Enhancing Adoption of Online Zakat Payment Systems: A Study on Technology Readiness, Perceived Risk, and Transparency in Malaysia

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ABSTRACT

This study aimed to examine the intention to adopt online Zakat payment services in a developing country, specifically focusing on the impact of Technology Readiness attributes, namely optimism and innovativeness as well as individual's perceived risk and perceived transparency. Data for the study were collected through an online survey completed by 288 zakat payers in Malaysia. The analysis, conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), revealed that both Technology Readiness's attributes; optimism and innovativeness as well as perceived transparency had a positive and significant influence on the intention to use online zakat payment services. Conversely, perceived risk had a significant negative impact on adoption intention, emphasizing the need to address risk-related concerns to encourage wider usage. Given the limited research on online zakat service adoption, this study makes a valuable contribution to understanding the factors that influence the adoption of online zakat payments. Additionally, the findings provide insights that can guide strategies to enhance the adoption of online zakat services in similar developing country contexts.

Keywords: Online Zakat Payment Service, Optimism, Innovativeness, Perceived Risk, Perceived Transparency

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INTRODUCTION

Zakat plays a vital role in both the Muslim community and society at large, as it is not only a religious obligation but also a powerful tool for promoting social justice and economic equity (Ali et al., 2024). As one of the Five Pillars of Islam, zakat requires Muslims to donate a portion of their wealth to those in need, which helps to reduce poverty and address the financial needs of marginalized groups (Zauro et al., 2020). Indeed, Ali et al. (2024) argued that this practice fosters a sense of communal responsibility, solidarity, and empathy, ensuring that wealth circulates within the community rather than accumulating solely in the hands of a few. On a broader scale, zakat contributes to social stability and cohesion by alleviating inequality and supporting vulnerable populations, such as the poor, orphans, and widows. For countries, especially in developing regions, the effective collection and distribution of Zakat can significantly contribute to national welfare programs, improve access to healthcare and education, and stimulate economic development (Shaikh & Ismail, 2017).

For example, during the COVID-19 pandemic, zakat played a crucial role in supporting vulnerable communities (Hambari et al., 2020; Masruki et al., 2021; Sulaeman et al., 2021). As the pandemic led to widespread economic hardship, many individuals and families faced financial instability due to job losses and reduced income. In Malaysia, Zakat institutions were able to redirect funds to provide immediate relief in the form of food aid, cash assistance, and healthcare support (Hambari & Zaim, 2020; Shaharin et al., 2021). Additionally, Zakat funds were utilized to support front-line workers, help with medical supplies, and ensure that marginalized groups had access to basic necessities. The redistribution of wealth through Zakat exemplified the Islamic principles of solidarity, compassion, and social welfare, helping to reduce the socio-economic impacts of the pandemic and ensuring that no one was left behind during a challenging time.

Besides, the COVID-19 pandemic, coupled with the rise of Industry 4.0 (IR4.0), has significantly increased the need for Zakat institutions to develop robust online systems for efficient zakat management, collection, and distribution. With social distancing measures and movement restrictions, traditional methods of zakat collection, such as in-person donations, became less feasible, making digital platforms essential for ensuring

continued access to zakat services. The adoption of IR4.0 technologies, such as artificial intelligence, blockchain, and big data, facilitated more transparent and secure transactions, improving the overall efficiency of zakat management. Moreover, online services can facilitate more accurate and timely Zakat calculations, reducing errors and improving the overall effectiveness of zakat collection and distribution (Ahmad & Al Mamun, 2020; Ali et al., 2019; Salleh et al., 2022). Ultimately, the integration of online Zakat payment services represents a significant opportunity for zakat institutions to modernize their operations, enhance user experience, and ensure a more equitable and efficient distribution of zakat funds (Yahaya et al., 2022).

In Malaysia, the adoption of online Zakat services has led to a more efficient, adaptable, and user-friendly system, significantly enhancing the collection and distribution of zakat funds. For instance, the introduction of digital zakat solutions contributed to a 9% increase in Zakat collection for the Federal Territory Islamic Religious Council (MAIWP), reaching RM816.48 million, and a 10% rise for the Zakat Collection Centre (PPZ-MAIWP), totaling RM12.19 million in 2021, covering both Zakat wealth and Zakat fitrah (The Malaysian Reserves, Jan 2022). However, despite the growing popularity of online Zakat payment services and their potential to transform the Zakat landscape, there remains a gap between this potential and the actual outcomes. This gap was highlighted by Adinugroho et al. (2024), who pointed out the untapped opportunities in zakat collection management. While annual Zakat collections are on an upward trend, they have not yet reached their optimal potential, suggesting that there is significant room for improvement and optimization in Malaysia's Zakat institutions through further utilization of online platforms.

