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Factors Influencing Customers' Perception of Online Zakat Payment Among Muslim Employees in Kelantan

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Abstract

This study aims to identify customers' behaviors, ease of use, and customer satisfaction with the online payment platform among Muslim employees in Kelantan. This study used a quantitative analysis in which data was collected from 150 respondents of

Muslim employees in Kelantan. A convenient sampling technique was adopted during the data collection. Thus, all responses in this study were collected through questionnaires, which is in the form of Google Forms. This study uses SPSS to identify the relationship between the dependent and independent variables for the data analysis. The findings indicate that ease of use and customer satisfaction has a significant relationship with the customers' perception of online zakat payment.

Keywords

Online zakat payment **Customers' behaviors**

Ease of use **Customers' satisfaction**

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