

## **ABSTRACT**

*Until the end of the 20th century, poverty was still a burden on the world. It seems that the issue of poverty will continue to be a problem that will never disappear from this world. The problem of poverty is not only faced by developing countries, but is also faced by developed countries. It's just that the poverty rate in developing countries is higher than in developed countries. Poverty has various forms, especially low income and productive resources that ensure sustainability; hunger and malnutrition; low level of health; limited access and lack of other basic educational needs; abnormal conditions and deaths continue to increase; homelessness and inadequate housing; dangerous environment; as well as discrimination and social alienation. This research aims to determine the influence of knowledge, education, income, service quality, trust and social environment on muzakki's interest in paying zakat at the Amil Zakat Institution in Cilegon city.*

*This research uses primary data with a data collection method in the form of a questionnaire. The population in this study were the guardians of students at the Mutiara Bunda School in Cilegon City who carried out zakat at the Amil Zakat Institute in Cilegon City. The number of samples taken was 81 respondents who met the criteria. This research uses multiple linear regression analysis with SPSS version 25.*

*Based on the results of the linear regression equation, it shows that all independent variables, namely knowledge (X1), education (X2), income (X3), service quality (X4), trust (X5), and social environment (X6) have a positive effect on muzakki's interest in paying zakat at the Amil Zakat Institution in Cilegon city, This is proven by the results of the significant f test which shows an F value of 3.896, where this value is greater than the F table. And the significance value of 0.000 is smaller than 0.05.*

*Key words: Knowledge, Education, Income, Service Quality, Trust, and Social Environment*