Given that, understanding the behaviors and intentions of Muslims regarding the adoption of alternative Zakat payment methods, such as online zakat services, is crucial for zakat institutions, policymakers, and government agencies. Gaining these insights is essential for advancing and refining the digital management of zakat in the country. To date, global researchers have underpinned different theoretical models such as the technology acceptance model (TAM) (Rahman, & Idrus, 2022; Muflih, 2023), unified theory of acceptance and use of technology (UTAUT) (Ahmad et al., 2014; Bin-Nashwan, 2022; Kasri & Yuniar, 2021; Cahyani,

Sari, & Afandi, 2022; Ferdana et al., 2022; Farhatunnada & Wibowo, 2022; Nuryahya et al., 2022), and integrative model of UTAUT with social cognitive theory (SCT) (Bin-Nashwan et al., 2023a; Bin-Nashwan, et al., 2023b) or with TAM and innovative diffusion theory (Oktavendi, & Mu'ammal, 2022) to explore Muslim behaviour and intention towards online Zakat services. This study attempted to expand prior work by examining the integration roles of Technology Readiness (TR) and individual perceived risks and transparency on online zakat payment adoption intention.

The structure of the paper is as follows: Section 2 provides an overview of the relevant literature that guided the development of hypotheses. Section 3 details the research methodology employed, while Section 4 presents the analysis results. Section 5 offers a discussion of the findings, and Section 6 concludes the paper with remarks and recommendations for future research.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theoretical Framework

In this study, the intention of Zakat payers to use online zakat payment services was investigated through the lens of individual perceived risk and transparency associated with online platforms, with the Technology Readiness theory serving as the underlying framework. Technology Readiness refers to an individual's propensity to embrace and utilize new technologies, shaped by their attitudes, beliefs, and perceptions (Parasuraman, 2000). It is a concept that highlights how prepared and open individuals are to adopt technological innovations. Within the framework of Technology Readiness, there are several positive traits that influence an individual's willingness to engage with new technologies, including optimism and innovativeness. According to Parasuraman and Colby (2015), these positive traits of optimism and innovativeness enhance an individual's readiness to engage with and adopt new technologies, influencing their decisions to use services like online Zakat payment platforms. These traits play a crucial role in determining how individuals perceive the benefits of digital solutions and how willing they are to incorporate them into their daily routines.

Optimism and Online Zakat Payment Service Adoption Intention

Previous studies have emphasized the role of optimism in driving the adoption of new technology (Chen & Lin, 2018; Ali et al., 2020; Wiese & Humbani, 2020). According to Parasuraman and Colby (2015), optimism can be defined as an individual's tendency to perceive new technologies as opportunities to improve their efficiency and achieve personal benefits, such as convenience, time savings, or enhanced functionality. People with a high level of optimism are motivated by the potential advantages that technology can offer, leading them to actively seek out and adopt innovative solutions. In the zakat research context, optimistic individuals tend to have a positive outlook on the potential benefits of adopting online zakat payment platforms. They are more likely to believe that these platforms will offer convenience, transparency, and efficiency in fulfilling their religious obligations. This sense of optimism can reduce perceived risks associated with online transactions, such as concerns about security, privacy, or technological complexity. Furthermore, optimistic individuals are often more open to embracing change and innovation, which increases their likelihood of adopting online zakat payment solutions. Empirical evidence seems to support this argument. For example, Ali et al. (2020) found a positive association between optimism and the intention to use new technology, specifically, an online food delivery ordering service. In the same vein, Wiese and Humbani (2020) revealed that optimism had a positive impact on consumer intentions to use mobile payment apps. Given that, this study posited the following hypotheses:

H1: Optimism has a significant positive effect on online Zakat payment adoption intention

