

The Intention to Pay Zakat: Do Public Figure Influencers Matter?

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Abstract. *This research aims to analyze the influence of public figures on the intention to pay zakat. The variables adopted in this research are variables related to the characteristics of public figures: trustworthiness, attractiveness, and expertise. This study succeeded in collecting primary data from 216 respondents which were then analyzed using the Structural Equation Modeling (SEM) method. This research shows that the variables trustworthiness, attractiveness, and expertise positively and significantly influence the intention to pay zakat. Based on the results, zakat institutions are expected to select reliable public figures who can be trusted by the community, have an appeal to the community, and have a good understanding and competence about zakat.*

Keywords: *Zakat Intention; Public Figures; Trustworthiness; Attractiveness; Expertise*

Abstrak. *Penelitian ini bertujuan untuk menganalisis pengaruh tokoh publik terhadap intensi membayar zakat. Variabel yang diadopsi dalam penelitian ini merupakan variabel yang terkait dengan karakteristik tokoh publik yaitu variabel trustworthiness, attractiveness, dan expertise. Studi ini mengumpulkan data primer dari 216 responden yang selanjutnya dianalisis dengan menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa variabel trustworthiness, attractiveness, dan expertise secara positif signifikan memengaruhi intensi membayar zakat. Berdasarkan hasil penelitian ini, badan/ lembaga zakat diharapkan dapat memilih tokoh publik yang dapat dipercaya oleh masyarakat, memiliki daya tarik bagi masyarakat, serta memiliki pemahaman dan kompetensi yang baik tentang zakat.*

Kata kunci: *Intensi berzakat; Tokoh Publik; Kepercayaan; Daya Tarik; Keahlian*

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Introduction

Zakat is essential to Islamic teachings (Sawmar & Mohammed, 2021). In general, Zakat is the obligation of every Muslim to give part of his wealth when certain conditions have been met to groups entitled to receive Zakat funds (Rahmat & Nurzaman, 2019). As one of the five pillars of Islam, Zakat has characteristics different from those of other pillars of Islam (Kahf, 2000). The impact of Zakat is felt not only by Zakat payers but also by society. Giving personal property through Zakat can purify the assets and souls of Zakat payers from greed and covetousness (Yerrou et al., 2023). On the other hand, at the societal level, the transfer of wealth from the rich to the poor through Zakat can prevent the hoarding of wealth and the concentration of wealth in the hands of the rich in a society (Rehman et al., 2021). Thus, Zakat helps poor people stand on their own feet and have purchasing power, which can contribute to poverty alleviation (Al-Bawwab, 2023).

In Indonesia, most Muslims tend to have fulfilled their obligation to pay Zakat (Subekti et al., 2022). This can be seen from the increase in the number of zakat collections in recent years. In 2022, Indonesia's total collection of Zakat, infaq, and alms (ZIS) will reach more than IDR 22.4 trillion (Badan Amil Zakat Nasional, 2023). However, the amount of Zakat collected in Indonesia still cannot be considered optimal because the realization of zakat collection is still far from the actual zakat potential estimated at IDR 327.6 trillion. To optimize zakat receipts, zakat bodies/institutions must develop more persuasive innovations to promote the invitation to pay Zakat to the public. In today's modern era, creative advertising has become an important marketing strategy for many companies to promote their products or services to the target market (Hudha & Hidayat, 2009). In recent years, endorsements from celebrities or public figures (celebrity endorsements) have become a marketing strategy that marketers quite often use to increase public awareness of the existence of their brand/product in the market (Deshbhag & Mohan, 2020). Consumers have shown increasing interest in products or services promoted by public figures, making the influence of public figures increasingly important in attracting attention and influencing consumer behavior (Molelekeng & Dondolo, 2021).

In general, celebrities or public figures can be defined as people who are famous and considered to be role models by society because of their professional competence or physical appearance; for example, athletes, models, actors, singers, officials, writers, influencers, religious figures and so on (Freire et al., 2018). Consumers' perceptions and intentions to buy a product or use a service are related to the characteristics of the product or service or imitating public figures who use it (Hani et al., 2018).

