Does Utilization of Public Figure Affects People Perception towards OPZ and Their Intention to Pay ZISWAF?

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Abstract: This paper aims to divulge the impact of public figure utilization towards people perception of *Zakat* Management Institution (OPZ) and intensity to pay *Zakat*, *Infaq*, *Shodaqoh*, and *Waqf* (ZISWAF) through OPZ. It is common for OPZ to advertise its services in order to attract people to donate at the institution. Some of the advertisements make use of public figure to gain positive perspective as well as intensify people intention to pay ZISWAF. This paper uses descriptive quantitative approach through primary data collection from questionnaire and interview. Sample of this paper are people who using OPZ service in Surabaya. The result showed that utilization of public figure has significant influence toward people perspective of OPZ as well as their intention to pay ZISWAF thru OPZ.

1 INTRODUCTION

Promotion is one of marketing effort that attempt to introduce and promote products and services served by the company. When a company launches new product or new variant of a product, it needs external business communication to promote it to public. There are many ways to present new product, such as advertise in electronic, printed, or social media and many more. Some of the marketers argue that promotion in mass media is costly, since it involves production, endorsement, as well as cost to pay space and time in media. However, some of them argue that, those are not useless when the advertisement is effective and reaches the target audience. The use of public figure can attract customer to purchase the product (Mahmudoh and Setyorini, 2010).

Even though *zakat* management institution (OPZ) is a non-profit institution, it also needs innovation to create attractive promotion in order to attract *muzakki* or donors to pay their *zakat* to the institution. Not to make a profit, but by improvising the marketing strategy is expected to increase the acquisition of *zakat*, so that increasingly *mustahiq* which is helped by *zakat*.

Zakat management is important since there is a wide gap between potency and realization of *zakat* in Indonesia. According to Canggih, Fikriyah, Yasin (2017), though Indonesia is a Muslim majority country, which is expected to have huge *zakat* potency, in 2011-2015 the amount of *zakat* realization, particularly *zakat* on income, only reaches 1% of total potency in the same period. Besides, among 255.5 million of Indonesian people, there is 11.2% or around 28.6 million of poor people live in Indonesia (BPS, 2016). This number is increasing compare to the prior years. Hence, it requires deep consideration from all parties involved to solve the problem.

Poverty alleviation is the main aim of all BAZ and LAZ. Therefore, marketing strategy, in accordance to shariah indeed, becomes important for them to increase the *zakat* realization. Several OPZ have tried to attract *muzakki* through putting up a billboard, opening outlets or booths, using celebrity or public figure. Nurul Hayat, one of national OPZ in Indonesia, asks public figure such as Syech Ali Jabir, Ustadz Arifin Ilham, Ustadz Wijayanto, Najib Abdurrauf Bahasauan and many more to pose as its icon. In the other hand, Dompet Dhuafa contracts celebrities, athletes, and motivator who have positive image as their icon such as Inneke Koesherawati, Astri Ivo, Bambang Pamungkas, Ipho Santosa and many more. However, a question arises from the utilization of those public figures. Does it effective to elevate *muzakki* motivation or intensity to pay *zakat* to those OPZ?

Intention is part of customer behavior that looking at customer aims or objectives to consume or utilize services offered by producer. Theory of Planned

Behavior (TPB) predicts individual aim to involve in certain behavior in particular time and place. It shows that individual behavior is driven by behavior intention, consists of attitude, subjective norm, and perceived behavioral control (Ajzen, 1991).

The planned behavior theory is based on the assumption that individuals can behave wisely in making decisions, so they take into account and consider all the information that is both implicitly and explicitly and consider the consequences and impacts of their behavior. This theory states that the intention of a person to show or not to show a behavior is the most determining factor whether a behavior occurs or does not occur.

Attitude is an internal factor learned to provide positive or negative responses to asses something provided. Subjective norm is a person perception about others thought that will support or unsupported to do something. Perceived behavioral control is perception of perception of ease or difficulty in performing behavior.

Subjective norm refers to the perceived social pressure to perform or not to engage in behavior, (Ajzen, 1991). Subjective norms are normative beliefs that relate to individual perceptions of how groups perceive behaviors and evaluations are generally expressed as individual motivations to adhere to referral groups.

While behavior control is the perception of ease or difficulty in performing a behavior. The perceived behavioral control refers to the perception of ease or difficulty in performing behaviors and is assumed to reflect past experiences as well as the anticipation of obstacles and obstacles (Ajzen, 1991).

2 METHODOLOGY

2.1 Data Collection Techniques

Data collection methods in this study are using questionnaires. Questionnaires are given directly to the respondent with a structured question type that gives the respondent a fixed set of options, using a Likert scale (1 through 5).

2.2 Research Methods

The object of this research are LAZs in Surabaya. The subject of this research is the donator / *muzakki* who was or was a donor at LAZ in Surabaya. Data were collected using questionnaires. The sampling technique uses purposive convenience sampling. Sample selected based on criteria age minimum 17

years, being a *muzakki* or been a donator not more than last 2 years. Samples were taken based on convenience and closeness, and questionnaires were distributed in Surabaya. The sample in this research is 30 respondents. The question items used in the study to define attitude variables on behavior, subjective norms, behavioral controls, and behavioral interests are described in detail as follows:

Attitudes toward behavior are derived in items of questions about trust and evaluation, namely:

- The public figure that became the endorse LAZ is a person who has a positive image in public;
- Public figure is a reliable person (professional) in his field;
- Public figures can be role models / motivate people to do good;
- Public figures are people who have public trust

Subjective norms are derived from the number of people or groups that are identified influencing a person in making decisions in choosing services, including:

- The opinion of some people that *zakat* must be at LAZ
- LAZ
- Public figure

The control behavior is derived and in the items of question which refers to the perception of ease or difficulty to perform the behavior and is assumed to reflect past experiences as well as the anticipation of obstacles and obstacles (Ajzen, 1991). The perceived behavioral control is the perception of ease or difficulty to pay at the *zakat* institution that uses the public endorse of the figure. For example, related to:

- The tranquility of paying *zakat* in the *zakat* institution is considered credible
- Satisfaction because the institution of *zakat* is also used his services by public figures.