Innovativeness and Online Zakat Payment Service Adoption Intention

Parasuraman and Colby (2015) defined innovativeness as an individual's openness to new ideas and technologies, and their willingness to experiment with novel solutions. Innovators are typically eager to explore new technologies ahead of others, driven by curiosity and a desire to be at the forefront of technological advancements. This trait is associated with individuals who are more likely to adopt new technologies early in

their lifecycle, helping to drive broader acceptance and diffusion. Previous research has consistently reported a significant association between innovativeness and the inclination to adopt new technologies, encompassing various domains such as online food delivery ordering services (Ali et al., 2020), mobile tourism apps (Jarrar et al., 2021), dietary and fitness applications (Chen and Lin, 2018), health and fitness apps (Chiu and Choo, 2020), and cashless payment applications (Balakrishnan and Mohd Shuib, 2021). In the Zakat context, zakat payers with higher levels of innovativeness are more likely to perceive these digital payment methods as valuable, seeing them as an opportunity to streamline their religious practices, increase convenience, and potentially improve the overall zakat process. Their willingness to try out new platforms and adapt to digital environments can accelerate the adoption of such systems, as they are not deterred by the initial learning curve or uncertainties. Thus, based on the above discussion, this study hypothesized the following:

H2: Innovativeness has a significant positive effect on online Zakat payment adoption intention.

Perceived Risk and Online Zakat Payment Service Adoption Intention

Prior studies have highlighted that the adverse impact of individual perceived risk on the new technology adoption such as online payment systems. These risks can include issues related to security, privacy, financial loss, or the reliability of the technology. When individuals perceive a high level of risk, it can significantly affect their intention to adopt new technologies. The fear of fraud, data breaches, or errors in transactions can deter people from using online payment services, even if the benefits are evident. As a result, perceived risk often acts as a barrier to adoption, as individuals may hesitate to engage with technologies that they do not trust or fully understand (Wu et al., 2017; Safeena et al., 2012; Faqih, 2022). A review of literature documents significant association between perceived risk and technologies adoption intention as well as behaviour. For example, Park et al. (2019) investigated the effects of perceived risk on consumers' intention to use mobile payment, or m-payment. Using 457 respondents, the results supported the negative relationship between perceived risk and consumer intention to use m-payment. Similarly, Xie et al. (2021) found that perceived risk was strongly related to individuals' FinTech adoption intention. When it comes to online zakat payment, perceived risks may

include worries about financial security, the potential for fraud, and the confidentiality of personal and payment information. Zakat payers who perceive high risks may be hesitant to adopt these platforms, fearing that their zakat payments could be misdirected, lost, or compromised. Thus, this study proposed the following hypothesis:

H3: Perceived risk has a significant negative effect on online Zakat payment adoption intention.

Perceived Transparency and Online Zakat Payment Service Adoption Intention

Transparency is a key factor in enhancing public trust in Zakat institutions (Septiarini, 2011; Dwi, 2019). According to Salman (2022), transparency involves the clear and open disclosure of information to users, including Zakat payers (muzakki), government authorities, and society. He emphasized that transparency helps build muzakki loyalty, encouraging them to continue entrusting their zakat payments to the institution. When muzakki perceive a high level of transparency in how their contributions are handled and distributed, they are more confident that their donations are being used appropriately, which is vital in fulfilling their religious obligations. Furthermore, transparency about the platform's operations—such as clear information on fund management, security measures, and accountability—helps address concerns related to fraud or mismanagement. This openness creates a sense of security, which motivates users to adopt the service. Conversely, a lack of transparency can foster doubts and skepticism, deterring potential users from using the online Zakat payment system. Therefore, the perception of transparency directly influences users' willingness to engage with and adopt these services by building trust and reducing perceived risks.

A review of the literature showed a strong correlation between perceived transparency and the intention to adopt new technologies, as well as actual behavior. For example, Septiarini (2011) found that information transparency affected the collection of Zakat, infaq, and alms in Zakat institutions in Surabaya. Similarly, Salman (2022) examined the effects of transparency on muzakki behavior in Zakat payments. In a study of 50 Zakat payers in Indonesia, the findings supported a positive relationship between transparency and the interest of muzakki. Building on these different research contexts, this study conducted in Malaysia proposes the following hypothesis:

H4: Perceived transparency has a significant positive effect on online Zakat payment adoption intention.

