

# THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

## Optimizing the Collection of Zakat Funds Using Digital Technology in Indonesia

**Nunung Nurhayati**

Lecturer, Department of Accounting, Bandung Islamic University, Indonesia

**Elly Halimatusadiah**

Lecturer, Department of Accounting, Bandung Islamic University, Indonesia

**Pupung Purnamasari**

Lecturer, Department of Accounting, Bandung Islamic University, Indonesia

**Hendi Suhendi**

Lecturer, Department of Islamic Broadcasting Communication,  
Bandung Islamic University, Indonesia

**Azkie Ibadina Shalihah**

Student, Department of Communication, Bandung Islamic University, Indonesia

**Muhammad Khalid**

Student, Department of Accounting, Bandung Islamic University, Indonesia

### Abstract:

The use of renewable technology in the era of revolution 4.0 is increasingly being carried out. Various industrial sectors including the financial industry must be able to adapt to these changes so as not to be left behind. The use of digital technology for zakat managers in the future can make a big contribution in collecting zakat funds. This research uses descriptive and verification methods by collecting primary data, namely interviews with 30 zakat managers, before being analyzed the data is tested first by testing the validity and reliability, and data analysis using linear regression. Based on the research results, it turns out that the use of digital information technology has a significant effect on the optimization of zakat fund collection, and the use of technology also affects the quality of the zakat accounting information system. The results of this research contribution can provide solutions to zakat managers in optimizing the collection of zakat funds

**Keywords:** Use of technology, optimization of zakat fund collection, system quality

### 1. Introduction

Level of poverty in Indonesia is quite high. This indicates that the state has not been able to improve the welfare of its people, even though the state has a full obligation to provide welfare, peace and security to its people. Based on BPS data (2020), the percentage of poor people in March 2020 was 9.78 percent, an increase of 0.56 percentage points against September 2019 and an increase of 0.37 percentage points compared to March 2019. Meanwhile, the number of poor people in March 2020 was 26, 42 million people, an increase of 1.63 million people in September 2019 and an increase of 1.28 million people in March 2019. Of the many poverty numbers in Indonesia, a solution is needed to overcome this poverty rate. One of the efforts to reduce the poverty rate of the population in Indonesia is by optimizing the collection and distribution of zakat funds.

Zakat is one of the pillars of Islam, has enormous potential in reducing poverty. The potential for zakat in Indonesia based on the results of Baznas research in 2016 has the potential for zakat of IDR 286 trillion. And the potential for zakat continues to increase every year. With this potential, the people in Indonesia will be able to prosper. But the realization that there is a large zakat potential is very low, while the realization of less than 5%. See the tables below

Year	2015	2016	2017	2018	2019
BaznasCenter	94,068,893,820	111,690,914,428	153,542,103,405	206,374,174,575	296,234,308,349
ProvincialBaznas		192,609,000,494	448,171,189,258	552,209,167,922	583,919,722,674
District / City Bazna	1,528,106,684,092	3,311,745,042,024	3,426,689,437,619	3,171,701,720,388	3,539,980,546,674
LAZ	1,401,248,170,005	2,195,968,539,189	3,634,332,619,382	3,728,943,985,109	2,028,193,434,453
OPZ Patronage				552,980,000,000	2,078,865,243,749
Total	2,078,865,243,749	5,017,293,126,950	6,224,371,269,471	8,117,597,683,267	10,227,943,806,555

Table 1: Actual collection Zakat Fund in Indonesia in 2015-2019

Source: Zakat Statistics 2015-2019

Based on the table above, it can be seen that the level of realization of zakat fund collection in Indonesia is still very low, at around less than 5%. From the potential of existing zakat funds. Many factors influence the low collection of zakat funds, including public trust in zakat management institutions, the religious level of the community, the more religious a person is, the higher the level of zakat payments (Rafiudin, 2019). Besides, other factors that greatly affect the collection of zakat funds in conditions of increasingly high technological developments require zakat managers to make changes with the use of technology, especially digital technology which will provide convenience and speed in making decisions from available data.

The development of collecting zakat funds using digital technology is always increasing every year, this can be seen from year to year where zakat funds in 2016 through the use of digital technology are still zero percent, but in 2017 it reached 5%, in 2018 it increased to 18%, whereas in 2019 it reached 13.7%. The continuous increase every year proves that with the advancement of digital technology, it requires zakat managers to make changes along with the development of this technology, so that the use of digital technology can provide solutions in optimizing the collection of zakat funds. Based on the research background above, what identifies the problem to be achieved in this study is how the model of using digital information technology can optimize the collection of zakat funds in Indonesia.