Currently, there have been several previous studies that discuss the influence of public figure characteristics such as trustworthiness, attractiveness, expertise, familiarity, similarity, and respect for purchasing intentions (Kaldeen & Gunapalan, 2019; Najib HA et al., 2019; Hikmawati, 2019; Afifah, 2022). Several of these studies generally find that these variables significantly influence purchase intentions. Several studies on the influence of public figures on the intention to purchase a product have shown varying results (Afifah, 2022). Wei and Lu (2013) mention that the influence of public figures has a significant impact and encourages customers to buy a product because they trust the quality of the product used by public figures. Well-known celebrities promote things; it usually works better than when non-celebrities do the same to elicit favorable reactions from buyers and intent to purchase the product (Atkin & Block, 1983; Freiden, 1984; Kamins, 1989; Wei, and Lu (2013).

However, contrary to Wei and Lu's findings, a study conducted in Thailand states that public figures with traditional marketing do not have a significant impact or influence on buying behavior, particularly among Generation Y. This is because Generation Y prefers technology and digital platforms and tends to avoid traditional advertisements via TV and other similar mediums (Kutthakaphan & Wahloonluck, 2013).

According to Fikriyah et al. (2017), the public's usage of figures representing the Institute of Amil Zakat's endorsements generally impacts the amount of zakat payments. The public figure's personality has an impact on the intensity of Zakat paid as well. The well-known person is also regarded as trustworthy, has a strong work ethic, and is a professional in his industry. In addition to being regarded as role models and inspirations for many, prominent celebrities are also thought to enjoy the general public's trust.

However, to the author's knowledge, more literature needs to explicitly discuss the influence of public figures on intentions to pay Zakat. This research was conducted to analyze the influence of public figures on the intention to pay Zakat so that it can become input for zakat bodies/institutions in determining appropriate promotional strategies that follow the desires and needs of the community to optimize zakat collection.

The structure of this paper consists of five parts. First is the introductory section, which contains the background and objectives of the research. Second is the literature review section, which contains the concepts of the variables used in this research and the development of hypotheses. Third is the methodology section, which discusses data sources, sampling methods, research models, and

analysis methods. Fourth is the results and analysis section, which contains a presentation of the research results and their analysis. Finally, there is the conclusion and recommendation section.

Literature Review

Influencer / Celebrity Marketing

Influencer celebrity marketing is seen as a new marketing strategy where the influence of opinion leaders can encourage consumer decisions to buy or use something and increase brand awareness (brand awareness). Various organizations have adopted this strategy in recent decades (De Veirman et al., 2017; Lou & Yuan, 2019). This is often defined as a form of marketing where companies invest in specific influencers to promote their brand to their target audience (Giles & Edwards, 2018).

According to Campbell and Farrell (2020), influencers can be classified into several types: celebrity, mega, macro, micro, and nano-influencers. Furthermore, Jerzyk & Wyczynski (2016) and Joseph & Wearing (2014) classify celebrities into two main categories, namely Popular Culture Celebrities (PCC), which includes actors, singers, and media celebrities in general, and Religious Celebrities (RC), which includes ulama and religious figures (Cleassens & Van de Bluck, 2015).

Philanthropic Behavior

The tendency to donate is a behavior that is formed from social beliefs and values as well as attitudes that originate from the environment (Weerts & Cabrera, 2018). Philanthropic behavior or "philanthropic behavior" refers to the tendency of individuals or groups to give time, money, or other resources to support activities or initiatives aimed at improving the welfare of society or helping individuals in need without expecting direct material rewards.

In a global social and economic context, philanthropic behavior plays an essential role in supporting sustainable development, overcoming social inequality, and improving the quality of life of society as a whole. Meanwhile, giving some of your assets to those in need is mandatory in Islam, especially for those with excess assets. This is regulated in one of the Islamic social financial instruments, namely Zakat.

