

ABSTRACT

ADOPTION OF DIGITAL ZAKAT PAYMENTS: DIFFUSION OF INNOVATION THEORY

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Zakat is an activity that is practiced especially by Muslims in Indonesia. Zakat consists of various types such as Zakat Maal, Zakat Fitrah, Zakat Income, Zakat on Gold and Silver, and Zakat on Agriculture. Zakat could be paid through direct donations to mosques or Zakat institutions that have been given trust from the government to distribute it to those who need it. Along with the development of today's technology, we could enable the government and the private sector to innovate in the provision of digital Zakat services and facilitate these activities. This research used the Qualitative-Quantitative method (Mix Method). This type of research was post-positivism by applying the Diffusion of Innovation theory. The findings in this research indicated that the Zakat payment system using web-based services was not yet optimal, so Zakat payment development could be modified by implementing it into Android or iOS-based smartphone applications.

Keywords: Zakat, TRA, TPB, Diffusion of Innovation.

