

INTEREST IN PRODUCTIVE WAQF: HOW EFFECTIVE IS PROMOTION AND RELIGIOSITY?

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Abstract: *The aim of this research is to analyze the extent of the effectiveness of promotion and religiosity on interest in conducting productive waqf. This research is important to understand the factors influencing interest in productive waqf in Makassar City. The research results show that although partial religiosity did not exert a significant influence on the interest of productive endowments in Makassar City, it did suggest that other variables, such as promotion, interact and impact each other. Under these circumstances, religiosity may not be strong enough as the sole factor to encourage interest in productive endowments. However, when these two factors are combined with effective promotional efforts, they together increase awareness and understanding of productive endowments, as well as increase religious and social encouragement to participate. This suggests that in the context of Makassar, a combination of social, religious, and promotional information factors may be sufficient to drive interest.*



INTRODUCTION

In the Islamic tradition, waqf is the giving or donation of property by a person for social or religious purposes. In Islamic economics, the concept of productive waqf refers to the use of waqf assets not only as charitable donations but also as a means to generate sustainable financial gains (Furwanti et al., 2021) (Effendi et al., 2022).

Productive waqf is different from traditional waqf, which are often used for purposes such as the construction of mosques, schools, or hospitals without generating revenue. Productive endowments focus on utilizing waqf assets in a way that can maintain and develop income or economic benefits (Aswan et al., 2017). Investments in agricultural projects, commercial real estate, or other types of businesses are examples (Furwanti, 2020).

Providing sustainable social and economic benefits is a key goal of productive endowments. These waqf assets are used to finance various social programs, education, health, and community development programs (Ascarya et al., 2022). Sustainable Source of Income: Productive endowments differ from non-productive endowments, which provide only one-time or temporary benefits, and become a sustainable source of income for charitable activities (Furwanti et al., 2020).

To ensure that the asset not only maintains its value, but also provides optimal results, wise management and investment are needed. This usually involves effective property management and investment strategies. Given its complexity, awareness and education about productive waqf should be increased among Muslim communities. This will help them get more involved and make good use of waqf assets (Qurrata et al., 2019). Promotion is very important to raise public awareness about the concept and advantages of productive

endowments (Halik et al., 2021; Sudrajat & Imronah, 2023). Effective promotion can increase people's participation in productive endowments by informing them how endowments can be used to generate sustainable economic and social benefits (HALIK et al., 2023). This includes the use of different types of media to reach different demographics of society, such as printed materials, workshops, and social media (Muhammad et al., 2023).

The decision made by a person to participate in productive endowments is significantly influenced by their beliefs. Waqf is closely related to religious teachings and religious practices in many societies. A person's level of adherence to religious principles such as generosity and social care can make them contribute to productive endowments. Waqf, also known as sadaqah jariyah in Islam, is a practice that has a continuous flow of merit, so it has a strong spiritual appeal (Uula, 2022).

Promotion combined with religious values can be more effective in increasing productive endowments (Sponder, Marshall., Khan, 2021). The target audience may be more interested in promotional messages that incorporate religious elements, such as the importance of sharing and social care in religion. It also increases understanding of how waqf practices can be manifestations of one's beliefs and beliefs (David, 2011) (Indriasari et al., 2023).

The purpose of productive endowments is to generate sustainable socio-economic benefits (Fatma et al., 2023). By using waqf assets for agricultural, residential, or small businesses, endowments can provide long-term benefits to the community. It can improve social stability and economic growth in addition to helping those less fortunate.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS

This research is important to understand the factors influencing interest in productive waqf in Makassar City, which can assist waqf institutions and other stakeholders in designing more effective strategies to encourage participation in productive waqf, as well as inform policies and practices that support the development of Islamic socio-economy in this area. Productive Waqf Promotion involves assessing the promotional campaigns carried out by waqf institutions, including their frequency, content, and effectiveness in reaching the community. Religiosity is an individual's level of involvement and commitment to religious practices, measured through the frequency of worship, participation in religious activities, and the importance of religion in daily life.

