



STIE SOLUSI BISNIS INDONESIA YOGYAKARTA

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Untuk melaksanakan Penelitian dengan judul penelitian

**“ PENGARUH PROMOSI, KUALITAS PELAYANAN, PENDAPATAN, DAN
RELIGIUSITAS TERHADAP KEPUTUSAN MUZAKKI MEMBAYAR
ZAKAT INFAQ SODAQOH (ZIS) DI MASA PANDEMI COVID-19
PADA LEMBAGA SOSIAL ATAS AWAN YOGYAKARTA**

Demikian Surat Tugas Penelitian ini dibuat untuk dapat dipergunakan sebagaimana mestinya

Yogyakarta, 1 September 2022

Mengetahui,

Ketua STIE SBI

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Ketua LPPM

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Determinan Keputusan Muzakki Membayar Zakat Infaq Sadaqoh (ZIS) Di Masa Pandemi Covid-19

Alief Indita Agustiyani, Surawan Setya Budi Sungkono, H Hardoko

Abstract

This study aims to analyze the effect of promotion, service quality, income and religiosity on muzakki's decision to pay zakat infaq sadaqoh (ZIS) during the Covid-19 pandemic at the Atas Awan Yogyakarta Social Institution. The independent variables in this study are promotion, service quality, income and religiosity. While the dependent variable is the muzakki's decision to pay ZIS. The data source for this research is primary data derived from the sample, namely muzakki at the Atas Awan Yogyakarta Social Institution with 100 respondents. The partial test results show that the promotion, service quality, income and religiosity variables significantly influence the muzakki's decision to pay ZIS during the Covid-19 pandemic at the Atas Awan Yogyakarta Social Institution. Meanwhile, simultaneous testing also shows that all research variables have a significant effect on muzakki's decision to pay ZIS to the during the Covid-19 pandemic at the Atas Awan Yogyakarta Social Institution.

Keywords

promotion; service quality; income; religiosity; decision

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