Can The Intimacy with Muzakki Increase Acceptance of Charity Funds at Zakat Institutions?

Dapatkah Keakraban dengan Muzakki Mampu Meningkatkan Penerimaan Dana Amal Pada Lembaga Zakat?

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Abstract

This study aimed to determine the effect of intimacy of zakat institutions with muzakki to gain trust, commitment and loyalty in order to encourage an increase in charitable funds, namely Zakat, Infaq and Sadaqah (ZIS). This study used a quantitative approach through the Partial Least Square (PLS) method on 132 muzakki permanent members of zakat institutions using the variables of familiarity, trust, commitment, and loyalty. The results of this study note that the closeness of the relational relationship between zakat institution officials and muzakki as assessed by the familiarity factor in general has a positive relationship with the emergence of trust and commitment, which in turn promotes muzakki's loyalty to the zakat institution they choose; however, this closeness does not significantly influence the emergence of trust, commitment and loyalty. One of the reasons for this is that the public still has a high level of mistrust towards zakat institutions, so it is very important for zakat institutions to start using a professional and responsible management pattern and have the support of all people.

Keyword: Intimacy, Trust, Commitment, Loyalty

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh keakraban lembaga zakat dengan muzakki untuk mendapatkan kepercayaan, komitmen dan loyalitas dalam rangka mendorong peningkatan dana amal, yaitu Zakat, Infak dan Sedekah (ZIS). Penelitian ini menggunakan pendekatan kuantitatif melalui metode Partial Least Square (PLS) terhadap 132 muzakki anggota tetap lembaga zakat dengan menggunakan variabel keakraban, kepercayaan, komitmen dan loyalitas. Hasil penelitian ini mencatat bahwa kedekatan hubungan relasional antara pengurus lembaga zakat dengan muzakki yang dinilai dari faktor keakraban secara umum memiliki hubungan yang positif dengan munculnya kepercayaan dan komitmen, yang pada gilirannya mendorong loyalitas muzakki pada lembaga zakat yang dipilihnya, namun demikian, kedekatan tersebut tidak berpengaruh secara signifikan terhadap munculnya kepercayaan, komitmen, dan loyalitas. Salah satu penyebabnya adalah masyarakat masih memiliki tingkat ketidakpercayaan yang tinggi terhadap lembaga zakat, sehingga sangat penting bagi lembaga zakat untuk mulai menggunakan pola pengelolaan yang profesional dan bertanggung jawab serta mendapat dukungan dari semua kalangan.

Kata Kunci: Keakraban, Kepercayaan, Komitmen, Loyalitas

I. Introduction

Allah SWT sent down Islam as a solution to all the problems of human life. Islam is a mercy for the whole world that not only regulates the relationship between man and his God, but also his relationship with other human beings. *Zakah, Infak,* and *Shadaqoh* (ZIS) is one of the principles and pillars of community development offered by Islam as Islamic recognition of the personal rights of each member of society, but also recognition of the rights of others in private property (social responsibility) (Hafiduddin, 2003).

The history of the reign of Caliph Umar bin Abdul Aziz is narrated that the mobilization of zakat was considered very successful, so that during his reign, the state revenue from zakat exceeded its use needs; there was even a time when zakat payers had difficulty finding groups entitled to receive it. It is also said that he collected zakat income from donations, gifts, salaries of employees, honorarium, confiscated property and others. Thus, in this era, income zakat or professional zakat was known, although the forms of income were still simple compared to today's conditions (Muhammad, 2002).
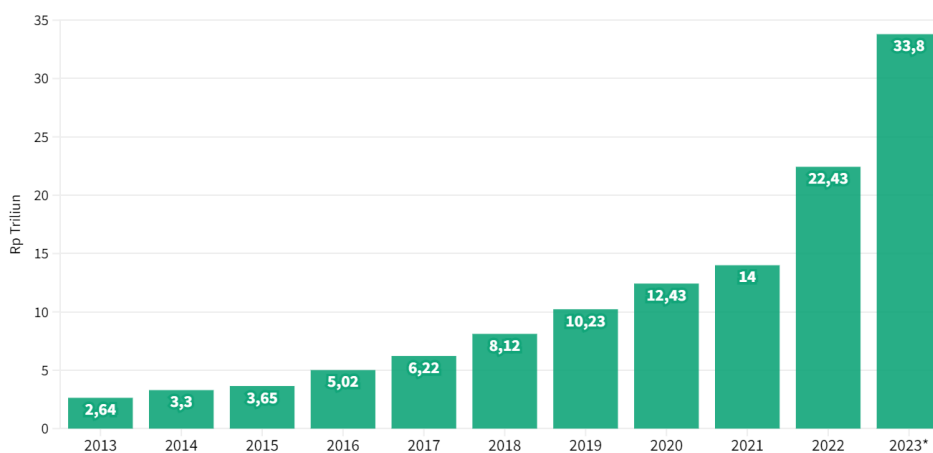

