

The Influence of Information Media, Knowledge, and Subjective Norms on Interest in Performing Cash Waqf

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ABSTRACT

The potential of cash waqf in Indonesia is very large because the majority of the population is Muslim. The benefits of cash waqf are very much, one of which is that it can be a source of social funds to strengthen the economy of the community. The development of waqf is increasingly better, characterized by the number of parties who optimize the management of cash waqf. The government also showed its attention through policies issued that further facilitated the cash waqf process. In 2020, the government expanded the scope of micro waqf banks. The potential and the great benefits of cash waqf, and the realization of cash waqf receipts that are far from expected are the reasons behind this research. This research aims to find out the influence of information media, knowledge about cash waqf and subjective norms on people's interest in performing cash waqf. This research is a quantitative study using survey methods to people who have performed cash waqf. The population in this study is all *waqif* who performs cash waqf in official waqf institutions located in Banyumas Regency. The number of respondents in this study was 40 respondents. The sampling technique used is snowball sampling. Data analysis is using the SPSS (Statistical Package for the Social Sciences) application. The results of data analysis showed that information media had no significant effect on interest in performing cash waqf, knowledge of cash waqf and subjective norms had a significant effect on interest in performing cash waqf.

Keywords: Information Media; Knowledge; Subjective Norms; Interest in Performing Cash Waqf.

1. Introduction

Today there are many parties who are optimizing the potential for empowering waqf in Indonesia. One example is Otoritas Jasa Keuangan (OJK). The institution has targeted to open 50 new micro waqf banks by 2020. In addition, the government has also asked OJK to expand the scope of micro waqf banks (republika.co.id, 2020).

The use of waqf asset is still dominantly used to build places of worship or mosques. The allocation for other purposes is still very small. Waqf asset basically can also be used to create programs in order to reduce poverty and improve the community's economy (Munir, 2013).

Waqf is familiar to the community, but the community's interpretation of waqf is still limited to land and immovable asset. Since the enactment of Undang-Undang No.41 Tahun 2004, waqf can

be carried out using movable asset. An example of movable asset is money. Money can be used for waqf.

Cash waqf is a waqf using money as a waqf object. The money is given to a trusted party as the recipient of the cash waqf. The cash waqf received is not directly given to those who are entitled to it, but is invested or managed first to generate added value. The added value will be used for the benefit of the community, so that the principal value of the waqf is retained or still exists (Arif, 2010).

According to data from the Badan Wakaf Indonesia (BWI) as of January 2021 (wakafuang.bwi.go.id, 2021) shows that Indonesia has a potential cash waqf asset per year of IDR 180 trillion. However, the accumulated cash waqf collected was only IDR 819 billion. The development of cash waqf, great potential, and the realization of cash waqf receipts that are far from expectations are the reasons behind this research. The study was conducted to determine the public's interest in cash waqf. The factors that influence the interest in cash waqf in this study are information media, knowledge of cash waqf, and subjective norms.

2. Literature Review

The theory of planned behavior was developed from the theory of reasoned action by Icek Ajzen (2005). The theory of reasoned action includes two constructions, namely attitude towards behaviors and subjective norms. One construct is added, namely perceived control behavior on the grounds that control is needed because of the limited resources used in performing a behavior (Pangalih & Baridwan, 2013).

Husniyah (2019) explains that interest is an impulse, desire, tendency towards a certain object or activity that comes from oneself. With this encouragement, a person can give attention, like, and involve himself to take part in the activity or object. The Theory of Planned Behavior is one of the theories that underlie interest. The theory explains that there are three variables that can affect a person's interest. These variables are attitude toward behavior, subjective norm, and perceived behavior control (Rustam *et al*, 2015).

