

ABSTRACT

This research aims to determine the influence of income level, education and information media on people's interest in cash waqf in Palembang City. The method used in this research is a quantitative method through distributing questionnaires aimed at the community in Palembang City. The sample used was 100 respondents from the Slovin formula calculation and using the Purposive Sample sampling technique. The data obtained was then processed using the SPSS version 23.0 application. The analysis used includes instrument testing, classical assumption testing, multiple linear regression testing and hypothesis testing.

The results of the research partially show that the level of income does not have a positive and significant effect on the interest of people with cash waqf, education has a positive and significant influence on the interest of people with cash waqf and information media has a positive and significant effect on the interest of people with cash waqf. It is hoped that the research results obtained can provide benefits to the community in Palembang City in optimizing the interest of the cash waqf community based on their level of income, education and information media.

Keywords: Income Level, Education, Information Media and Community Interest in Cash Waqf.