

ABSTRACT

This study aims to explore in depth the role of Religiusitas, Kepercayaan, Norma Subjektif, and Persepsi Kontrol Perilaku in influencing individual intentions to donate money at the mosque. The focus of this study was directed at the congregation of the Grand Mosque in Semarang City, involving 120 Muslim respondents who had experience donating at the mosque. The research data were collected through distributing questionnaires as a primary data source, which were then analyzed using the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS) with the help of SmartPLS 3.0 software.

The results of the study revealed that all factors studied - namely Religiusitas, Kepercayaan, Norma Subjektif, and Persepsi Kontrol Perilaku - had a positive and significant influence on the intention to donate money at the mosque. This finding confirms the importance of the spiritual, social, and behavioral control dimensions felt by individuals in shaping their intentions to participate in religious charity activities. In addition to providing theoretical contributions to the literature on donation behavior, the results of this study also have practical implications for mosque administrators, especially in developing more appropriate and effective strategies to increase donor participation and loyalty. Mosque administrators are expected to use this understanding as a basis for developing more focused and strategic congregation empowerment programs to support sustainability in mosque management.

Keywords: TPB, intention to donate money, SEM.