## 2. Literature Review

### 2.1. Information Technology Information

Systems and technology, including internet-based information systems, play an important role in a business (Marakas and O'Brien, 2013: 3). Furthermore, Marakas and O'Brien (2013: 3) explain that the use of information technology in all types of businesses can increase effectiveness and efficiency in running business processes, managerial decision-making processes, and cooperation between work groups which in turn can increase the company's strength in a market with volatile circumstances. Marakas and O'Brien added that information technology and information systems are *essential ingredients* for business success in a *dynamic global environment*. A similar opinion was also expressed by Reynolds (2010: 6) that the function of information technology includes information systems that can increase the productivity of individual users in carrying out their duties.

Information technology (IT) according to Laudon and Laudon (2017: 13) "*Information technology (IT) consists of all the hardware and software that a firm needs to use in order to achieve its business objectives.*" The purpose of the quote above is that information technology consists of all hardware (*hardware*) and software (*software*) used by companies to achieve their business goals.

### 2.2. Dimensions of Information Technology

According to Marakas and O'Brien (2013: 17) the dimensions of the success of information technology are as follows:

- *Efficiency*, measuring the alignment of costs, time and use of information technology with the benefits obtained.
- *Effectiveness*, measures whether information technology supports business processes, improves organizational culture and structure, and increases business and customer value.

According to Thompson and Cats-Baril (2003: 143), the dimensions of information technology are:

- *Functionality*, namely what types of technology are and how much capability is the technology used to carry out functions to carry out processing functions.
- *Ease of Use*, which is how easy the technology is to use.
- *Compatibility*, namely how easily the technology can function together with the supporting technology.
- *Maintainability*, namely how easily the technology is maintained to operate during the process of maintenance, repair, etc. so that it does not interfere with the main tasks of the accounting information system. According to Turban and Volonino (2011: 46) in making decisions about information technology infrastructure, four must be considered the characteristics following:
- *Dependable*, *dependability* (reliable) means that the information technology infrastructure must *availability* (availability), *reliability* (reliability) and *scalability* (scalability) of the need for information systems and enterprise applications.
- *Manageable*, the infrastructure information technology determines the complexity of managing *hardware* and *software* to provide reliable application (dependable).
- *Adaptable*, when the capacity for application needs increases, the company can add to its information technology infrastructure.
- *Affordable*, the most important thing from information technology infrastructure is that information technology must be affordable.

Furthermore, according to Reynolds (2010: 14) the use of information technology can be measured by the following four factors:

- *Performance expectancy*, believing that using technology information can help performance.
- *Effort expectancy*, namely the level of ease in using the system.
- *Social influence*, namely the level of confidence that a company wants its employees to use information technology.
- *Facilitating conditions*, believing that the technical and organizational infrastructure exists to support the system.

Based on some of the opinions above, the authors draw a synthesis of the dimensions of information technology as follows: The

Effectiveness of information technology (Marakas and O'Brien, 2013: 17), namely how well information technology meets the needs of its users, with the following indicators:

- *Performance expectancy*, which is measuring how feasible it is. Information technology used can meet the needs of its users
- *Utilization of IT Support*, namely measuring the intensity of users in completing their tasks
- *Functionality*, measuring how well the technology specifications used in carrying out their duties

Efficiency of information technology, namely how well information technology can improve user capabilities related to time and costs in achieve its goals (Marakas and O'Brien, 2013: 17) with the following indicators:

- *Economical*, which measures the use of technology to have an economic impact on users (Marakas and O'Brien, 2013: 17).
- *Ease of use*, namely how easily information technology is used by its users (Thompson and Cats-Baril, 2003: 143).
- *Compatibility*, namely how easily information technology can function together with the supporting technology (Thompson and Cats-Baril, 2003: 143).

### 2.3. Optimization of Zakat Funds Collection

Optimization comes from the word optimal which means best and highest, while optimization means a process of increasing or increasing. Collecting zakat is an effort or activity process in order to collect zakat, infaq / alms and waqf funds as well as other sources of funds from the community (both individuals, groups, organizations, companies and governments) which will be distributed and empowered for mustahiq. Meanwhile, according to (OPZ: 2009) that fundraising is the addition of organizational resources from donations and / or proceeds from the temporary placement of funds management, which can be in the form of cash or non-cash. While the receipt of donations can be in the form of zakat, infaq, shadaqah, grants, wills, heirs, kafarat, or other donations that do not conflict with provisions sharia. In receiving infak funds, the organization must consider the contracts *mutlaq* (unbound) and / or *muqayyad* (bound) required by donors, so that the management of zakat funds must be optimized so that the funds to be distributed to the mustahik are getting bigger.

