The Impact of Attitude toward Zakat and Intention to Pay Zakat on Zakat Compliance Behavior

Mumuh Muhammad, A. Jajang W. Mahri and Aas Nurasyiah

Islamic Economics and Finance Study Program, Universitas Pendidikan Indonesia,
Jl. Dr. Setiabudhi No. 229 Kota Bandung
mumuh.muhammad@student.upi.edu

Keywords: Attitude, intention, the theory of planned behavior, zakat compliance behavior.

Abstract: Zakat is one of the pillars in Islam which has an important role in reducing poverty. However, the management of zakat in terms of zakat collection is still not optimal which will impact on socio-economic development of society slowly. This study aims to analyze factors influencing zakat compliance behavior using attitude toward zakat and intention to pay zakat as independent variable. This study uses explanatory survey method of 90 muzakki in Bandung city, Indonesia with quantitative approach. In addition, data analysis technique which used in this study is multiple regression linear. Results indicate that intention to pay zakat has significant impact positively on zakat compliance behavior. Meanwhile, zakat compliance behavior is not influenced by attitude toward zakat directly. Thus, the Theory of Planned Behavior (TPB) is in accordance with practice in the zakat context. The research result can be expected in contributing new insight related to zakat management as a means to optimize zakat collection in Indonesia through improving zakat compliance behavior.

1 INTRODUCTION

Zakat is one of the pillars in Islam which has an important role in resolving sosio-economic problem. Instrument of zakat has been proved in reducing poverty and income inequality between the rich and the poor (Beik, 2009). Therefore, can be concluded that existence of zakat is not only religion obligation but also social obligation.

Basically, the great number of muslim population in Indonesia will impact in incredible zakat collection. Based on study conducted by BAZNAS (Zakat Institutition) and Bogor Agricuture University (IPB) in 2011 (in Ministry of Religion of Republic of Indonesia, 2013) stated that the potential of zakat in Indonesia reaching incredible amount i.e. up to IDR 217 trillion per year or able to contribute to Gross Domestic Product (GDP) namely 3.40 per cent. However, zakat realization in Indonesia has not been optimal yet, where realization of zakat collection in 2015 only IDR 3.65 trillion or 1.68 per cent of that potential.Then, the potential of zakat has not been reached yet is about 98.32 per cent.

The phenomenon of low zakat collection in Indonesia is caused by various factors that influence it. Based on result of studies conducted by Huda,

Anggraini, Ali, Mardoni, and Rini (2014) explained that there are three priority problems in zakat management in Indonesia i.e. regulatory problem, problem from zakat institution, and also muzaki (zakat payer) and mustahik (zakat recceiver) problem.

This study will be focused on muzaki's compliance in paying zakat to zakat institution or zakat compliance behavior. Study as to zakat compliance behavior is less than study as to tax compliance behavior. The previous study has developed model of zakat compliance behavior based on model of tax compliance behavior (Sanep, Md. Nor, and Daud, 2011). There are some previous studies which concern on zakat compliance behaviour such as conducted by Azman and Bidin (2015); Saad, Bidin, Idris, and Hussain (2010); Saad, Idris, and Bidin (2009); Saad and Haniffa (2014).

2 LITERATURE REVIEW

In this session will be flattened regarding zakat compliance behavior and the relationship between attitude toward zakat and intention to pay zakat.

2.1 Zakat Compliance Behavior

According to James and Alley (in Awang and Amran, 2014) tax compliance is tax payer's compliance level in accordance with enforcement of the law. Meanwhile, if it is related to zakat compliance behavior, Ram (in Rahim, Salleh, and Nawi, 2011) explained that zakat compliance behaviour is muslim decision behavior to comply or not comply toward Allah command and rules which is made by authorities institutions in paying zakat to zakat institution. The next explanation by Noor and Saad (2016) and Sanep et al. (2011) who stated that zakat compliance behaviour can be defined as individual behavior in paying zakat obligation to zakat institution based on defined rules.

Thereby, can be concluded that the definition of zakat compliance behavior is Muslim behavior level in paying zakat to zakat institution based on defined rules. Zakat compliance behaviour shows compliance level to Allah and state but tax compliance behaviour shows compliance level to rules which is made by human only.