Figure 1. Growth of Zakat, Infaq, Shadaqah, and Other Religius Social Funds Collecton
Source: Badan Amal Zakat Nasional. 2023

The potential for zakat, infak, and sadaqoh (ZIS) funds in Indonesia to alleviate poverty and improve the quality of Indonesia's human resources is enormous, as shown in Figure 1. This can also be illustrated if Indonesia's population is 200 million people and 80 million people are working; assuming 80% of the working people are Muslim workers, there will be 64 million people. If each Muslim worker spends an average of Rp. 1,000.00 per month on ZIS, funds of Rp. 64 billion per month or Rp. 768 billion per year will be accumulated. This potential comes only from Muslim workers, while employers and others have not been calculated in detail (Table 1). So, if this potential is realized, there will be a mobility of funds coming from ZIS every year in this amount; Likewise with the existence of cash waqf as support for immovable waqf, of course it will increase the potential of waqf as one of the pillars of people's strength after zakat.

Table 1. ZISWAF Potential in Indonesia

Tk. Income / month (Rp)	Number of Muslims (Person)	Waqf/ month (Rp)	Cash Waqf Potential/month (Rp)	Cash Waqf Potential/year (Rp)	Potential ZIS/month (Rp 1000)	Potential ZIS/year (Rp 1000)
<500 thousand	54 M	1,000	54 M	648 M	54 M	648 M
500 thousand – 1 million	4 M	5,000	20 M	240 M	4 M	48 M
1 – 2 Million	3 M	10,000	30 M	360 M	3 M	36 M
2 – 5 Million	2 M	50,000	100 M	1.2 T	2 M	24 M
5 - 10 Million	1 M	100,000	100 M	1.2 T	1 M	12 M
Total	64 M		304 M	3,648 T	64 M	768 M
Total ZISWAF	**IDR 368 Billion / month**			**IDR 4,416 T/year**		

Seeing the huge potential of ZISWAF, many parties want to distribute ZISWAF not only consumptively but also productively; that is, how ZISWAF is managed more professionally, used to create more factors of

production, and reproduced so that the goal of ZISWAF to eradicate poverty can be better achieved. However, all these things could not have happened if the Zakat Institution (LAZ) had not carried out the socialization to the public more intensively by carrying out modern marketing as it is the case with other commercial institutions/companies. The large number of LAZ has not been able to increase the number of muzakki in countries that are muslim dominated (Maulana et al., 2020). According to Mahfud (2021), the quality of service has a great impact on the willingness of muzakki to pay zakat, because the quality of service provided can please muzakki and encourage the intention to pay zakat at LAZ.

Until now, LAZ's approach to marketing has emphasized the concept of transactional marketing. Transactional marketing is a marketing concept that aims to acquire new customers and ends with a sale. Transactional marketing views the marketing process as ending when a buying and selling transaction has occurred, then the marketer will direct the customer's attention to create the next transaction (Webster, 1994). The concept of fundraising has a very important influence on efforts to improve LAZ, in order to achieve maximum possible result in this case, it is necessary to need a strategy or direction of an approach of raising funds (Manurung et al., 2023). Many academic practitioners are beginning to realize that the emphasis given to marketing activities should not only be done on the process of making transactions, but must also have a relationship with its customers.(Suprianto et al., 2020). This is the basis for the concept of relational marketing, which is currently being implemented by modern LAZ managers so that it can develop and provide more benefits for Muslims.

Morgan & Hunt (1994) stated that in building relational marketing, one must pay attention to two things, namely, the trust and commitment of all parties involved in the activity. Customers view trust and commitment as factors that determine future relationships. The existence of relational marketing can promote customer loyalty and when the loyalty increases, the commitment will also increase; so in order to implement relational marketing, the customer must be motivated to establish a relationship, therefore it is necessary to know in advance the factors that cause the customer to be involved in a relationship with the company. According to Baznas survey (2021) muzakki's intention to pay zakat is influenced by several aspects such as muzakki's service, ease of zakat consultation, amil knowledge, amil friendliness and courtesy, monthly zakat reminders, amil prayers when giving zakat, and periodic report on zakat distribution.

From the above description, the question arose whether the relational approach created by LAZ by creating intimacy with the muzakki will influence the trust, commitment and loyalty of the muzakki to be able to promote an increase in ZISWAF income to achieve the welfare of the people in Indonesia.

II. Literature Review
Customer Intimacy
Customer intimacy is a measure of your awareness of customer needs and values. Simply put, customer intimacy is getting closer to consumers (Gummesson, 2000). Customer intimacy involves the sharing of customer problems and needs between producers and consumers and is one of the strategies usually used by companies in building and maintaining customer loyalty (Anggriawan, 2015). This strategy is used by companies to build a strong emotional bond with their customers by providing the best service through communication, attention and relationship (Effendi, 1993).