Media in Kamus Besar Bahasa Indonesia (KBBI) means tool or medium, it can also mean intermediary or liaison, while information means notification or news about something. Based on the above understanding, information media is a medium that connects information providers and parties who need information (Sendjaja, 2007). The information provided can influence a person in making decisions. Based on the theory of planned behavior, one of the factors that influence interest is attitude toward behavior. Attitude toward behavior is an attitude toward an action or behavior. This attitude is influenced by behavior belief and outcome evaluation. Behavioral beliefs or individual beliefs arise from the assessment that is in him. The assessment is influenced by the input information he gets. Media information can be one of the input information obtained by someone. The more good information obtained, the better the individual's assessment of a behavior. So based on the theory of planned behavior, information media can influence a person's interest.

Based on the explanation above, the hypothesis is:

H₁ : Information media has an effect on interest in cash waqf.

Knowledge is everything that humans get through the five senses. Knowledge arises when a person uses his senses to analyze and understand a particular event or object that someone has never felt or seen before (Mahmud, 2010). The theory of planned behavior explains that one aspect of perceived behavioral control is control belief. Control belief is an individual's belief about the inhibiting and motivating factors in performing a behavior. Knowledge can be one of the inhibiting or motivating factors for something. Knowledge of cash waqf is expected to be a motivating factor for interest in cash waqf.

Based on the explanation above, the hypothesis is:

H₂: Knowledge of cash waqf has an effect on interest in cash waqf.

Subjective norm is one of the factors that can influence interest based on the theory of planned behavior. Subjective norms can be in the form of social pressure from a person or group who has an influence in an environment on the view of something. Subjective norms can be in the form of recommendations, suggestions, encouragement, motivation, and so on (Abror, 2019). Research by Nuraini et al (2018), states that the higher the level of subjective norms, the higher the public's interest to pay waqf. This is proven empirically in his research which shows that there is a significant influence of the subjective norm variable.

Based on the explanation above, the hypothesis is:

H₃ : Subjective norms affect the interest in cash waqf.

3. Research Methodology

This research is a quantitative research. The objects of this research are information media, knowledge of cash waqf, subjective norms as the independent variable, and interest in cash waqf as the dependent variable. The research data was taken from the results of processing the questionnaires that had been distributed to the respondents of this study. Measurement of variables using a Likert scale 1-5. Data sources are primary data and secondary data. The population used is all Wakif who are waqf in Banyumas Regency. The sampling technique used is non-probability sampling, with the sampling technique used is snowball sampling. Determination of the number of samples using Roescoe Theory. This study consists of 4 variables, so the minimum number of samples is 40 respondents. Data processing using SPSS application.

4. Results

4.1 Validity and Reliability Test

Validity test was conducted using Pearson correlation. The test is done by comparing r count with r table. If r count > r table then the measuring instrument is valid. Based on the value of degrees of freedom with a probability level of 5%, the r table value is 0.312. The following are the results of the validation tests;

Table 1. Validity Test Results.

	Pearson Correlation	N of Items	Results
X1	(0.850-0.917)	4	Valid
X2	(0.537-0.822)	7	Valid
X3	(0.768-0.942)	6	Valid
Y	0.471-0.772	8	Valid

The reliability test is one of the measuring tools to determine the reliability of the results of filling out the questionnaires by the respondents. The reliability test was carried out using the Chronbach Alpha test, with a standard deviation of 5% or 0.05. If the Chronbach Alpha shows a score of more than 0.6 or close to 1, the questionnaire is declared reliable. Here are the results of the reliability test;

Table 2. Reliability Test Results.

No.	Variabel	Koefisien <i>cronbach alpha</i>	<i>Cronbach alpha min.</i>	Keterangan
1	Information Media	0,901	>0,60	Reliabel
2	Knowledge of Cash Waqf	0,753	>0,60	Reliabel
3	Subjective Norms	0,929	>0,60	Reliabel
4	Minat Berwakaf Uang	0,759	>0,60	Reliabel

Table 2 shows that all variables have a Cronbach Alpha coefficient value > 0.6 . This means that the questions in the questionnaire are reliable, and the research can be continued to the next stage.

