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**INTENSI BERWAKAF MELALUI *CROWDFUNDING* WAKAF:  
MODIFIKASI *TECHNOLOGY ACCEPTANCE MODEL* (TAM)**

**SKRIPSI**

Diajukan untuk Memenuhi Sebagian Syarat Memperoleh Gelar Sarjana Ekonomi  
pada Program Studi Ilmu Ekonomi dan Keuangan Islam



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Sebuah Skripsi yang Diajukan untuk Memenuhi Sebagian Syarat Memperoleh  
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### **ABSTRAK**

Tanah wakaf di Indonesia belum produktif dengan hanya 60% tanah wakaf yang sudah bersertifikat wakaf dan permasalahan dana pengelolaan dan pengembangan tanah wakaf yang dihadapi oleh lembaga wakaf/nadzir. Tujuan penelitian ini secara umum adalah untuk menguji teori dari *Technology Acceptance Model* (TAM) yakni untuk menganalisis persepsi manfaat, persepsi kemudahan dan tambahan variabel ekseternal itu persepsi sumber daya terhadap intensi seseorang berwakaf melalui *crowdfunding* wakaf. Teknik pengambilan sampel yang digunakan adalah *purposive sampling-quota sampling* dengan populasi wakif di Indonesia dan sampel sebanyak 100 orang responden. Metode yang digunakan dalam penelitian ini adalah metode kausalitas dengan pendekatan kuantitatif. Adapun teknik analisis data yang digunakan adalah *Structural Equation Modeling-Partial Least Squares* (SEM-PLS). Hasil dari penelitian ini menunjukkan bahwa semua variabel selain persepsi kemudahan berpengaruh positif dan signifikan terhadap intensi berwakaf melalui *crowdfunding* wakaf. Hasil dari penelitian ini menunjukkan bahwa variabel persepsi manfaat, persepsi kemudahan dan persepsi sumber daya memiliki tingkat yang baik dan variabel intensi berwakaf melalui *crowdfunding* wakaf memiliki tingkat yang tinggi. Penelitian ini diharapkan dapat memberikan manfaat bagi para stakeholder wakaf di Indonesia, khususnya lembaga filantropi Islam untuk meningkatkan penerimaan dana wakaf yang akan digunakan untuk mengoptimalkan aset wakaf mereka.

**Kata Kunci:** Intensi, *Technology Acceptance Model*, Platform *Crowdfunding* Wakaf

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### **ABSTRACT**

*Waqf land in Indonesia is not yet productive with only 60% of waqf land that has been certified waqf and the problems of fund management and development of waqf land. The purpose of this study in general is to test the theory of the Technology Acceptance Model (TAM) which is to analyze the perceived usefulness, perceived ease of use and additional external variables that perceived resources of a person's intentions through waqf crowdfunding. The sampling technique used is purposive sampling-quota sampling with a wakif population in Indonesia and a sample of 100 respondents. The method used in this study is a method of causality with a quantitative approach. The data analysis technique used is Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results of this study showed that all variables other than the perceived ease of use had a positive and significant effect on the intention of the authorities through waqf crowdfunding. The results of this study indicate that the variables of perceived usefulness, perceived ease of use and perceived resources have a good level. This research is expected to provide benefits for waqf stakeholders in Indonesia, especially Islamic philanthropic institutions to increase the receipt of waqf funds that will be used to optimize their waqf assets.*

**Keywords:** *Intention, Technology Acceptance Model, Waqf Crowdfunding Platform*

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