Previous Studies and Hypothesis Development

In general, several previous studies have analyzed the characteristics of public figures about individual intentions. Silalahi et al. (2021) conducted a study to analyze the influence of trustworthiness, expertise, and attractiveness on purchase intention by adding the variable of celebrity endorser religiosity as a moderating variable. Using covariance-based structural equation modeling (CBSEM) as the analytical method, this study found that trustworthiness and attractiveness significantly influenced purchase intention, whereas expertise did not. The study also found that endorser religiosity significantly strengthened the influence of trustworthiness and attractiveness on purchase intention. Conversely, endorser religiosity did not significantly strengthen the influence of expertise on purchase intention.

Molelekeng and Dondolo (2021) also conducted a similar study to analyze the influence of endorser characteristics on purchase intention in South Africa. Using regression analysis, the study found that attractiveness and attitudes significantly influenced purchase intention, whereas expertise and trustworthiness did not. Additionally, Gusniar (2020) conducted a study to analyze the influence of attractiveness, trustworthiness, and expertise of beauty vloggers on interest in purchasing beauty products. Using multiple linear regression analysis, this study found that beauty vloggers' attractiveness, trustworthiness, and expertise significantly influenced interest in purchasing beauty products.

Furthermore, Hartono and Immanuel (2022) conducted a study to analyze the influence of expertise, trustworthiness, likability, information quality, and entertainment value on the purchase intention of merchandise products. Using multiple linear regression analysis, the study found that expertise, trustworthiness, information quality, and entertainment value significantly influenced purchase intention, whereas the likability variable did not. In the field of Zakat, Subiyanto (2018) attempted to investigate the influence of the criteria of Zakat celebrity endorsers (visibility, credibility, attractiveness, and power) on Zakat motivation. Using linear regression, the study found that celebrity endorsers positively and significantly influenced Zakat's motivation.

Based on the explanation above, minimal studies still specifically discuss the influence of public figure characteristics on the intention to pay Zakat. The credibility of a public figure can influence purchasing behavior and the desire to buy or use something for a particular target group. Three components can build a person's credibility, namely competence (expertise), trustworthiness (trustworthiness), and attractiveness (Lord & Putrevu, 2009; Ohanian, 1999).

Trustworthiness

Trustworthiness describes a person's honesty and how the individual is accurate and trustworthy (Ohanian, 1990). This reflects the extent to which people trust and believe what public figures say about the product or service being promoted (Hudha & Hidayat, 2009). A person tends to use a product or service promoted by a public figure they trust because they believe that the public figure conveys an honest message about the value and benefits of the product or service being offered so that the individual is confident that they will get the expected benefits from the product or service that they use (Silalahi et al., 2021).

According to Lee and Ko (2015), trust is one of the most critical aspects of the relationship between public figures and their audiences. This leads to the assumption that public figures can influence consumers only if they trust the public figure. In the context of this research, if an individual considers that a public figure who has called for paying Zakat or has provided education regarding Zakat has the characteristics of trustworthy or reliable, then this can encourage the individual to pay Zakat.

Several studies have found that trustworthiness significantly positively affects one's intentions. Frimpong et al. (2019) found that trustworthiness positively affects purchase intention, and Hartono and Immanuel (2022) also found similar results, stating that trustworthiness positively significantly affects the purchase intention of merchandise products. Gusniar (2020) also found that trustworthiness significantly influences purchase intention for beauty products. Therefore, this research proposes the following hypothesis.

H1: Trustworthiness positively influences the intention to pay Zakat.

Attractiveness

Attractiveness is a characteristic of a public figure that is attractive in the eyes of society, such as physical appearance, personality traits, lifestyle, and others (Hudha & Hidayat, 2009). Messages conveyed by physically attractive public figures tend to attract attention more quickly and are easily remembered by consumers (Onu et al., 2019). When consumers find something interesting, and they like a public figure, they will tend to adopt the attitudes or preferences of that public figure (Sari et al., 2021). Public figures with attractiveness tend to find it easier to persuade other people to use the promoted product or service (Silalahi et al., 2021). This will influence a person's purchasing decision regarding the promoted product or service (Sari et al., 2021).