Optimizing the collection of zakat is carried out so that efforts are made to increase the receipt of zakat obtained and collected by amil zakat institutions based on Islamic teachings and the applicable and regulations laws. Zakat Collection Mechanism Zakat collection is carried out by an officer (amil) appointed by the priest or government to collect and manage zakat. In order for zakat management to run optimally, zakat officers must have integrity, credibility, professionalism, and service quality as well as trustworthiness. In order for zakat collection to be optimal, zakat officers must apply a correct and collection mechanism professional,

### 3. Research Methods

The research method used was explanatory research, with the total population being zakat managers in Indonesia and the sampling technique using convenience sampling technique which used convenience sampling due to the pandemic situation, so that the number of samples returned was 30. used as respondents are users of the zakat system in zakat management institutions. The technique of collecting data is based on questionnaires and interviews. After the data is collected, it is tested for validity and reliability. The test results prove that all variables used are valid and reliable. While the analysis tool used is simple linear regression.

### 4. Results and Discussion

#### 4.1. Optimization of Collection of Zakat Funds

Based on the results of questionnaires that have been distributed to system users in Zakat Management, the average zakat fund collection that has been implemented is quite effective and efficient. This can be seen from the average level obtained, where socialization has an average of 3.91, Promotion 3.82, below the line 3.0 and above the line 4.04, with a total average of 3.69, this means that the optimization of zakat fund collection for zakat managers in Indonesia is good, namely effective and efficient, see the image below

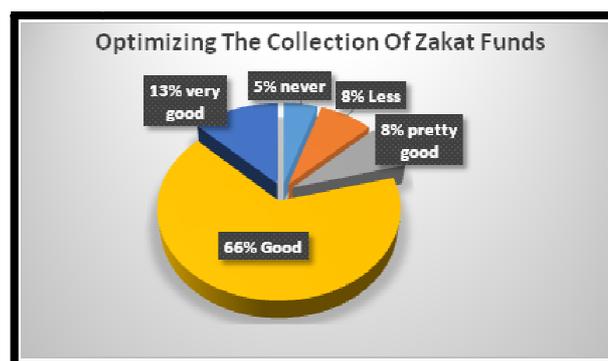


Figure 1: Optimizing the Collection of Zakat Funds

#### 4.2. Use of Digital Information Technology Collection

Use of digital technology in order to collect zakat funds in Indonesia can be seen from the level effectiveness and efficiency that has been done. Based on the results of the questionnaires that have been distributed to respondents, the following results are obtained, namely the average level of effectiveness in using technology has an average of 4.14 and an efficiency level of 3.88. This means that the use of digital information technology in zakat fund managers is quite effective and efficient, see the picture below:

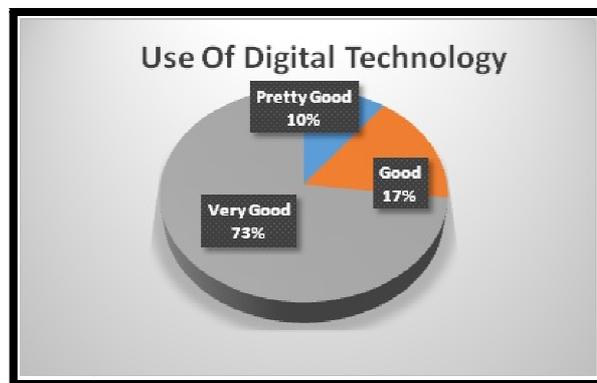


Figure 2: Use of Digital Technology

#### 4.3. Use of Digital Information Technology in Optimizing Zakat Funds Collection in Indonesia

Based on the results of hypothesis testing, it turns out that the use of technology digital has a significant effect on optimizing the collection of zakat funds in Indonesia. This is in accordance with several research results that have been conducted by Ade NurRohim (2019) which states that the optimization of zakat fund collection will be increased if using digital technology, because it will be very helpful in collecting zakat funds, therefore the Amil zakat institution must carry out the transformation by using digital technology. utilize the latest technology in order to collect zakat funds from muzaki and also make it easier for muzakki to pay their zakat to amil zakat institutions. Likewise, according to Aulia (2014) that in order to optimize the collection of zakat funds, there must be a strategy using digital technology such as cellular funding, where this program aims to raise funds via cell phones for the products offered to muzakki.