4.2 Classical Assumption Test

4.2.1 Data Normality Test

The data normality test aims to test whether the variables in the regression model are normally distributed or not. The test was carried out using a non - parametric statistical test, namely the Kolmogorov-Smirnov. The following are the results of the data normality test;

Table 3. Data Normality Test Results.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,84496740
Most Extreme Differences	Absolute	0,096
	Positive	0,071
	Negative	-0,096

Test Statistic			0,096
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		0,456
	99% Confidence Interval	Lower Bound	0,443
		Upper Bound	0,469

The results of table 3 show that the Asymp value is obtained. Sig on the Kolmogorov-Smirnov nonparametric statistical test is 0.2. The theory of data normality says that when the Kolmogorov-Smirnov significance value is > 0.05 , the data is declared normally distributed. The table results show that the significance value is $0.2 > 0.05$. So it can be said that the data is normally distributed.

4.2.2 Multicollinearity Test

The multicollinearity test aims to see whether there is a correlation between the independent variables. The following are the results of the multicollinearity test;

Table 4. Multicollinearity Test Results.

No.	Independent Variables	VIF	<i>Tolerance</i>	Information
1	Information Media (X_1)	1,559	0,642	Multicollinearity Free
2	Knowledge of Cash Waqf (X_2)	1,499	0,667	Multicollinearity Free
3	Subjective Norms (X_3)	1,624	0,616	Multicollinearity Free

Based on the results of table 4, it shows that the VIF value of all the variables tested is < 10 , and the value of T (tolerance) is > 0.1 . This means that there is no multicollinearity or correlation between independent variables.

4.2.3 Heteroscedasticity Test

Heteroscedasticity test aims to see whether or not there are similarities in the variance of the variables in the regression model of the observed residuals. The following are the results of the heteroscedasticity test;

Table 5. Heteroscedasticity Test Results.

No.	Independent Variables	<i>Sig.</i>	Information
1	Information Media (X_1)	0,767	Heteroscedasticity Free
2	Knowledge of Cash Waqf (X_2)	0,747	Heteroscedasticity Free
3	Subjective Norms (X_3)	0,921	Heteroscedasticity Free

Heteroscedasticity test was performed using the Spearman's Rho correlation coefficient test. Based on table 5, it can be seen that the significance level of the three independent variables is > 0.05 . This means that there is no heteroscedasticity problem in the regression model.

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to see the effect of the independent variables (information media, knowledge of cash waqf and subjective norms) on the dependent variable (interest in cash waqf). Multiple linear regression analysis is used when the independent variable in this regression model is more than one variable. Here are the results of multiple linear regression analysis;

Table 6. Multiple linear regression analysis test results.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,063	3,648		2,758	0,009
	Media Informasi(X1)	0,143	0,158	0,110	0,904	0,372
	Pengetahuan Tentang Wakaf(X2)	0,355	0,143	0,296	2,473	0,018
	Norma Subjektif(X3)	0,416	0,096	0,541	4,353	0,000
a. Dependent Variable: Minat Berwakaf Uang(Y)						

Based on table 6 regarding the results of multiple linear regression analysis, it can be seen that the regression formula of this study is;

$$Y = 10,063 + 0,143X_1 + 0,355X_2 + 0,416X_3 + e \quad (1)$$

4.4 Goodness of Fit Test

4.4.1 F Test

The F test or simultaneous test is used to see whether the overall regression model is good (significant) or not (non-significant). Here are the results of the F test;

Table 7. F Test Results.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	254,348	3	84,783	22,991	.000 ^b
	Residual	132,752	36	3,688		
	Total	387,100	39			
a. Dependent Variable: Minat Berwakaf Uang(Y)						
b. Predictors: (Constant), Norma Subjektif(X3), Pengetahuan Tentang Wakaf(X2),						

Based on table 7 it can be seen that the significance value is <0.05 . This means that the regression model is significant and can be used for prediction or forecasting. And there is a simultaneous influence of the independent variable on the dependent variable.

