

ABSTRACT

The development of digital payment technology through the Quick Response Code Indonesian Standard (QRIS) has encouraged the growth of digital donation system in Indonesia, including mosque donation management. QRIS-based donations boxes are considered capable of providing convenience, efficiency, and transparency in collecting donation funds. However, the implementation of QRIS in mosque still faces various challenges, particularly related to the readiness and interest of mosque administrators in adopting the technology. This study aims to analyze the influence of performance expectancy, effort expectancy, social influence, and facilitating conditions on mosque administrators' preferences in providing QRIS donation boxes in Semarang City.

This study employed a quantitative approach using binary logistic regression analysis based on the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The data were collected through questionnaires distributed to 125 mosque administrators in Semarang City using a purposive sampling technique. The dependent variable in this study was the interest decision of mosque administrators in providing QRIS donations boxes, while the independent variables consisted of performance expectancy, effort expectancy, social influence, and facilitating conditions.

The results showed that all independent variables significantly influenced mosque administrators' interest in providing QRIS donation boxes. Performance expectancy and social influence had a positive effect on QRIS adoption, while effort expectancy and facilitating conditions had a negative effect. This study is expected to contribute to improving the implementation of QRIS as an effective, efficient, and transparent donation collection medium.

Keywords: QRIS, digital donation, digital donation box, mosque administrators, UTAUT.