

# Intention to use Crowdfunding-*Waqf* Model (CWM) among Muslim Gen-Z in Indonesia: Role of Religious Orientation using Extended UTAUT2

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## ABSTRACT

This study aims to examine factors influencing behavioral intentions to use Crowdfunding-*Waqf* Model in Indonesia, using extended theory of unified theory of acceptance and use of technology. Muslims Gen-Z were chosen as respondents with consideration that this age group, will become a potential *waqf crowdfunder* in future. The paper adopts quantitative research with primary data collected using online survey questionnaire. Survey conducted for Muslim Gen-Z in Indonesia. This paper use Structural Equation Model (SEM)-Partial Least Square (PLS) to analyze and verify the relationship between each variables. This study found that habit and hedonic motivation have a positive and significant effect on the intention to use CWM. The variable that we use as an extension of the theory of UTAUT2 (religious orientation) has also been shown to have an effect on the intention to use CWM. This research will be a reference for *waqf* policy makers and related institutions in developing CWM, as well as a reference for researchers who examine behavior of CWM Gen-Z users. This paper is one of leading comprehensively and adequately paper, especially in CWM and its intention to use among Muslim Gen-Z.

**Keywords:** Crowdfunding-*Waqf* Model, Muslim Gen-Z, UTAUT2

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