Costumer Trust
Trust is a relational relationship that occurs between customers and service providers and determines the level of communication that will occur in a relationship (Anderson in Morgan, 1994). Grayson further explained that trust is the desire to entrust something to other people who are trustworthy, which results from services that are competent, consistent, honest, and provide fair service to customers (Grayson, 1999).

Costumer Commitment
Commitment is a continuous relational pledge to show explicitly or implicitly the existence of a cooperative partner to exchange (Judith, 1987). Meyer emphasized that commitment is a mutual trust in an ongoing relationship with another party that requires maximum effort in maintaining it and believes that the relationship can last indefinitely. Further, Geyskens (1996) explains that commitment can be described as customer orientation in the long term through a business relationship based on emotional ties between the two parties and rewards for customers who establish a relationship will receive greater benefits than the customer terminates the relationship.

Customer Loyalty

Loyalty is a commitment that exists within consumers in the form of a strong urge to buy and support products or services despite competition (Kotler, 2009). Or it can also be repeated buying behavior of the same product by consumers (Tjiptono, 2011). Many factors can be influenced by consumer loyalty as stated by Bauman (2017) and Wongleedee (2020) regarding the impact of consumer loyalty on productivity. In other studies, as presented by Erkmen (2015); De Waal (2016); and Payne (2006) regarding the impact of habit on consumer loyalty.

Based on prior studies, the hypotheses are formulated as follows:

H1: Customer intimacy has a positive and significant influence on customer trust
H2: Customer intimacy has a positive and significant influence on customer commitment
H3: Customer intimacy has a positive and significant influence on customer loyalty
H4: Customer trust has a positive and significant influence on customer commitment
H5: Customer trust has a positive and significant influence on customer loyalty
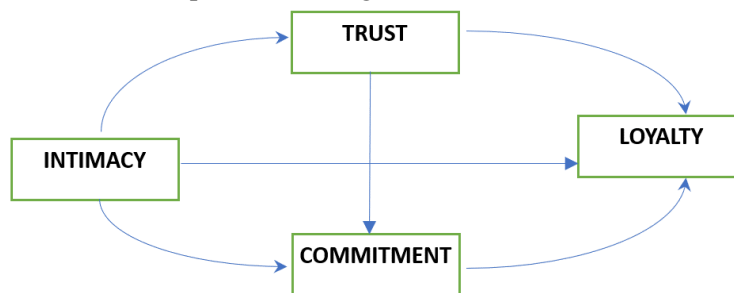H6: Customer commitment has a positive and significant influence on customer loyalty

Figure 2. Conceptual Famework

III. Research Methods

This research was conducted using a quantitative approach using the Partial Least Square (PLS) method. The variables used in this study were (1) exogenous variable, which are variables that affect other variables and are not predicted by other variables in a model; therefore, it is also known as source variables or independent variables. Exogenous variables in this study included intimacy with muzakki. (2) Endogenous variables are variables that are influenced by other variables that are predicted by one or more variables. Endogenous forms can be predicted by one or more other endogenous forms, but these forms can only be causally related to endogenous forms. Endogenous variables in this study include: Muzakki Trust, Muzakki Commitment, and Muzakki Loyalty.

The operational definition of each variable used in this research is as follows:

1. Intimacy is Individual perceptions relate to muzakki experiences during continuous contact with LAZ based on feelings of familial relationships (familiarity) which include: communication, social interaction and compromise.
2. Trust is the confidence given by muzakki to LAZ is reliable and has high integrity. This belief is a desire to entrust services to fulfil ZIS fulfilment that can be trusted due to services that are competent, consistent, honest and provide services fairly.
3. Commitment is Muzakki's strong desire to continue a meaningful relationship with LAZ is accompanied by a willingness to maintain that relationship, which is important in order to maintain the relationship for an indefinite period of time.
4. Loyalty is Muzakki's behavior in using the services provided by his current choice of LAZ is desired consistently and not randomly in the future.

The measurement of the four variables used in this research used a 4 (four) number Linkert scale consisting of a scale from 1 to a scale of 4, which combines considerations of respondents' perceptions to develop a measure of their attitude position so that it includes a series of statements related to attitudes. According to Oliver (1997) in the Linkert scale, respondents are asked to state "agree" or "disagree" to each question, which is usually in the form of a phrase. The response is assigned a value that consistently reflects the respondent's attitude, and the total value of all statements is calculated for each respondent. The Linkert scale has several advantages, namely that it is easy to prepare, it is easier for respondents to understand how to use the scale, so this scale is suitable for mail, telephone and face-to-face interviews; however, the disadvantage of this scale is that the time used to fill out the questionnaire is longer than using other measurements.

The population in this study were the people of Surabaya who are Muslim, adults, and have not lost their memory; while the sample in this study was randomly selected to 200 people/muzakki who have worked regularly with a fixed income both in the government and private sector, in accordance with the opinion of Aaker (1997) said that regional or regional sample sizes were 200 to 500 people. The sampling technique was based on probability sampling so that members of the population have the same opportunity to be sampled.