Previous research shows that the attractiveness of a public figure is positively related to consumers' intention to buy something (Lee & Ko, 2015). In the context of this research, attractiveness is defined as the attractiveness of public figures who have called for paying Zakat or have provided education regarding Zakat. Public figures with attractive attributes can positively influence individual behavior in doing something, in this case, the intention to pay Zakat.

Several previous studies have analyzed the effect of public figure attractiveness on individual intentions. Kara (2024) found that celebrity attractiveness significantly affects travelers' travel intentions. Molelekeng and Dondolo (2021) also found that attractiveness positively affects purchase intentions. Sari, Hayu, and Salim (2021) also found that attractiveness positively and significantly influences purchasing decisions. Thus, the hypothesis proposed in this research is as follows.

H2: Attractiveness positively influences the intention to pay Zakat.

Expertise

Expertise (Competence) refers to the level of knowledge, skills, and competencies that a person has and is recognized by others (Al Mamun et al., 2023). If individuals think that public figures have extensive knowledge of the product or service being promoted, they tend to be interested in using that product or service (Al Mamun et al., 2023). In Ohanian's (1990) research, it was stated that people tend to rely on the opinion of a competent source, which often leads to a positive attitude towards their intentions in doing something.

In the context of this research, expertise is defined as the competence possessed by a public figure who has called for paying Zakat or has provided education regarding Zakat. These public figures can become a reliable source of information on Zakat-related matters, attracting people to pay Zakat.

Previous studies have analyzed the effect of expertise on individual intentions. Gusniar (2020) found that beauty vlogger expertise simultaneously significantly affects the purchase intention of beauty products; Hartono and Immanuel (2022) also found that expertise significantly influences purchase intention. In addition, Kaldeen and Gunapalan's (2019) study also found that expertise has a significant positive effect on purchase intention. The hypothesis developed in this research is as follows:

H3: Expertise positively influences the intention to pay Zakat

Methods

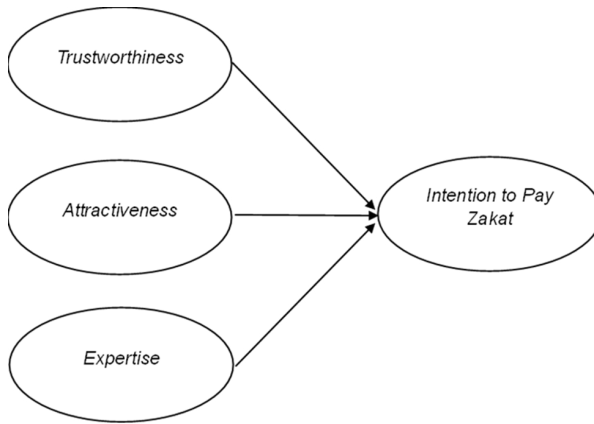
This research is quantitative, a technique that tries to quantify data using specific statistical analyses (Malhotra et al., 2017). The data used for this research consists of secondary and primary data. Secondary data is taken from relevant literature such as books, websites, and previous research. Meanwhile, the primary data in this research comes directly from respondents obtained through questionnaires distributed online. The survey was distributed from March 8 - April 2, 2024.

The statements used as indicators in this research come from theory and previous research relevant to the topic. Furthermore, a 1-5 Likert scale ranging from "strongly disagree" to "strongly agree" was used in this study. The first part of this research questionnaire contains questions related to the socio-demographics of the respondents. Then, in the last part, each respondent was asked to indicate his or her agreement or disagreement with each statement proposed in the questionnaire.

This research uses non-probability sampling with a purposive sampling technique, where each respondent is selected based on specific criteria (Sekaran & Bougie, 2016). The criteria for respondents in this research are individuals in Indonesia who have paid Zakat. This research uses the Structural Equation Modeling (SEM) method to analyze research data. SEM is a statistical method that tests a series of interrelated dependency relationships between indicators and latent variables and the relationship between several latent variables. In SEM, measurement and structural models are tested (Malhotra et al., 2017). The SEM method is used in this research because it can test latent variables (variables that cannot be measured directly, such as a person's feelings or attitudes) contained in this research.