The research framework, which offered a structured foundation to guide the study's overall design and approach, is illustrated in Figure 1 below.

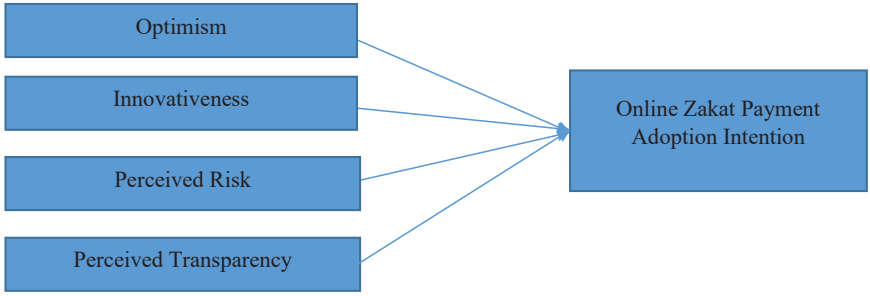

Figure 1: Research Framework

METHODOLOGY

Research Design, Research Instrument and Data Collection

This study utilized a survey approach, with data collected through structured questionnaires. The questionnaires were organized into three distinct sections to ensure comprehensive data acquisition. Section A focused on demographic information, such as age, gender, education level, and occupation. Section B explored various factors; Technology Readiness's attributes, perceived risk and perceived transparency that could influence muzakkis' intention to utilize online zakat payment services. Section C was designed to assess muzakkis' specific intentions regarding the adoption of the online zakat system.

The study focused on Muslim employees, working in both the government and private sectors across three Malaysian states: Perak, Selangor, and Kelantan. These individuals represented a diverse group of working Muslims responsible for fulfilling their zakat obligations. A cluster sampling method was employed, with clusters defined by geographical location (the three selected states) and employment sector (government and private) to ensure a representative and varied sample. The questionnaires

were administered in person, with respondents assured of confidentiality, and the collected data was strictly for research purposes. A total of 350 questionnaires were distributed, and 288 valid responses were returned, yielding a response rate of 82%.

DATA ANALYSIS AND FINDINGS

Respondent Profile

The demographic profile of the respondents revealed a balanced representation across gender, age, academic background, and occupation. In terms of gender, 59% of the respondents were male, while 41% were female. The age distribution showed that the majority of participants were between 41 and 50 years old (46%), followed by 31 to 40 years old (23%), with 19% of respondents aged over 50, and 12% falling in the 21 to 30 years old category. Regarding academic qualifications, most respondents held a Bachelor's degree (47%), followed by those with a Master's degree (32%), a diploma or lower qualification (18%), and a small proportion holding a PhD (4%). As for occupation, the majority of respondents were employed in the government sector (56%), while 44% worked in the private sector. Table 1 provides a detailed overview of the demographic profile of the 288 participants involved in the study.

Table 1: Demographic Characteristics Of Respondents

Characteristics	Items	Frequency	%
Gender	Male	170	59%
	Female	118	41%
Age	21 - 30 years old	35	12%
	31 - 40 years old	65	23%
	41 - 50 years old	133	46%
	More than 50 years old	55	19%
Academic background	PhD	11	4%
	Master degree	91	32%
	Bachelor degree	135	47%
	Diploma and below	51	18%
Occupation	Government	161	56%
	Private	127	44%

Assessment of the Measurement Model

In this study, the questionnaire data were analyzed using a two-step approach with PLS-SEM technique using Smart-PLS software. The first step involved assessing the measurement model, which focused on evaluating the reliability and validity of the constructs measured by the questionnaire items. This step ensured that the items were properly capturing the intended constructs, such as factors influencing muzakkis' intention to use online zakat payment services. The measurement model was assessed for aspects like internal consistency, convergent validity, and discriminant validity, all of which confirm that the data accurately reflect the underlying theoretical concepts. To determine whether the measurement model had convergent validity, the loadings, composite reliability (CR) and average variance explained (AVE) were assessed. Hair et al. (2017) recommended that the loading, AVE and CR values must reach a minimum of 0.6, 0.5 and 0.7 respectively to ensure that convergent validity is present in the model. From Table 2, it can be seen that the convergent validity of the construct was adequate because the loading, AVE and CR values surpassed the recommended values. Specifically, the loading ranged from 0.717 to 0.959, AVE ranged from 0.613 to 0.897, and CR ranged from 0.927 to 0.972. Hence, these results indicated that convergent validity was achieved.