IV. Results and Discussion
Results

This study used 200 respondents as research objects with predetermined criteria, namely people (muzakki) who have worked regularly with a fixed income both in the government and private sector in Surabaya.

Table 2. Respondents Based on Gender

		Frequency	Percent
Valid	Man	43	21.5
	Woman	157	78.5
	Total	200	100.0

In table 2 it is known that out of 200 respondents there were 157 people or 78.5% female, while the remaining 43 people or 21.5% were male with dominance in the age range 26-35 years as many as 105 respondents (52, 5%), then 36-45 years as many as 65 people (32.5%), 46-55 years (9.5%), and 15-25 years old as many as 11 people (5.5%).

Educational level of the respondents in this study were 84 people or the highest 42% had a bachelor's degree (S1), 74 respondents or 37% had a diploma III (D3) education, 27 people or 13.5% had a high school education/equivalent, then 12 people or 6% had master's degree education (S2) and the least were respondents who have completed junior high school/equivalent education, only 3 people or 1.5%. Meanwhile, in terms of work, it is known that out of 200 respondents, there were 45% or 90 people who have worked in private companies and 56 people or 28% work as entrepreneurs (self-employed) and the remaining 54 people or 27% work for the government as civil servants (PNS).

However, from the 200 respondents, it turned out that only 132 people or 66% were willing to become permanent members in LAZ in Surabaya and 34% or 68 respondents were not permanent members in LAZ in Surabaya. The respondents obtained in this study were as many as 200 people, but as many as 132 people would be used as proof of the hypothesis model. The respondent was a permanent member of a LAZ in Surabaya consisting of 29 men (22%) and 103 women (78%), 50% (66 people) of the total were in the age group of 26-35 years, 34.1% (45 people) in the age group of 36-45 years, and the remaining 11.4% and 4.5% were in the age group of 46-55 years and 15-25 years.

Based on these data, if this is done by comparing the number and general interpretation by taking an approach based on the assumption that out of 100% of Muslims who have worked, there were 66% of Muslims who are willing to become permanent members of LAZ and 34% were not willing to become permanent members. It can be estimated that there are still a lot of funds that should be optimized for the welfare of the people that have not been properly absorbed, and this can also mean that there are still many people who have not entrusted the management of their ZIS funds to the existing LAZ/BAZ. This condition is reflected in the results of the non-predictive answers of the respondents who stated that they did not trust the management of the LAZ, namely 79.4% out of 68 people, while the rest thought that the LAZ still did not have good management skills.

These 132 respondents were dominated by respondents with bachelor's degree, namely 54 people (40.9%), while for D3 education there were 32% (43 people), high school/equivalent were 21 people (15.9%), master's degree were 11 people (8.3%) and the least were respondents with junior high school/equivalent final education, namely 3 people (2.3%). The respondents had worked as private employees as much as 50% (66 people), as self-employed as much as 26.5% (35 people) and the remaining 23.5% (31 people) had worked as civil servants.

It is known that among the 132 respondents, 57.6% or as many as 76 people had become permanent members of more than one LAZ in Surabaya, while the remaining 56 people (42.4%) were permanent members of only one LAZ in Surabaya. The respondents were 15.9% or 21 people who had become permanent members of one LAZ for more than 10 years, while most of the respondents who had become permanent members were in the 1-5 year timeframe, namely as many as 57 people or 43.2%, followed by

respondents who were included in the criteria of new members because they had been members for less than 1 year, namely 38 people or 28.8%, and respondents who had been members between 6-10 years were only 16 people or 12.1%.

The motivation of the 132 respondents to become a permanent member of an LAZ for the first time came more from personal awareness, namely as much as 79.5%, while only 13.6% were influenced by invitations/prompts from other people and only 6.8% by the mass media; and of 132 respondents only 40.2% or 53 people wanted to become a member of another LAZ apart from the LAZ in which they currently participate, while 59.8% (79 people) did not currently want to become a member of another LAZ.

When making donations, the respondents preferred that the officials of the LAZ they participated in collect their donations at home (41.7%), and 36.4% said they would prefer their donations to be collected at their place of work, while only 12.1% said they would submit their donations themselves at the LAZ office where they were members, and the remaining 9.8% said they preferred other ways to submit their donations. The membership status of most of the respondents was a permanent member of the LAZ Al Falah Social Fund Foundation (YDSF), namely as much as 51.5%, then from other LAZs were as much as 40.1%; whereas from Dompet Dhuafa (DD) and the Zakat Agency (BAZ), it was only 6.1% and 2.3% respectively.

The results of the questionnaire showed that 97.72% (129 people) out of 132 respondents were satisfied with the LAZ they were currently attending and 131 people said they were zakah institutioniar with the LAZ officers they met; besides, all these respondents had put their trust in their ZIS in the LAZ they chose, but there were only 128 people (96.97%) who said they were committed and only 127 people (96.21%) who said they were loyal to the LAZ they chose.