According to Hair et al. (2019), the minimum sample size required for research using SEM is five times the number of indicators in the questionnaire. This research uses 19 question indicators. Thus, the minimum sample size required is 95 respondents. After distributing the questionnaire, this research obtained 216 respondents who met the requirements and were ready to be used as samples in this research. In developing the model, this research refers to several relevant previous studies such as Venciute et al. (2023), Kim et al. (2014), and Kim & Park (2023). Then the research model in this study can be seen in Figure 1.

Figure 1. Research Model



Source: Author's Process (2024)

Results and Discussion

Respondent Demographics

Table 1 shows the demographics of respondents, which contains detailed information regarding gender, year of birth, education, marital status, employment, income, and domicile of respondents. This research obtained 216 respondents, which means it exceeded the minimum sample size required for this research, namely 95 people.

Table 1. Respondent Demographics

	Category	Amount
Gender	Man	46.76%
	Woman	53.24%
Year of Birth	1946-1964 (Baby Boomer Generation)	3.24%
	1965-1980 (Generation X)	17.59%
	1981-1996 (Generation Y)	62.04%
	1997-2012 (Generation Z)	17.13%
Last Education Completed	Elementary-middle school	3.70%
	SENIOR HIGH SCHOOL	45.37%
	S1	43.06%
	S2	6.94%
	S3	0.93%

	Category	Amount
Marital status	Not married yet	23.61%
	Married	76.39%
Current Employment	Student or Student	1.39%
	Housewife	12.04%
	Doctor/Lawyer/Consultant	1.85%
	ASN/State Institution Employees	5.56%
	Educator (Teacher/Lecturer)	12.50%
	Self-employed	15.28%
	BUMN/BUMD employees	0.93%
	Private employees	40.28%
	Religious leaders	0.93%
	Other	9.26%
Average monthly income	< Rp. 1,000,000	5.09%
	IDR 1,000,000 - IDR 6,000,000	69.44%
	IDR 6,000,001 - IDR 10,000,000	18.06%
	IDR 10,000,001 - IDR 20,000,000	4.63%
	IDR 20,000,001 - IDR 30,000,000	0.93%
	IDR 30,000,001 - IDR 50,000,000	1.39%
> IDR 50,000,000	0.46%	
Domicile	Java Island	74.07%
	Sumatera island	18.06%
	Kalimantan island	2.78%
	Sulawesi island	4.17%
	East Nusa Tenggara Islands	0.46%
	Maluku Islands	0.46%

Source: Processed Data (2024)

Table 1 shows that this research was dominated by 115 female respondents (53.24%) and 101 male respondents (46.76%). Then, in terms of year of birth, this research was dominated by respondents born in the 1981-1996 range (Generation Y), namely 134 respondents (62.04%). Furthermore, most of the respondents in this study had completed their last education, namely high school, as many as 98 people (45.37%) and bachelor's degrees, as many as 93 people (43.06%). Apart from that, this research was also dominated by married respondents, namely

165 people (76.39%), while those who were not married were 51 respondents (23.61%). Regarding employment, most respondents worked as private employees, namely 87 people (40.28%). Furthermore, most of the respondents in this study had an average monthly income of IDR 1,000,000 - IDR 6,000,000 (69.44%). In terms of domicile, this research was dominated by respondents who live on the island of Java, namely 160 respondents (74.07%).

Measurement Model Analysis

SEM tests two models: measurement and structural (Malhotra et al., 2017). Testing the measurement model aims to see whether an indicator reflects the latent variable (Wijanto, 2008). The measurement model has validity, reliability, and goodness of fit tests.