Individual behavior is created by various factors influencing it. Such factors will determine whether individual has good behavior or not. Generally, the most popular theory which is used to analyze individual behavior is The Theory of Planned Behaviour (TPB) which developed by Ajzen (1991). That theory is development theory from previous theory i.e. The Theory of Reasoned Action (TRA) which developed by the same researcher Ajzen in 1980. The following picture is the framework of the theory of planned behavior:
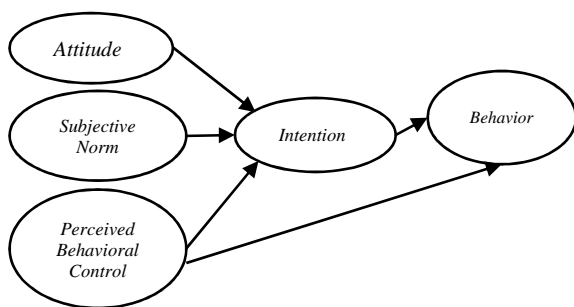

Figure 1: The theory of planned behaviour.
Source: Ajzen (1991)

In that theory explained that behaviour is influenced directly by intention. Then, Ajzen (1991) revealed that there are factors influencing individual intention i.e. attitude, subjective norm, perceived behavioral control. Perceived behavioral control variable not only influencing intention but also influencing directly on behavior. This theory will become basic of the theory in this study as to zakat compliance behavior.

2.2 Intention to Pay Zakat and Zakat Compliance Behavior

The theory of planned behavior revealed that individual inention will determine individual behavior to act. So that intention is main factor to act or individual motivation to do something. The higher individual intention, the higher individual behavior to do something happens. Therefore, simply behavior can be defined as transition of intention or desire which is made to an action.

In term of intention to pay zakat, Bidin, Idris, and Shamsudin, (2009) explained that intention to pay zakat is individual willing or desire to implement zakat obligation. Based on that definiton, intention pay zakat in this study refers to Muslim individual willing or desire to distribute its zakat to zakat institution.

In case of zakat compliance behavior is if individual Muslim has strong intention to pay zakat to zakat instituiton, it will be the stronger to comply in paying zakat to zakat institution. But then, if individual Muslim has low intention to pay zakat, it will be low to comply in paying zakat to zakat institution. The previous studies conducted by Saad and Haniffa (2014) and Saad et al. (2010) proved that zakat compliance behavior is influenced significantly by muzaki's intention in paying zakat Then, the hypothesis will be written as follow:

H_1: Intention to pay has significant influence positively on zakat zakat compliance behavior.

2.3 Attitude toward Zakat and Zakat Compliance Behavior

Based on the theory of planned behavior which explained by Ajzen (1991, pp. 188) that attitude is defined as "Attitude toward behavior refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question". Based on such definition can be understood that attitude is individual appraisal toward behavior whether good or bad.

In term of zakat obligation, attitude can be defined as individual appraisal toward zakat obligation including obey, disobey, hate or deny (Zainol and Idris, 2009). On the other hand, Saad et al. (2010) added that attitude toward zakat is related to individual faith to zakat order, if someone has a high

faith then it will always have the intention to carry out the obligations of zakat, but if someone faith is low then it is certain the intention to implement zakat will be low. Thus, in this study attitude refers to individual Muslim appraisal or assessment against the command of zakat.

According to the theory of planned behavior known that attitude toward zakat only influence intention to pay zakat. However, the result of the study conducted by Azman and Bidin (2015) and Saad et al. (2009) using difference theory and approach have stated that attitude toward zakat has signifincant impact positively on zakat compliance behavior.

H$_2$: Attitude toward zakat has significant influence positively on zakat compliance behavior.

3 METHODOLOGY

The method used in this research is survey method with explanatory approach. This method has a quantitative characteristic used to examine the behavior of an individual or group by taking samples from one population and using a questionnaire as a data collection tool (Prasetyo and Jannah, 2005).

3.1 Research Instrument

This instrument is developed using likert scale. This scale is also known as summated scale i.e. scale often used in social science, especially for the measurement of one's attitude. Over time, this scale can be used to measure opinions, personality, describe a person's life or environment, emotions, personal needs, and job description (Aprilia and Ghozali, 2013).

By using likert scale, the measured variable is spelled out in the form of indicator. Furthermore, the indicator is derived in the form of research questions to be answered by the respondent. Attitude toward zakat was represented by six item taken from Saad and Haniffa (2014). While the intention to pay zakat variable are represented by four items taken from Mastura, Husna and Othman (in Heikal et al. 2014). Meanwhile, the variable of zakat compliance behavior is represented by the four items adopted from Azman and Bidin (2015).

All questions are measured by likert scale starting with a score of one to five. A score of one indicates a very strong disapproval, while a score of five indicates a very strong agreement.

3.2 Sampling

Population in this research is muzaki of zakat institution in Bandung City. Population of zakat institutions in the city of Bandung is quite a lot and widespread. Therefore, in determining the sample of zakat institutions, researcher used non-probability sampling technique with the type of sampling used is purposive sampling with judgment sampling technique. The zakat institution that is sampled is with the following criterias the existence of representatives from the government zakat institutions, the representation of private zakat institutions, the existence of research studies. So that obtained by three sample of zakat institution i.e. BAZNAS Kota Bandung, Rumah Amal Salman ITB dan Sinergi Foundation.