Table 3. Questionnaire Results from Respondents

		Intimacy		Trust		Commitment		Loyalty	
		∑	%	∑	%	∑	%	∑	%
Valid	**STS**			1	0.76			1	0.76
	TS	1	0.76			4	3.03	4	3.03
	S	113	85.61	86	65.15	109	82.58	108	81.82
	SS	18	13.64	45	34.09	19	14.39	19	14.39
	Total	132	100.00	132	100.00	132	100.00	132	100.00

Model Evaluation

Figure 3. Result Model

Data Validity
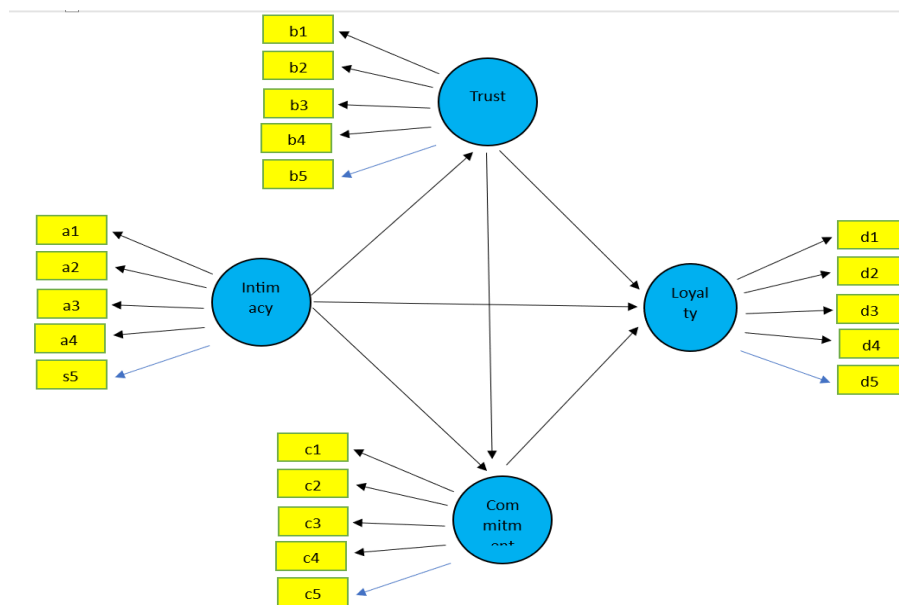
Validity Test is used to determine the extent to which a measuring instrument is accurate and precise in performing its measuring function. A measuring instrument is said to be valid when the instrument measures what should be measured according to the situation and research objectives. The validity of the data in this study was measured using the Pearson Product Moment (r) technique.

The validity criterion will be met if the index is at a significance level (α) of 5%, which means that the error in making a decision is 5%. The results of the validity test are summarized in table 4.

Table 4. Result of Validity Test

Questionnaire	Correlation Value (r)	Sig (2-tailed)	Information
Intimacy:			
Q1	0.798	0.000	Valid
Q2	0.753	0.000	Valid
Q3	0.799	0.000	Valid
Q4	0.841	0.000	Valid
Q5	0.793	0.000	Valid
Trust:			
Q6	0.673	0.000	Valid
Q7	0.883	0.000	Valid
Q8	0.915	0.000	Valid
Q9	0.938	0.000	Valid
Q10	0.870	0.000	Valid
Commitment :			
Q11	0.878	0.000	Valid
Q12	0.832	0.000	Valid
Q13	0.833	0.000	Valid
Q14	0.834	0.000	Valid
Q15	0.901	0.000	Valid
Loyalty :			
Q16	0.899	0.000	Valid
Q17	0.877	0.000	Valid
Q18	0.907	0.000	Valid
Q19	0.772	0.000	Valid
Q20	0.737	0.000	Valid

Based on the results of the validity test shown in table 4, it is known that the correlation coefficient between the item scores and the total score has a probability (sig) of <0.05; this shows that the data obtained from the questions used to measure the variables in the model are valid.

Data Reliability

Reliability test or reliability test is used to determine the reliability or consistency of the instrument used. Reliability measurement was done by correlating the value of each question in each variable. The reliability value is a combination of the correlation values. The questions for each variable were the same as the questions for the variables on the validity measure.

The alpha coefficient indicates the reliability value of each variable in this study. An alpha value that is greater than α = 0.6 means that the variables in this study are reliable.

Table 5. Data Reliability Test

Variable	Number of Question Items	Alpha (α)
1. Intimacy (a)	5	0.8494
2. Trust (b)	5	0.9089
3. Commitment (c)	5	0.9015
4. Loyalty (d)	5	8918

Based on the table 5 results it is known that the α value of each variable was greater than 0.6 so it can be concluded that the questionnaire used has good or reliable internal consistency.

