

ABSTRACT

Economic problems that occur in the city of Jakarta are more about the low level of community welfare. Cash waqf can be one solution to improve the welfare of the people, the use of cash waqf funds for business capital in the economic sector so that income distribution can occur. Jakarta has a fairly high potential for cash waqf and the number of potential cash waqf funds in Jakarta every year reaches 4.98 billion rupiahs. However, it is unfortunate that the realization of cash waqf in Jakarta is only around 1.2 billion rupiahs every year. As a generation that has a large population in Jakarta, the millennial generation can encourage the realization of the potential amount of cash waqf funds in Jakarta.

This study aims to determine the factors that influence the interest of the Muslim millennial generation in Jakarta to carry out cash waqf. This study uses multiple linear regression analysis techniques and data testing using the SPSS 22 program. The sample of this study was 100 people using probability sampling where the data collection method was carried out through a questionnaire.

The results showed that partial knowledge did not affect the interest of the Muslim millennial generation in Jakarta in conducting cash waqf. Meanwhile, partially religiosity, income, subjective norms, level of education, and access to information media affect the interest of the Muslim millennial generation in Jakarta in conducting cash waqf. Meanwhile, simultaneously knowledge, religiosity, income, subjective norms, level of education, and access to information media have a positive effect on the interest of the millennial Muslim generation in Jakarta in conducting cash waqf.

Keywords: cash waqf, knowledge, religiosity, income, subjective norms, education level, and access to information media.