After the requirements of the convergent validity test had been fulfilled, the discriminant validity of the model was tested. Discriminant validity was assessed using the heterotrait monotrait (HTMT) ratio of correlations criterion to determine whether all the constructs differed from the other constructs in the established model, and thus implied that each construct was unique and not represented by other constructs in the model (Hair et al., 2017). As shown in Table 3, all the HTMT values were lower than the threshold value of 0.90 (Hair et al., 2017). Hence, these results indicated that the model met the recommended requirements and discriminant validity was confirmed for all the constructs of the study.

Once the measurement model was validated, the second step involved the assessment of the structural model. This step examined the relationships between the different constructs and tested the hypotheses about how these variables influence each other. Specifically, it helped to identify how factors such as Technology Readiness variables, perceived risk and transparency

towards muzakki's intention to adopt online zakat services. By following this two-step approach, the study ensured both the robustness of the measurement and a clear understanding of the relationships between the variables.

Table 2: The Measurement Model Assessment

Constructs	Measurement items	Loadings	Cronbach's α	CR	AVE
Optimism	OPTS1	0.952	0.962	0.972	0.897
	OPTS2	0.942			
	OPTS3	0.941			
	OPTS4	0.953			
Innovativeness	TRINN1	0.845	0.925	0.947	0.817
	TRINN2	0.930			
	TRINN3	0.941			
	TRINN4	0.897			
Perceived risk	PR1	0.748	0.912	0.927	0.613
	PR2	0.717			
	PR3	0.788			
	PR4	0.784			
	PR5	0.819			
	PR6	0.843			
	PR7	0.793			
	PR8	0.803			
Perceived transparency	PT1	0.793	0.921	0.945	0.811
	PT2	0.935			
	PT3	0.945			
	PT4	0.921			
Online zakat payment adoption intention	OZI1	0.897	0.905	0.941	0.841
	OZI2	0.959			
	OZI3	0.893			

Table 3: Discriminant Validity of Measurement Model Using HTMT

Constructs	Innovativeness	Online zakat payment usage intention	Optimism	Perceived risk	Perceived Transparency
Innovativeness					
Online zakat payment usage intention	0.568				
Optimism	0.594	0.688			
Perceived risk	0.069	0.280	0.109		
Perceived transparency	0.273	0.421	0.339	0.124	

Assessment of the structural model

After the measurement model had been validated, a structural model analysis was conducted to test the four hypotheses. In the assessment of the structural model, the direction of the beta value, the significance level of the t-values and p-value were examined, as suggested by Hair et al. (2017). A bootstrapping procedure with resampling of 5,000 was performed to test the direct effect. Figure 2 depicts the structural model of this study. Table 4 provides the results of hypotheses testing. The first hypothesis (H1), which examined the relationship between optimism and online zakat payment adoption intention, was supported. The positive and significant relationship ($\beta = 0.421$, t-value= 3.414, $p < 0.001$) suggested that individuals who were more optimistic were more likely to adopt online zakat payment. As regards H2 in which it was posited that innovativeness would positively influence online Zakat payment adoption intention, and consistent with the prediction, the result was positive and significant ($\beta= 0.238$, t-value = 2.306, $p<0.05$). Thus, H2 was supported. Meanwhile, the third hypothesis (H3) investigating the effect of perceived risk on online zakat payment adoption intention revealed a significant negative relationship ($\beta = -0.241$, t-value=3.569, $p < 0.001$). The negative sign of the coefficient indicated that as perceived risk increased, the intention to adopt online zakat payment decreased. Therefore, H3 was supported. Finally, the fourth hypothesis (H4), which tested the relationship between perceived transparency and online zakat payment adoption intention, was also supported ($\beta = 0.193$, t-value=2.080, $p = 0.038$). Perceived transparency, defined as the clarity and openness with which a zakat management service or system operates, was found to positively influence adoption intention.

