital platforms with 24-hour service, making it easier for people to make zakat payments anytime and anywhere. The purpose of this research is to analyze various factors that may influence the community in distributing their zakat using the digital application Dompot Dhuafa. The analysis technique employs the Partial Least Square method with the SmartPLS application used to calculate and analyze the obtained data. A total of 115 samples were used, which utilized a questionnaire with purposive sampling as the data collection method. This research shows that the partial results indicate that the factors of income, knowledge, security, trust, and convenience have a significant impact on the community's decision to make zakat payments using a digital platform.