Evaluation of the PLS Model

PLS does not assume a certain distribution for parameter estimation, therefore parametric techniques to test the significance of parameters are not needed so that the PLS evaluation model is based on predictive measurements that are non-parametric in nature through 2 (two) stages, namely the outer model and the inner model (Ghozali, 2002).

Outer Model Evaluation

1. Convergent Validity Test

The convergent validity test is a test to determine the extent to which an item is positively correlated with other items measuring the same construct (Maholtra & Naresh, 2005). There are two ways to assess convergent validity, first, through the construct content of each indicator on a scale with

a significance value of ≥ 0.5 and second, through the parameter of critical ratio value of twice the standard error value (Hair et al., 1998). In this study, the first method was used, that is, reflective indicators are considered reliable if they have a correlation value greater than or equal to 0.5 or a T-statistic value greater than 2.

Table 6 shows the results that none of the indicators had an external load value less than 5, and in the table it is also known that all indicator values for all variables did not have less than 2, so all indicators are considered to have validity for further testing.

Table 6. Outer Loading Results

	Original Sample Estimates	Mean of Subsamples	Standard Deviations	T-Statistics
Intimacy				
a1	0.802	0821	0.039	20,817
a2	0.771	0.76	0.109	7,056
a3	0.808	0.781	0.112	7,244
a4	0.825	0.801	0.133	6,225
a5	0.783	0.756	0.144	5,425
Trust				
b1	0.667	0.641	0.116	5,753
b2	0.88	0.875	0.046	19,093
b3	0.926	0.928	0.025	36,439
b4	0.935	0.933	0.034	27,421
b5	0869	0.86	0.057	15.163
Commitment				
c1	0893	0.901	0.031	28,616
c2	0.803	0.81	0.056	14,359
c3	0.831	0.835	0.075	11028
c4	0837	0837	0.056	15.01
c5	0917	0.92	0.032	28.64
Loyalty				
d1	0.915	0.919	0.036	25,671
d2	0892	0.904	0.031	28,763
d3	0.903	0.908	0.035	25.46
d4	0.765	0.767	0.144	5.312
d5	0.714	0.712	0.117	6.105

2. Discriminant Validity Test

In addition to convergent validity, discriminant validity needed to be tested to determine the ability of the indicators to measure constructs that are different from each other. Discriminant validity analysis needs to be done so that the scale used does not have two constructs that measure the same thing (Ghozali, 2002). There were several ways to test discriminant validity, namely through cross loading values, comparison of average variance extracted values with correlations of the latent variables, and through composite reliability values.

Table 7. Result for Cross Loading Model

	Intimacy	Trust	Commitment	Loyalty
Intimacy				
a1	0.802	0.426	1,043	0.557
a2	0.771	0.187	0.594	0.296
a3	0.808	0.207	0.433	0.287
a4	0.825	0.391	0.848	0.435
a5	0.783	0.435	0.732	0.391
Trust				
b1	0.579	0.667	0.643	0.455
b2	0.407	0.88	0.75	0.514
b3	0.565	0.926	0.972	0.619
b4	0.439	0.935	0.692	0.546
b5	0.548	0869	0.745	0.485
Commitment				
c1	0.602	0.483	0893	0.766
c2	0.744	0.375	0.803	0.878
c3	0.688	0.359	0.831	0.619
c4	0.688	0.449	0837	0.654

c5	0.645	0.547	0917	0.701
Loyalty				
d1	0.628	0.523	1,099	0.915
d2	0.637	0.62	1,222	0892
d3	0.6	0.507	1,446	0.903
d4	0.724	0.39	1,253	0.765
d5	0.31	0.449	0.791	0.714

It can be seen from Table 7 that the correlation value of the latent variables satisfaction, intimacy, trust, and loyalty cannot show the highest value when compared to the correlation value with other variables, so this cannot fulfil the discriminant validity test because the latent construct cannot predict its own indicators better than other latent indicators. The second method of testing discriminant validity was to look at the average variance extracted (AVE) root value for each construct and compare it to the correlation between the constructs.

Table 8. Comparison of AVE Roots with Correlations Between Latent Variables

Indicator	Ave		Correlation			
	Mark	Root	Intimacy	Trust	Commitment	Loyalty
Intimacy	0.637	0.798	1			
Trust	0.741	0.861	0.539	1		
Commitment	0.735	0.857	0.737	0.556	1	
Loyalty	0.709	0.856	0.632	0.607	0.858	1

Table 8 shows that the AVE root of each latent variable when compared to the correlation value between latent variables, there is still a root of the latent variable that is smaller when compared to the correlation value of the latent variable with other latent variables, namely satisfaction and commitment variables which showed the root value of AVE respectively 0.816 and 0.857 smaller than the correlation value of this variable with other variables, namely 0.834/0.856 and 0.858 respectively.

This indicates that the model does not have sufficient discriminant validity, so it does not meet the requirements for further testing, namely composite reliability and inner model.