Table 5 presents the values of the coefficient of determination (R^2) and effect size (f^2) of the exogenous variables on the endogenous variable. The R^2 value represents the amount of variance in the endogenous construct explained by all the exogenous constructs in the research model. As can be seen from the Table, the R^2 was 0.54, which denoted that the exogenous variables (optimism, innovativeness, perceived risk and perceived transparency) explained 54 % of the variance in the endogenous variable (online Zakat payment adoption intention). As regards the effect size, f^2, this represents the value of R^2 that is changed when a specific construct is omitted from the model. Following Cohen (1988), the impact of the effect

size was judged to be small if the value of f^2, was 0.02, medium if it was 0.15 and large if it was 0.35. The results as in Table 5 indicated that all supported exogenous variables (perceived risk, f^2= 0.124; perceived transparency, f^2 = 0.072; innovativeness, f^2 = 0.083) had small effect size on the endogenous variable except for optimism, f^2, = 0.247, medium effect size.

Table 4: Structural Model Assessment And Hypothesis Testing

Hypothesis	Relationship	Beta	Std Deviation	t value	p value	Decision
H1	Optimism-> Online zakat payment adoption intention	0.421	0.123	3.414	0.000	Supported
H2	Innovativeness -> Online zakat payment adoption intention	0.238	0.103	2.306	0.021	Supported
H3	Perceived risk -> Online zakat payment adoption intention	-0.241	0.068	3.569	0.000	Supported
H4	Perceived transparency -> Online zakat payment adoption intention	0.193	0.188	2.080	0.038	Supported

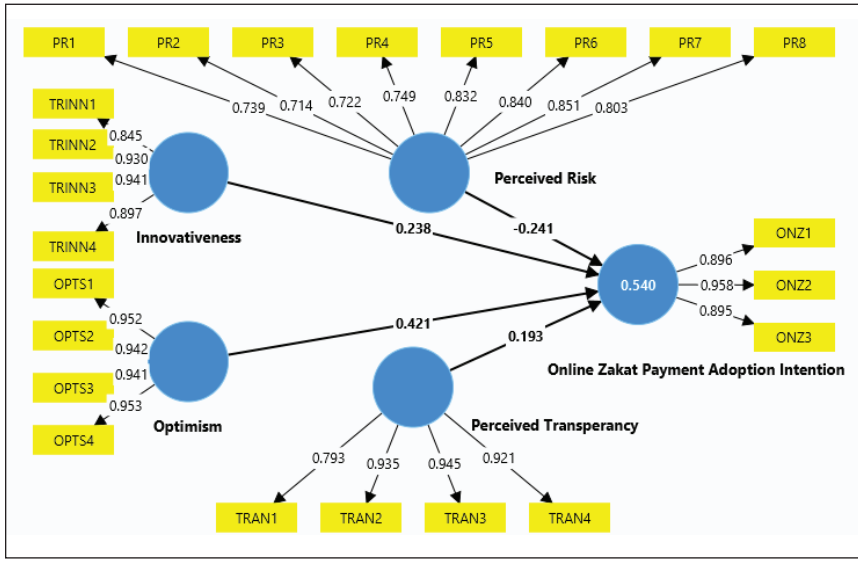

Figure 2: Measurement & Structural Model

Table 5: Result of R^2 and f^2

Construct	R^2	f^2	Decision
Online zakat payment adoption intention	0.54		
Innovativeness		0.083	Small
Optimism		0.247	Medium
Perceived risk		0.124	Small
Perceived transparency		0.072	Small

DISCUSSION

The results of this study add some new evidence to the online zakat literature. The study found that the individual optimism, innovativeness, perceived risk and perceived transparency can influence *muzakki's* intention to pay zakat using an online platform because all variables tested produced a significant result. The first hypothesis (H1) tested whether optimism influenced the intention to adopt online Zakat payment. The results indicated a significant positive relationship , meaning that individuals who exhibit higher levels of optimism are more likely to adopt online Zakat payment systems. This finding is consistent with the broader literature on technology adoption (Chen & Lin, 2018; Ali et al., 2020; Wiese & Humbani, 2020 Van Huy et al., 2024; Leung & Cheung, 2025), which often highlights optimism as a key predictor of an individual's willingness to embrace new technologies. Optimistic individuals tend to focus on the positive aspects of new innovations, such as their potential benefits and ease of use, rather than dwelling on potential challenges or uncertainties. In the context of online Zakat payment, optimistic individuals are likely to perceive the system as a convenient, reliable, and beneficial way to fulfill their religious obligations, which in turn increases their adoption intention. Therefore, promoting a positive outlook on digital platforms for Zakat can be a strategic approach to enhancing adoption.