The use of digital technology in order to improve the optimization of the collection of zakat funds in Indonesia can be seen from the results of a questionnaire where on average amil zakat institutions receive zakat using digital technology, including via bank / online from muzakki, which is an average of 4.09; besides that, the collection of zakat funds can also be obtained by conducting intensive publications and socialization to the public about the importance of zakat, where the Amil Zakat Institute always publishes via Facebook, Twitter, radio, RIG, WA with an average of 4.1 who answers, even the Amil Zakat Institute accepts ball pick-up service by visiting the muzaki location of 4.0, besides that, zakat management institutions in Indonesia always carry out promotions to the public by explaining the advantages possessed by zakat managers so that people trust zakat managers to deposit their zakat funds, which is an average of 4.0 .

Various strategies are carried out by zakat managers in optimizing the collection of zakat funds, apart from the above, zakat managers also always open STANs in strategic places so that muzaki can easily come to these locations, the results of the respondents were obtained 3.54; Likewise, the zakat manager provides an outlet for cash deposits of zakat funds obtained by an average of 3.82. However, to collaborate with several companies and deduct salaries from employees is still not possible, this still needs to be studied more, because based on Law No. 23 of 2011, most companies, especially civil servants have become UPZ of BAZNAS. If we look at the size of the contribution of the use of digital technology to the optimization of the collection of zakat funds, it is 51.2%, while the remaining 48.8% is influenced by other factors that the authors do not examine. Some of the research results that support this research are; Nesia et al (2015), Rendy at al (2016), LubisandAzizah (2018). Antonio et al (2020)

## 5. Conclusion

Based on the results of the research that has been conducted, it can be concluded that the use of digital technology in the context of collecting zakat funds in Indonesia is quite effective and efficient with a contribution of 51.2%.

## 6. Acknowledgement

I would like to express my gratitude to LPPM Unisba who has funded this research and the Faculty of Economics and Business Unisba who always provide support to support this research,

## 7. References

- i. Ade NurRohim. 2019. Optimizing Zakat Collection through Digital Fundraising. Al Balagh: Journal of Da'wah and Communication. 4 (1). Pp. 59-90
- ii. Antonio, Muhammad Syafii, SugiyartiFatmaLaela, and Dimas Mukhlas Al Ghifari. 2020. "Optimizing Zakat Collection in the Digital Era: Muzakki's perception." *Journal of Accounting and Business Dynamics Vol7*, no. 2 (2020): 235-254.

- iii. AuliaRahmah. 2014. Analysis of Distribution and Utilization Zakat.Infaq and SadaqahinMustahiq: A Case Study of East Java BAZ. Surabaya
- iv. Lubis, M., &Azizah, AH (2018, August). Towards Achieving the Efficiency in Zakat Management System: Interaction Design for Optimization in Indonesia. In*International Conference on User Science and Engineering*(pp. 289-301). Springer, Singapore
- v. Laudon, Kenneth C., and Jane P. 2000 Laudon.*Management information systems: organization and technology in the networked enterprise*. Prentice Hall International.
- vi. Nesiawidya, EllyHalimatusadiah, NunungNurhayati (2015). *The Influence of Information Technology and Organizational Culture on the Performance of Accounting Information Systems at Bank MandiriSurapati Bandung*.Proceedings of SpeSIA Accounting Volume 1 No. 2 August 2015
- vii. Outlook for Zakat (2017)
- viii. O'Brien, JA AndMarakas, GM, 2013. *Introduction to Information Systems. 17 edition*. New York: McGraw-Hill
- ix. Randi Restu, ellyhalimatusadiah, nunungNurhayati (2016). The Influence of Information Technology and Implementation of Internal Control on the Quality of Accounting Information Systems and its Implications on the Quality of Accounting Information (Survey on Islamic Commercial Banks in Bandung City). Unisba Repository
- x. Thompson, RL., Cats Baril. 2003. *Information Technology and Management*. Virginia; McGraw-Hill
- xi. Turban, Efraim, and Linda Volonino. 2010. *Information Technology for management*. Asia: John Wiley & Sons,