Second Order Model

The results of testing the outer model on the results of this study had failed because there are still problems with the data generated so that the model cannot be analysed further; however, there are still further steps to carry out further testing through second order testing to produce models made from data generated from research.

Second order is done by using the value of each indicator on the latent variable to remove conflicts between indicators on each variable to produce a model.

Outer Model Testing

In the second order test, convergent validity test was not performed because for each latent variable in the model there is only one indicator which is the result of the latent variable indicator value in the initial test, so the test is carried out directly on discriminant validity testing.

Table 9. Cross Loading Second Order Model

	Intimacy	Trust	Commitment	Loyalty
Intimacy (a)	1	0.542	0.74	0.635
Trust (b)	0.542	1	0.558	0.609
Commitment (c)	0.74	0.558	1	0.862
Loyalty (d)	0.635	0.609	0.862	1

Table 10. Comparison of AVE Roots with Correlations Between Latent Variables

Indicator	Ave		Correlation			
	Mark	Root	Intimacy	Trust	Commitment	Loyalty
Intimacy	1	1	1			
Trust	1	1	0.539	1		
Commitment	1	1	0.738	0.556	1	
Loyalty	1	1	0.632	0.607	0.585	1

The results in Table 9 and Table 10 show that the results of model testing for discriminant validity through both cross-loading and comparing AVE roots with correlation values between latent variables are acceptable. This is shown in the results of the cross loading model, namely the indicator value for each latent variable had the highest correlation value when compared to the indicator values for other variables, which means that the latent construct can predict its own indicators better than indicators for

other latent variables; similarly, the results shown in the comparison between AVE roots and correlation values indicate that the AVE roots in each latent variable have the highest value when compared to the correlation values between these latent variables and other variables.

Table 11. Composite Reliability Second Order Model

	Composite Reliability
Intimacy	1
Trust	1
Commitment	1
Loyalty	1

The last test in the testing of the outer model, after the discriminant validity test was obtained, was the composite reliability test to test the reliability value between the indicator blocks of the constructs that make it up. Composite reliability results are considered good when they have a value of ≥ 0.7; and in Table 11 it is shown that the results of the composite reliability of the model have reached a value of ≥ 0.7, so that model testing can continue with the inner (structural) test of the model.

Inner Model Testing

Testing the internal model was done after testing the external model was fulfilled, this is done to assess the relationship between latent constructs in the model by looking at the path or path coefficient values and their level of significance. Testing this internal model was also testing the hypothesis of the model proposed by the research, as shown in the following table:

Table 12. Results of Inner Weights Second Order Model

	Original Sample Estimate	T-Statistics	R-square (R2)
Intimacy :			
Intimacy -> trust	0.302	1,528	
Intimacy -> commitment	0.29	1,371	
Intimacy -> loyalty	-0.113	0.458	
Trust :			0.351
Trust -> commitment	0.079	0.77	
Trust -> loyalty	0.163	1,443	
Commitment :			0.739
Commitment -> loyalty	0.562	2.15	
Loyalty :			0.798

In Table 12, the results of the model test can be seen as follows, there is a positive and direct relationship between muzakki's Intimacy and trust. The test results show that there is a positive relationship between the intimacy of LAZ officers and muzakki's trust in LAZ, but this intimacy has no direct significant effect on muzakki's trust in LAZ. This can be seen from the results of the estimated path analysis on the model which had a value of 0.302 (<0.5). There is a positive and direct relationship between muzakki's intimacy and commitment. The test results show that there is a positive relationship between the intimacy of LAZ officers and muzakki's commitment to LAZ, but this intimacy does not have a direct significant effect on muzakki's commitment to LAZ. This can be seen from the results of the estimated path analysis on the model which had a value of 0.29 (<0.5). There is a positive and direct relationship between muzakki's intimacy and loyalty. The test results show that the intimacy of LAZ officers and muzakki's loyalty to LAZ has a negative relationship and does not have a direct significant effect on muzakki's loyalty to LAZ. This can be seen from the estimated results of the path analysis on the model which was -0.113 (<0.5).

There is a positive and direct relationship between muzakki's trust and commitment. The test results show that between muzakki's trust and muzakki>'s commitment to LAZ has a positive relationship, but this trust does not have a direct significant effect on muzakki's commitment to LAZ. This can be seen from the results of the estimated path analysis on the model which had a value of 0.079 (<0.5). There is a positive and direct relationship between muzakki's trust and loyalty. The test results show that between muzakki's trust and muzakki's loyalty to LAZ has a positive relationship, but this trust does not have a direct significant effect on muzakki's loyalty to LAZ. This can be seen from the results of the estimated path analysis on the model which had a value of 0.163 (<0.5). There is a positive and direct relationship between muzakki's commitment and loyalty. The test results show that there is a positive relationship between muzakki's commitment and muzakki's loyalty to LAZ and this commitment has a direct and significant effect on muzakki's loyalty to LAZ. This can be seen from the results of the estimated path analysis on the model which had a value of 0.562 (> 0.5).