The population of muzaki from the three zakat institutions that are being sampled are numerous and unknown in number and widely spread in the area of Bandung. Thus, the muzaki sampling technique used is non-probability sampling, type of purposive sampling with quota sampling technique. Each institution of zakat taken sample 30 respondents. Thus, the overall total respondents in this study are 90 respondents.

3.3 Data Analysis Method

3.3.1 Sample Profile

Total questionnaires used in data analysis are 90 questionnaires. Respondents in this study 51 per cent are men and 49 per cent are women. The average age of respondents is 35 years. The average education level of respondents is bachelor degree. Meanwhile, the average length of respondents being muzaki in zakat institutions is for five years.

3.3.2 Instrument Reliability and Validity

Here are the results of validity and reliability testing by using software Statistical Package for Social Sciences (SPSS):

Table 1: Validity and reliability test.

Variables	Number of Items	Cronbach Alpha Value	KMO Value	BTOS
Behavior	4	0.841	0.798	0.000
Intensi	4	0.806	0.714	0.000
Attitude	6	0.845	0.780	0.000

Note: KMO = Kaiser – Mayer – Olkin
BTOS = Bartlett's Test of Sphercity

Based on the test above, the reliability and validity of each variable is acceptable. it can be seen in the reliability value of each latent construct more than 0.70, KMO values more than 0.50 and BTOS is significant ($p < 0.01$). This is already qualified as described by Ghazali (2013).

3.3.3 Multiple Regression Analysis

This test is used to analyze the influence of attitude toward zakat and intention to pay zakat on zakat compliance behavior. Thus, attitude toward zakat and intention to pay zakat as independent variables , while zakat compliance behavior as dependen variable.

4 RESULTS, DISCUSSION AND CONCLUSION

Here are the results of testing data using multiple regression linear:

Table 2: Multiple regression linear test.

	β	R^2 (%)	F
Constant	5.159	49	41.815**
Attitude	-0.228*		
Intention	0.989**		

Note: **Significant at 0.01
*Not significant
Dependend Variable: Zakat Compliance Behavior

Based on the test results can be seen that the partially intention to pay zakat positively and significantly influence on zakat compliance behavior ($p < 0.01$). Thus, it can be conclued that H_1 is accepted. While the attitude toward zakat variable has no significant effect because the value of significance is more than 0.01 as well as 0.05. Hence, the hypothesis H_2 can not be accepted statistically.

Meanwhile, the coefficient of determination in this test is 49 per cent. It shows that the variable of intention to pay zakat and attitude toward zakat can explain dependent variable that is zakat compliance behavior equal to 49 per cent, while 51 per cent influenced by other variables outside the study.

The results of this test support the truth of the theory of planned behavior which states that the intention is a motivation factor to carry out an action or intention is a main factor affecting behavior, as stated in that theory as follows:

Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior (Ajzen, 1991, hlm. 181).

Intentions to pay zakat can be interpreted as the desire and intention of individual Muslim to distribute zakat to zakat institution. In relation to the test results it can be said that if the intention of individual Muslims to pay zakat is high then zakat compliance behavior will be high too. The existence of positive and significant influence of intention to pay zakat on zakat compliance behavior has been proven by empirical research using the theory of planned behavior conducted by Saad and Haniffa (2014) dan Saad et al. (2010).

The relationship between research result and fact that zakat collection is not optimal in Bandung city one of the main causes is zakat compliance behaviour in low level. The low compliance of the people to pay zakat to zakat institution is caused by the low level of intention to pay zakat to zakat institution. Intention to pay zakat has positif influence on zakat compliance behavior, if the level intention to pay zakat is high then behavior to pay zakat to zakat institution will be high.

Furthermore, there is no influence of attitude toward zakat to zakat compliance behavior has supported by the theory of planned behavior. Where in theory the attitude does not have a direct influence on the behavior. The theory explains that attitude is a factor that directly affects the intention.

In contrast to the results of empirical research conducted by Azman and Bidin (2015) and Saad et al. (2009) who revealed that attitude toward zakat has positive and significant influence on *zakat compliance behavior*. But the researchers used a different research approach that is not using the theory of planned behavior as the grand theory of their research. The main difference in the study is not using intention variables. So the results of their research is different from this study which uses the main theory of planned behavior.

