

ABSTRACT

Islamic finance builds the economy and equitably distributes welfare and reduces poverty, one of which is waqf. This Islamic financial instrument has a large potential number but is still not well optimized. Utilization of waqf land reached 71% which was dominated by the construction of mosques and prayer rooms. The government seeks to develop productive waqf in Indonesia by implementing cash waqf. Based on the calculation of the potential for cash waqf conducted by Nasution (2005) of 3 trillion Rupiah of the total potential for cash waqf in Indonesia.

This study aims to identify the factors that affect the educated community with cash waqf through Amil Zakat Institutions (LAZ) originating from four different Amil Zakat Institutions including Dompot Dhuafa, Lazisnu, Lazismu, and Rumah Zakat. The type of data used in this study is primary data using a questionnaire collection method involving 100 respondents (wakif) using purposive sampling from educated people including students, undergraduates, and masters who live in the city of Semarang. Data were analyzed using multiple linear regression analysis techniques using the SPSS 23.0 application.

The results of the study show that all factors such as religiosity, knowledge, quality of service, and promotions have a significant effect on educated people to make cash waqf. There is an independent variable of religiosity that has no effect on educated people with cash waqf at Amil Zakat Institutions. The variables of knowledge, promotion, and service quality have a positive and significant effect on educated people with cash waqf at Amil Zakat Institutions (LAZ).

Keywords: cash waqf, religiosity, knowledge, service quality, promotion, Amil Zakat Institution (LAZ)