

ABSTRACT

This research was motivated by the lack of cash waqf literacy and the public's unfavorable perception regarding cash waqf. This is because the development, management and knowledge regarding cash waqf is still very low and not well publicized. So the lack of public trust in institutions that manage cash waqf results in low and slow knowledge about cash waqf. This research aims to determine the influence of waqf literacy and public perception on the intention to donate cash among the Palembang Millennial Generation.

This study uses a quantitative approach. The population in this study was the entire Muslim community, especially the millennial generation in the city of Palembang. The sample used was 100 people or respondents using purposive sampling techniques. This research uses primary data obtained from distributing questionnaires to 100 respondents using a Likert scale.

The research results show that. The waqf literacy variable (X1) influences cash waqf intentions (Y). The results of the t test for waqf literacy on cash waqf intentions obtained a value of $t_{count} > t_{table}$ ($3,097 > 1.984$) and a significance value smaller than probability ($0.000 < 0.05$), meaning that waqf literacy has an effect on the cash waqf intention variable. The public perception variable (X2) influences cash waqf intentions (Y). The results of the t test for the public's perception of intentions to donate cash obtained a value of $t_{count} > t_{table}$ ($4.071 > 1.984$) and a significance value smaller than probability ($0.000 < 0.05$), meaning that public perception influences intentions to donate cash. The simultaneous test shows that the f_{count} value is 23.625 and the f_{table} value is 3.09 ($23.625 > 3.09$) with a significance level of $0.000 < 0.05$.

Keywords: Intentions of Giving Cash to Waqf, Waqf Literacy, Community Perception