Here is a table that lists the questions in the questionnaire:

Table 1. Questionnaire.

	Var	Statements
1	Attitudes	The public figure that became the endorse LAZ is a person who has a positive image in public;
2	Attitudes	Public figure is a reliable person (professional) in his field;
3	Attitudes	Public figures can be role models / motivate people to do good;
4	Attitudes	Public figures are people who have public trust

	Var	Statements
5	Subjective norms	The opinion of some people that *zakat* must be at LAZ
6	Subjective norms	LAZ
7	Subjective norms	Public figure
8	control behavior	The tranquility of paying *zakat* in the *zakat* institution is considered credible
9	control behavior	Satisfaction because the institution of *zakat* is also used his services by public figures

3 DATA ANALYSIS

In general, the results obtained from the analysis of the questionnaire that the average answer for the statement number 1 to number 9 has a tendency to the neutral answer. And having a middle value leads to agree on the existing statement, as well as the frequent answers that come up close to the answer to agree on the statement submitted. Where the standard deviation from the results of data obtained ranges from value 1, it can be said that the answer may change from initially neutral to then approve or reject the statement that has been delivered.

To be clearer about the resulting as follows:

3.1 Mean, Median, Modus, and Standard Deviation

From table 2 below can be seen that for the statement number 1 (the public figure that became the endorse LAZ is a person who has a positive image in public), the average respondent answered agree. Also followed by the median value and the mode leads to the agreed answer. However, it is possible to have neutral or strongly agree, due to the standard deviation value. The same results are also obtained for statements numbered 2 to 7 (which represent the statements of subjective norms and control behaviors). There are, however, differences in results for the statements contained in number 8 and also number 9.

Table 2. Mean, median, modus, and standard deviation.

Statement	Mean	Median	Modus	SD[a]
1	4	4	4	1
2	4	4	4	1
3	4	4	4	1

Statement	Mean	Median	Modus	SD[a]
4	4	4	4	1
5	4	4	4	1
6	4	4	4	1
7	4	4	4	1
8	3	4	4	1
9	3	3	2	1
Mean	4	4	4	1

[a]Standard Deviation

The difference in results for statement number 8 and also number 9 as follows; for statement number 8 (the tranquility of paying *zakat* in the *zakat* institution is considered credible), the average respondent chose a neutral answer. Where the median value and mode remain in the answer agree. As for the statement number 9 (Satisfaction because the institution of *zakat* is also used his services by public figures), the average respondent answered neutral followed by the median value which also answered neutral. With the mode value in the answer does not agree to the statement. Where for statements number 8 and number 9 this may be possible lead to the answer disagree and agree, along with the value of standard deviation.

3.2 Normal Distribution and Skewness

From table 3 below it can be seen that all answers to existing statements have been normally distributed. There are, however, differences in the tendency in the answers in each of the statements.

For statements 1 through 7 (which represent the statements of subjective norms and control behaviors), there is a tendency for respondents to provide neutral answers. Then for the statement number 8 (The tranquility of paying *zakat* in the *zakat* institution is considered credible) there is a tendency to answer disagreeing though small. As for the statement number 9 (Satisfaction because the institution of *zakat* is also used his services by public figures) there is a tendency to answer neutral.

Table 3. Normal distribution and skewness.

Statement	Norm Dist.	Skewness
1	0,67	-0,44
2	0,64	-0,67
3	0,67	-0,44

Statement	Norm Dist.	Skewness
4	0,64	-0,67
5	0,66	-0,75
6	0,66	-0,75
7	0,66	-0,75
8	0,75	-0,07
9	0,20	0,48

4 CONCLUSIONS

The conclusions of this study indicate that the intensity of *zakat* payments is generally influenced by the public use of figures as the endorse of the Institute of *Amil Zakat*. This is demonstrated by an analysis of three things that affect the following intensities:

- In general, respondents who are *muzakki* or donors argue that the LAZ is the place where he pays his *zakat* is currently holding a public figure who has a positive image in public to become endorse LAZ. The public figure is also known as a reliable individual and professional in his field and has a good work ethic. Public figures are also considered to have public trust, as well as being exemplary and motivating many people to do good.

- Majority of respondents stated that anything else that influenced him to pay *Zakat* on LAZ is due to a person or a group of people who are considered true. For example, from the public appeal of the figure (assumption) that paying *zakat* must be on the institution of *zakat*, but also affected because of the figure or figure who is considered as a role model, and LAZ who already have a positive image before the *muzakki*.

- Most of the respondents stated that when paying *zakat* in the *zakat* institution the respondents feel normal (neutral) do not feel certain feelings (more calm or restless). Also in terms of satisfaction, although the *zakat* institution is also used his services by public figures figure does not affect *muzakki* (neutral) satisfaction.

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