The summary of the above results can be seen in Table 13, while the coefficient of determination (R^2) shown in Table 12 for the variables of trust, commitment, and loyalty were 0.351; 0.739; and 0.798, respectively; this means that the variable of intimacy is only able to influence the variable of trust in the model by 35.1%, while 64.9% was influenced by factors outside the model. The intimacy and trust variables were able to influence the commitment variable by 73.9%, while the remaining 26.1% was influenced by factors outside the model. Intimacy, trust, and commitment variables can influence the loyalty variable by 79.8%.

Table 13. Summary of Model Testing Results

Hypothesis	Connection	Influence
Intimacy :		
Intimacy -> trust	Positive	No effect
Intimacy -> commitment	Positive	No effect
Intimacy -> loyalty	Negative	No effect
Trust :		
Trust -> commitment	Positive	No effect
Trust -> loyalty	Positive	No effect
Commitment :		
Commitment -> loyalty	Positive	Influential

Discussion

The results of this research show that the intimacy built by LAZ in Surabaya generally does not affect muzakki's trust, commitment, and loyalty for the services provided by LAZ; however, this intimacy has a positive relationship with trust and commitment, which means that this intimacy will indirectly generate muzakki's trust and commitment; On the other hand, this intimacy has a negative relationship with loyalty, which means that the loyalty of the muzakki to the LAZ they choose cannot be built solely on the basis of the intimacy between the muzakki and the LAZ officers.

Although the trust variable does not have a significant effect on loyalty, this variable still has a positive relationship with the level of loyalty of muzakki to LAZ; besides, the loyalty variable is influenced by the commitment variable. This commitment then creates loyalty from the muzakki to remain and be willing to use LAZ to manage their assets until there is a strong bond so that the muzakki are willing to voluntarily participate actively as marketing agents for the LAZ they choose by inviting and providing information to other people so that they can participate as muzakki in the LAZ, this is proven by the fact that of the predicted respondents, there were 13.6% who became members of a LAZ because they were influenced by other people, namely friends or relatives. This is almost the same as what happened in Is'ad & Yasin's (2023) research that muzakki intention to pay is not influenced by service quality, but they are positively and significantly influenced by brand awareness of the LAZ.

ZIS is a unique and strategic instrument to be studied in the context of 'non-market' economic mechanisms, because ZIS is a form of worship that is directly related to public and social economic interests and policies. The actual contribution of ZIS will decrease and increase in line with the decrease and increase in the wealth of Muslim communities. ZIS is not only beneficial for the poor, but is also effective in stimulating productive activities or investment at the muzakki level. Property owners will try to make their assets productive to avoid a systematic decrease in the amount of their assets due to the imposition of zakat as long as their assets still exceed the nisab. They will maximize their investment capacity, among other things, by avoiding the accumulation of unproductive assets, such as gold, cash, and other forms, to be put into productive activities (investment); In this way, sufficient investment returns will be created, so that the amount of net worth does not decrease even though zakat has been paid.

The increase in investment activity was also triggered by the consumption demand created by Zakat Mustahiq and also by the multiplier effect. The relationship between investment, consumption and savings is a multiplier relationship, where the cash flow cycle that occurs can be faster and larger, so that the volume of economic activity can increase significantly. The relationship between the level of consumption and the amount of ZIS at the mustahiq level is different from that at the muzakki level. An increase in the number of ZIS means that more will be distributed to the mustahiq, so there will be an increase in consumption at the mustahiq level. When the number of ZIS increases, the amount distributed to mustahiq increases both in size and in basis. Then, the consumption curve related to mustahiq will shift to the left (increase) because the income of mustahiq will increase.

The ZIS funds distributed to Mustahiq ultimately led to a multiplier effect that shifted the demand and supply curves to the right, which meant an increase in economies of scale both in quantity and efficiency (higher production capacity at the same price level). ZIS has a stabilizing effect, which is of course very necessary for fiscal policy purposes. ZIS will always experience fluctuations due to changes in wealth and the increase in the number of muzaki. Together with a set of appropriate fiscal policies, ZIS can be useful to create income and employment stabilization so that the economy develops rapidly and people's welfare increases.

V. Conclusion

The results of this research show that the intimacy factor, although it has a positive relationship with trust and commitment, but it has a negative relationship with loyalty factor, because the loyalty strongly influenced by commitment, not by intimacy. Based on these results and discussion, there are several things that can be suggested for Zakah institution Zakat Institutions in Surabaya, namely (1) It should be more frequent to seek socialization of the importance of ZIS for the community, so that later it is hoped that public awareness will arise of the importance of ZIS and LAZ as managers for the welfare of society itself. (2) The need for transparency in the management of ZIS funds received from the public to the public in general and especially to muzakki, so that trust can be created in the ZIS management institution.

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