4.4.2 Coefficient of Determination Test

The coefficient of determination test aims to see how much influence the independent variable has in explaining the variation of the dependent variable. Here are the results of the coefficient of determination;

Table 8. Coefficient of Determination Test Results.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	0,657	0,628	1,920
a. Predictors: (Constant), Norma Subjektif(X3),				

The results of table 8 show that the adjusted R square value is 0.628 or 62.8%. The adjusted R square value is the value of the coefficient of determination. Based on this information, it can be interpreted that the information media variable, knowledge variable about cash waqf, and subjective norm variable are able to explain the variation of interest in cash waqf variable by 62.8%, the remaining 37.2% is explained by other variables outside this study.

5. Discussion

5.1 The Influence of Information Media on Interest in Cash Waqf

The results of the first hypothesis test stated that the hypothesis was rejected. The t- count value is 0.904 which is smaller than the t- table value, which means that the information media has no effect on the interest in cash waqf. The significance value <0.05 means that the information media variable has no significant effect on the interest in cash waqf. The information media used by waqf institutions in this case cannot be one of the inputs of information that can affect a person's interest in cash waqf. The results of this study are in line with research conducted by Ilman (2019) and Ash-Siddiqy (2018) which states that the amount of information about cash waqf does not guarantee that it will increase a person's desire to carry out cash waqf.

5.2 The Influence of Knowledge About Cash Waqf on Interest in Cash Waqf

The results of the second hypothesis test state that the hypothesis is accepted. The t- count value of 2.473 is greater than the t- table value, meaning that knowledge about cash waqf has a positive influence on interest in cash waqf. The significance value > 0.05 means that the knowledge variable about cash waqf has a significant effect on interest in cash waqf. The results of the study are in line with research conducted by Pramudia & Syarief (2020), Rawanti & Murtani (2020) which states that knowledge about cash waqf has a positive and significant influence on interest in cash waqf. The higher the knowledge, the higher the public interest in cash waqf.

5.3 The Influence of Subjective Norms on Interest in Cash Waqf

The results of the third hypothesis test state that the hypothesis is accepted. The t- count value of 4.353 is greater than the t- table value, meaning that subjective norms have a positive influence on interest in cash waqf. The significance value > 0.05 means that the subjective norm variable has a significant influence on the interest in cash waqf. The results of research conducted by Pitchay et al. (2015), Nuraini et al. (2018), and Faishal (2019) also show that subjective norms have a significant effect on interest in cash waqf. They suggest that waqf institutions need to be aware that the people around them and the environment significantly influence individual interest.

6. Conclusion

Research that has been conducted on information media variables, knowledge variables about cash waqf, and subjective norm variables in their influence on interest in cash waqf results in the following conclusions: 1) Information media has no significant effect on interest in cash waqf. This means that good information media does not necessarily increase public interest in cash waqf. 2) Knowledge of cash waqf has a significant effect on interest in cash waqf. This means that the more knowledge a person has about cash waqf, the higher the interest of that person in implementing cash waqf. 3) Subjective norms have a significant effect on interest in cash waqf. This means that the more suggestions or recommendations or social pressure given from people who are considered important in a society, the higher the public's interest in implementing cash waqf.

Based on these conclusions, there are several suggestions: 1) Information media used by waqf institutions need to evaluate to be more effective and efficient in order to maximize the potential of existing waqf. 2) Socialization and public education regarding cash waqf and its benefits need to be carried out. This is done so that people are more familiar with cash waqf, realize the magnitude of the benefits, and participate in implementing cash waqf. 3) Waqf institutions and cash waqf activists need to socialize cash waqf together with people or groups who are considered important or have influence so that socialization is more effective.

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