

## **ABSTRACT**

*The potential and realization of zakat is not maximized because there are still many muzakki who do not distribute zakat through official institutions, so a convincing strategy is needed by collaborating with e-commerce platforms. This study aims to analyse the effect of the technology acceptance model on muzakki's decision to pay zakat on the barokah shopee application in Jabodetabek.*

*This research was conducted using a questionnaire method. The research population is the Jabodetabek millennial muzakki who have made zakat payments through the barokah shop with a sample of 100 people. The analysis technique used is Structural Equation Modeling – Partial Least Square (SEM PLS).*

*The results of this research showed that perceived convenience, perceived usefulness, trust, security, and brand awareness had a significant positive effect on muzakki's decision to pay zakat on the barokah shopee application. The R square value of 0.814 indicates that muzakki's decision can be explained by 81% by independent variables while 19% is explained by other variables outside the research.*

*Keywords: Technology Acceptance Model, Shopee Barokah, SEM-PLS, Millennial Generation.*