Table 2. Validity d Reliability Test Results of the Measurement Model

Variable	Indicator	SLF	T-Value	Error	CR	VE
<i>Trustworthiness (TR)</i>	TR1	0.93	18.11	0.13	0.96	0.88
	TR2	0.94	18.23	0.12		
	TR3	0.95	18.72	0.10		
	TR4	0.95	18.83	0.09		
<i>Attractiveness (AT)</i>	AT1	0.73	12.15	0.47	0.93	0.69
	AT2	0.72	12.04	0.48		
	AT3	0.88	16.24	0.23		
	AT4	0.90	16.91	0.19		
	AT5	0.87	15.88	0.25		
	AT6	0.90	16.78	0.20		
<i>Expertise (EP)</i>	EP1	0.93	18.02	0.14	0.96	0.85
	EP2	0.96	19.17	0.08		
	EP3	0.93	17.91	0.14		
	EP4	0.92	17.75	0.15		
	EP5	0.90	16.90	0.20		
<i>Intention to Pay Zakat (EN)</i>	IN1	0.93	18.07	0.13	0.96	0.86
	IN2	0.96	19.16	0.07		
	IN3	0.93	18.17	0.13		
	IN4	0.90	16.84	0.20		

Source: Processed Data (2024)

Testing the validity of the measurement model can be done by looking at the results of each indicator's t-value and standardized loading factor (SLF) value (Wijanto, 2008). An indicator can be said to be valid if it has a t-value (in factor loading) ≥ 1.64 (one-tailed) and an SLF value ≥ 0.5 (Wijanto, 2008). Apart from these tests, reliability tests were also carried out on the measurement model. Testing the reliability of the measurement model can be done by looking at the values Construct Reliability (CR) and Variance Extracted (VE). Hair et al. (2019) state that a variable can be considered reliable if the CR value is ≥ 0.7 and $VE \geq 0.5$.

Table 2 shows that all indicators have an SLF value ≥ 0.5 , so it can be said that all indicators for each variable in this research are valid. Then, it can also be seen that all variables have CR values ≥ 0.7 and $VE \geq 0.5$. so it can be said that all variables are reliable. Then, based on the goodness of fit test results in the measurement model, there is one absolute fit index and one incremental fit index, which is a good fit, so it can be said that the research model is reasonably fit.

Structural Model Analysis

Structural model testing aims to see the relationship between latent variables in a study so that the significance and influence between latent variables can be known (Wijanto, 2008). The structural model analyzes the goodness of fit test results and causal relationship analysis results (by looking at the T-value and Determination Coefficient (R^2)).

Based on the results of the goodness of fit test on the structural model, there is one absolute fit index and one incremental fit index, which are a good fit, so it can be said that the research model is reasonably fit. Then, based on Table 3, it can be seen that the variables Trustworthiness, Attractiveness, and Expertise have a t-value ≥ 1.645 , which means that all of these variables are proven to positively and significantly influence the intention to pay Zakat. Then, based on the estimated coefficient (β), which is indicated by the SLF value of each variable, it was found that variable Expertise contribute the most in influencing the intention to pay Zakat.

Table 3. Structural Model Results

Variable Path	SLF	T-Value	Conclusion
TR → IN	0.23	1.95	Significant
AT → IN	0.18	2.45	Significant
EP → IN	0.44	3.80	Significant

Structural Model: $IN = 0.23*TR + 0.18*AT + 0.44*EP$, Errorvar.= 0.38 , $R^2 = 0.62$

Note: Trustworthiness (TR), Attractiveness (AT), Expertise (EP), Intention to Pay Zakat (IN)
 Source: Processed Data (2024)

Furthermore, based on the coefficient of determination (R^2), it is known that the variance in the intention to pay zakat variable can be explained by the Trustworthiness, Attractiveness, and Expertise variables by 62%.

Analysis of Hypothesis Testing Results

After analyzing the data, the hypothesis testing results were obtained, as seen in Table 4. Based on the estimation results, this research found that the trustworthiness variable positively and significantly influences the intention to pay Zakat. This finding is in line with several previous studies, such as the study of Silalahi, Fachrurazi, and Fahham (2021), which found that trustworthiness significantly positively influences purchase intentions, Gusniar (2020), which found that trustworthiness significantly positively influences purchase intention for beauty products, as well as Onu. et al. (2019) found that trustworthiness significantly positively influences purchase intentions. The findings in this research indicate that an individual's trust or belief in public figures who have called for paying Zakat or have provided education regarding Zakat can be one of the factors motivating these individuals to pay Zakat.

