

ABSTRACT

This study aims to analyze the factors that influence the acceptance and use of technology in GoGive online zakat services. Researchers use the Unified Theory of Acceptance and Use of Technology (UTAUT) and UTAUT 2 models. Independent variables include performance expectations, business expectations, social influence, facilitating conditions, hedonic motivation, price values and habits towards behavioral intentions as intervening and behavioral variables. use as the dependent variable.

This research is a quantitative study using The Partial Least Square Structural Equational Modeling (PLS-SEM) analysis. The sample in this study were 100 millennial muzaki in Semarang City who had used the GoGive service at least once. The data collection method was obtained through a questionnaire. The software used to process the data is SmartPLS 3.0.

The results showed that business expectations, social influence, price values and habits had a positive and significant effect on behavioral intention, and behavioral intention had a positive and significant effect on usage behavior. The R-Squares value of behavioral intention is 0.833 indicating that 83.3% of behavioral intention can be explained by independent variables and the remaining 16.7% is explained by other factors outside the study. The R-Squares value of usage behavior is 0.611 indicating that 61.1% of usage behavior can be explained by behavioral intention variables and the remaining 38.9% is explained by other factors outside the research.

Keywords: Zakat Online, GoGive, Millennial Muzaki, UTAUT.

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