The interest in Productive Waqf became the willingness and interest of respondents to be involved in productive waqf, including the intention to waqf in the future and the perception of the benefits of waqf for the community.

Based on the explanation above, the mindset of this research can be described as follows:

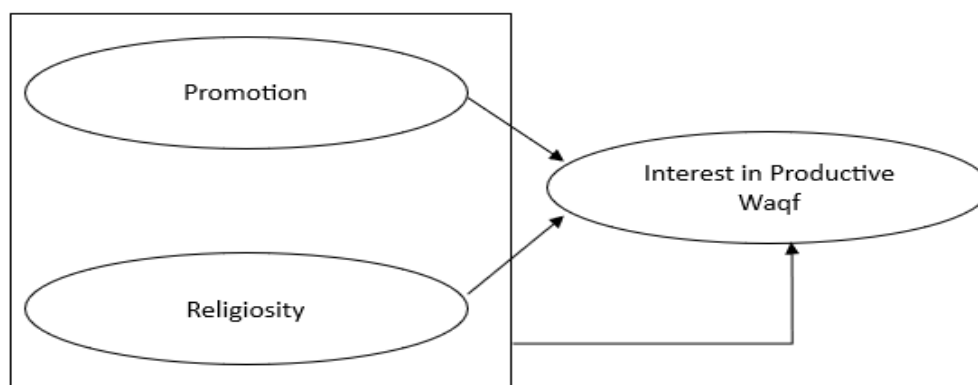


Figure 1: Conceptual Framework

Based on the picture above, the hypothesis in this study can be described as follows:

- 1) Promotion has a significant positive effect on the interest of productive waqf in Makassar City
- 2) Religiosity has a significant positive effect on the interest in productive waqf in Makassar City
- 3) The promotion and religiosity simultaneously have a significant positive effect on the interest in productive waqf in Makassar City

METHODS

For research on the effect of promotion and religiosity on productive waqf participation, the appropriate quantitative research method is to use a survey research design. In this method, a questionnaire will be developed and disseminated to a representative sample to collect data. This research can be correlational, where the goal is to identify and analyze the relationship between independent variables (promotion and religiosity), mediator variables (awareness and attitudes towards productive endowments), and dependent variables (participation in productive endowments). This research was conducted in Makassar City involving 100 respondents.

In the context of research on the effect of promotion and religiosity on interest in productive endowments, you will need to determine specific indicators for each of these variables. Here are some indicators to consider:

1. Promotion Indicators

- a. Frequency of Exposure: How often respondents are exposed to promotions about productive endowments (e.g., through social media, advertisements, brochures).
- b. Promotional Message: The quality and relevance of the message in promotional materials.
- c. Source of Information: Where respondents receive information about productive endowments (e.g., from religious institutions, media, communities).
- d. Definition of Productive Endowments: The level of understanding of respondents about productive endowments after receiving promotional information.

2. Religiosity Indicators

- a. Frequency of Worship: How often respondents practice worship in accordance with the teachings of their religion.
- b. Followers of Religious Teachings: The degree of adherence of respondents to the teachings and values of their religion.
- c. The Importance of Religion in Life: How important is the role of religion in the daily lives of respondents.
- d. Participation in Religious Activities: How active respondents are in religious activities in their community.