Table 4. Hypothesis Testing Results

Hypothesis	T-Value	Conclusion
H1: Trustworthiness positively influences the intention to pay Zakat.	1.95	Hypothesis Accepted
H2: Attractiveness positively influences the intention to pay Zakat.	2.45	Hypothesis Accepted
H3: Expertise positively influences the intention to pay Zakat	3.80	Hypothesis Accepted

Source: Processed Data (2024)

Furthermore, this research also found that the attractiveness variable positively and significantly influences the intention to pay Zakat. These results support several previous studies, such as Silalahi, Fachrurazi, and Fahham (2021), which found that attractiveness significantly positively influences purchase intentions. Sari, Hayu, and Salim (2021) also found that attractiveness positively and significantly influences purchasing decisions, and Onu et al. (2019) also found similar results. The findings in this study illustrate that the attractiveness of public figures who have called for paying Zakat or have provided education regarding Zakat can influence an individual's intention to pay Zakat.

Then, this research found that the expertise variable statistically significantly influences the intention to pay Zakat. This finding supports several previous studies, such as Gusniar's (2020) research, which found that expertise had a significantly positive effect on buying interest in beauty products; Sari et al. (2021), which found that expertise had a significant positive effect on purchasing decisions, as well as Kaldeen's study & Gunapalan (2019) who found that expertise has a significantly positive effect on purchase intentions. The results of this study indicate that the competence or skills possessed by a public figure who has called for paying Zakat or has provided education related to Zakat can encourage individuals to pay Zakat.

Conclusion

Most Muslims in Indonesia tend to have fulfilled their obligation to pay for Zakat, which is indicated by an increase in Zakat collections in recent years. In 2022, Indonesia's total Zakat, Infaq, and Alms (ZIS) collection will reach more than IDR 22.4 trillion. However, this amount cannot be considered optimal because the realization of zakat collection has yet to reach the actual zakat potential estimated at IDR 327.6 trillion.

Bearing this in mind, zakat bodies/institutions need to develop more persuasive innovations in promoting invitations to pay for Zakat; one way is to use the influence of public figures to attract public attention, which can influence individuals' intentions to pay for Zakat. Based on this, this research was conducted to analyze the influence of public figures on the intention to pay Zakat. The variables examined in this study include trustworthiness, attractiveness, and expertise. This study succeeded in collecting primary data from 216 respondents, which was then processed using the Structural Equation Modeling (SEM) method. The results of this study concluded that all variables

were proven to be statistically significant in influencing the intention to pay Zakat.

Based on the results of this research, in promoting the invitation to pay Zakat, zakat bodies/institutions can use the influence of public figures who have good qualities in terms of trustworthiness, attractiveness, and expertise. In more detail, zakat bodies/institutions can choose reliable public figures who can be trusted by the public or have a good image in the eyes of the public. Then, zakat bodies/institutions can also choose public figures who are attractive to the public in terms of physical appearance, personality traits, lifestyle, and so on. Apart from that, zakat bodies/institutions need to choose public figures who have a good understanding of Zakat, have the competence to convey education regarding basic knowledge about Zakat and the importance of paying Zakat at official zakat institutions, and have sufficient experience in conducting zakat education. This needs to be a primary concern considering that in this research, based on the estimated coefficient (β), it was found that the expertise (competence) variable contributed the most to influencing the intention to pay Zakat. Alternatively, in other words, the expertise (competence) of public figures who promote the invitation to Zakat is one of the main factors that drive individuals' intentions to pay Zakat.

Apart from the results above, this research also has several limitations. This research only examines three variables related to public figures, so further research can add other relevant variables to produce a more comprehensive analysis. Then, the respondents in this study were also domiciled by respondents who live on the island of Java, so they may only be able to represent some regions in Indonesia. Therefore, further research can expand the research reach to all regions in Indonesia.

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