The second hypothesis (H2) examined the relationship between innovativeness and the intention to adopt online Zakat payment. The results showed a significant positive relationship, suggesting that individuals who are more innovative, open to new ideas, and inclined to try out novel technologies are more likely to adopt online zakat payment systems. Innovativeness is often a key factor in the adoption of new technologies, as individuals who exhibit innovative traits are typically early adopters of

new platforms and innovations (Ali et al., 2020; Jarrar et al., 2021; Chiu & Choo, 2020; Balakrishnan and Mohd Shuib, 2021). In the case of online zakat payments, this means that individuals with a greater willingness to experiment with new technologies are more likely to see the potential advantages of using digital platforms to pay zakat, especially in terms of convenience and efficiency. This result underscores the importance of targeting innovative individuals in efforts to encourage the adoption of online zakat payment systems, as they may help drive broader acceptance of the platform among other users.

The third hypothesis (H3) tested whether perceived risk has an effect on the intention to adopt online Zakat payment. The results revealed a significant negative relationship, indicating that as individuals perceive higher risks in using online zakat payment systems, their intention to adopt the system decreases. This result aligns with the theory of perceived risk, which posits that individuals are more hesitant to adopt technologies when they believe the risks—such as security issues, privacy concerns, or lack of trust in the platform—are high. In the context of online Zakat payments, these risks could involve concerns over the safety of financial transactions, the possibility of fraud, or uncertainty about how the collected funds will be distributed. As such, addressing these risks and ensuring a secure, trustworthy, and transparent system is critical for increasing adoption. Zakat institutions should focus on educating Zakat payers about the safety measures and guarantees in place to reduce perceived risks and enhance users' confidence in the system.

The fourth hypothesis (H4) explored whether perceived transparency influences online zakat payment adoption intention. The results support a significant positive relationship, suggesting that when Zakat payers perceive the online Zakat payment system as transparent, their intention to adopt the system increases. Perceived transparency refers to the clarity and openness with which the system operates, such as providing clear information about how the payment process works, how funds are allocated, and what measures are taken to ensure the security and ethical distribution of Zakat. Transparency helps build trust, particularly in financial and religious contexts, where individuals are more likely to adopt a system if they are confident that their money is being used appropriately. This finding highlights the importance of clear communication from Zakat institutions

about how the online Zakat payment platform operates. When Zakat payers have a transparent understanding of the platform's operations as well as the Zakat management system, they are more likely to adopt it. Therefore, increasing transparency could be a key strategy to enhance Zakat payer trust and encourage broader adoption of online Zakat payment systems.

CONCLUSION

In conclusion, this study provides valuable insights into the factors influencing the intention to adopt online Zakat payment systems, highlighting the significant roles of optimism, innovativeness, perceived risk, and perceived transparency. The findings of this study offer several practical implications for Zakat institutions aiming to increase the adoption of online Zakat payment platforms. Given that optimism, innovativeness, perceived risk, and perceived transparency all significantly influence muzakki's intention to use these platforms, Zakat organizations should develop targeted strategies to address each factor. Promoting the benefits and user-friendliness of digital Zakat platforms can foster optimism, while engaging early adopters and tech-savvy users can leverage their innovativeness to encourage broader uptake. To address concerns about perceived risk, institutions must strengthen and clearly communicate their security measures, privacy protections, and accountability mechanisms. Additionally, enhancing perceived transparency through open disclosure of fund management, real-time tracking, and regular reporting can build trust and legitimacy among users. However, this study has some limitations, including its reliance on self-reported data, which may be subject to response biases, and the focus on a specific context (Zakat payment), limiting the generalizability of the results to other digital payment systems. Additionally, the study did not explore the long-term impact of these factors on sustained adoption behavior. Future research could address these limitations by employing longitudinal designs, incorporating diverse cultural and geographical contexts, and exploring the broader implications of these factors for other digital payment platforms. Further studies could also examine the role of other variables, such as such as trust, religious motivations, or social influence, in shaping adoption intention, providing a more comprehensive understanding of the factors that drive digital payment adoption.

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