Therefore, it can be concluded that the attitude toward zakat does not have direct influence positively and significantly to zakat compliance behavior when using basic The Theory of Planned Behavior. But then, attitude toward zakat has a positive and significant influence on zakat compliance behavior if

604

not using the basis of The Theory of Planned Behavior.

Finally, the results of this study can conclude that in order to realize optimal zakat collection in the city of Bandung can be done by increasing the muslim intention to pay zakat to zakat institution. This can be done by goverment zakat institution, private zakat institution and local government through various programs and policies that encourage the realization of Muslim interest to pay zakat to zakat institutions. Thus, it is expected that if Muslim intention in paying zakat higher, it will encourage zakat compliance behavior of society higher that will impact on the optimal zakat collection. In addition, government and authorized institutions need to socialize the importance of paying zakat obligations because zakat is one of the pillars in Islam that must be implemented and has a positive impact on socio-economic development.

REFERENCES

Ajzen, I. 1991. The Theory of Planned Behavior. *Orgnizational Behavior and Human Decision Processes*, *50*, 179–211.

Aprilia, K., Ghozali, I. 2013. *Teknik Penyusunan Skala Likert (Summated Scales) dalam Penelitian Akuntansi dan Bisnsi*. Semarang: Fatawa Publishing.

Awang, N., Amran, A. 2014. Ethics and Tax Compliance. *Ethics , Governance and Corporate Crime : Challenges and Consequences*, *6*, 105–113.

Azman, F. M. N., Bidin, Z. 2015. Factors Influencing Zakat Compliance Behavior on Saving. *International Journal of Business and Social Research*, *05*(01), 118–128.

Beik, I. S. 2009. Analisis Peran Zakat dalam Mengurangi Mengurangi Kemiskinan: Studi Kasus Dompet Dhuafa Republika. *Zakat and Empowering - Jurnal Pemikiran Dan Gagasan*, *2*.

Bidin, Z., Idris, K. M., Shamsudin, F. M. 2009. Predicting compliance intention on zakah on employment income in malaysia: An application of reasoned action theory. *Jurnal Pengurusan*, *28*, 85–102.

Ghazali, I. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Universitas Diponegoro.

Heikal, M., Khaddafi, M., Falahuddin. 2014. The Intention to Pay Zakat Commercial: An Application of Revised Theory of Planned Behavior. *Journal of Economics and Behavioral Studies*, *6*(9), 727–734.

Huda, N., Anggraini, D., Ali, K. M., Mardoni, Y., Rini, N. 2014. Prioritas Solusi Permasalahan Pengelolahan Zakat dengan Metode AHP (Studi di Banten dan Kalimantan Selatan). *Al-Iqtishad*, *VI*(2), 223–238.

Kementrian Agama Republik Indonesia. 2013. *Zakat Community Development: Model Pengembangan Zakat*. Jakarta: Kementrian Agama Republik Indonesia.

Noor, A. M., Saad, R. A. J. 2016. The Mediating Effect of Trust on the Relationship between Attitude and Perceived Service Quality towards Compliance Behavior of Zakah. *International Journal Oe Economics and Financial Issues*, *6*(2007), 27–31.

Prasetyo., Jannah. 2005. *Metode Penelitian Kuantitatif*. Jakarta: PT Raja Grafindo Persada

Rahim, M., Salleh, M. A., Nawi, A. S. 2011. Compliance Behavior of Business Zakat Payment in Malaysia : A Theoretical Economic Exposition. In *8th International Conference on Islamic Economis and Finance* (pp. 1–17).

Saad, R. A. J., Bidin, Z., Idris, K. M., Hussain, M. H. M. 2010. Faktor-Faktor yang Mempengaruhi Gelagat Kepatuhan Zakat Perniagaan. *Jurnal Pengurusan*, *30*, 49–61.

Saad, R. A. J., Haniffa, R. 2014. Determinants of Zakah (Islamic Tax) Compliance Behavior. *Journal of Islamic Accounting and Business Research*, *5*(2), 182–193.

Saad, R. A. J., Idris, K. M., Bidin, Z. 2009. Peraturan Pembayaran Zakat Kepada Institusi Zakat: Sikap Peniaga dan Kesannya Terhadap Gelagat Pembayaran Zakat Perniagaan. *Jurnal Syariah*, *17*(3), 607–630.

Sanep, A., Md. Nor, N. G., Daud, Z. 2011. Tax-Based Modeling of Zakat Compliance. *Jurnal Ekonomi Malaysia*, *45*, 101–108.

Zainol, B., Idris, K. M. 2009. Sikap, Norma Subjektif Dan Kawalan Gelagat Ditanggap Terhadap Niat Gelagat Kepatuhan Zakat Pendapatan Gaji. *IJMS*, *16*(1), 31–55.