3. Productive Waqf Interest Indicators

- a. Readiness for Endowments: The respondent's level of willingness to participate in productive endowments.
- b. Previous Waqf Experience: Whether the respondent has previous endowment experience.
- c. Perception of Waqf Benefits: How respondents perceive the benefits of productive endowments for society.
- d. Future Endowment Intention: The respondent's likelihood of endowment in the future

RESULTS AND DISCUSSION

Partial Influence

Based on the results of the questionnaire distribution data on 100 respondents, the results of the influence test between variables can be seen in the following table:

Table 1. The value of the coefficient of direct influence

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.361	1.910		4.377	.000
	TOTAL_X1	.128	.102	.136	1.255	.212
	TOTAL_X2	.371	.123	.329	3.025	.003

a. Dependent Variable: TOTAL_Y1

Source: Output SPSS 26 (2023)

Based on the table above, the explanation of the direct influence relationship can be described as follows:

- 1) The promotion variable (X1) has an effect of 0.128 or 12.8% with a sig value of 0.212 which is greater than 0.05 so that it is declared insignificant
- 2) The variable of religiosity (X2) has an effect of 0.372 or 37.2% with a sig value of 0.000 which is smaller than 0.05 so that it is declared to have a significant effect

Simultaneous Influence

After the direct influence test, the next is the simultaneous influence test which can be seen in the following table:

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.418 ^a	.174	.157	1.42606	.174

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Source: Output SPSS 26 (2023)

Based on the table above, R-Squared (R^2) shows the proportion of variability in the dependent variable that can be explained by the independent variables together so that it can be seen that promotion and religiosity have an effect of 0.174 or 17.4% on the interest in productive endowments. Furthermore, the simultaneous influence significance test can be seen in the following anova table:

Table 3. Anova^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.647	2	20.823	10.239	.000 ^b
	Residual	197.263	97	2.034		
	Total	238.910	99			

a. Dependent Variable: TOTAL_Y1

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Source: Output SPSS 26 (2023)

Based on the table above, it can be seen that simultaneously promotion and religiosity have a sig value of 0.000 which is smaller than 0.05 which shows a significant effect.

Test the hypothesis

Based on the analysis of partial and simulated influences, the results of the hypothesis test in this study can be described as follows:

Table 4. Hypothesis Test Results

	Relationships Between Variables	Coefficient	Sig
H1	Promotion => Interest in productive endowments	0.128	0.212
H2	Religiosity => Interest in productive endowments	0.372	0.003
H3	Promotion and Religiosity => Interest in productive endowments	0.174	0.000

Source: Data Processing Results (2023)

Based on the table above, the results of the hypothesis test can be described as follows:

- 1) The promotion variable (X1) has an effect of 0.128 or 12.8% with a sig value of 0.212 which is greater than 0.05 which is stated to have an insignificant effect so that the hypothesis is rejected. Although the promotion is carried out, it may not be effective enough to raise awareness or a deep understanding of productive endowments. This could be due to promotional materials that are less attractive, irrelevant, or not easily understood by the local community. The promotion method used is not in accordance with the preferences or media habits of the people in Makassar. For example, if promotion is more done through digital media but most target audiences more often access information through traditional media or face-to-face communication
- 2) The variable of religiosity (X2) has an effect of 0.372 or 37.2% with a sig value of 0.000 which is smaller than 0.05 which is stated to have a significant effect so that the hypothesis is accepted. In many Muslim communities, such as Makassar, religious values often have a strong influence on daily life. Deep religious practices, such as endowments, are considered an integral part of the expression of faith and virtue. Individuals who have a higher level of religious knowledge tend to be more aware of the importance of waqf in Islam. This could increase their tendency to engage in productive endowments. Respected and influential religious figures in Makassar may often emphasize the importance of waqf in their preaching and teaching, which can increase interest in and participation in productive endowments.
- 3) Simultaneously, promotion and religiosity have an r square value of 0.174, a sig value of 0.000 which is smaller than 0.05, which indicates a significant effect so that the hypothesis is accepted. The level of religiosity of the people in Makassar City may be different. Some people may be motivated directly by religious aspects, while others may need additional encouragement through promotion to understand and be interested in the concept of productive endowments. The combination of promotion and religiosity may also include broader social and cultural aspects. Promotions that acknowledge and respect local social and religious norms may be more effective in encouraging interest in endowments.

CONCLUSION

Although partial religiosity did not exert a significant influence on the interest of productive endowments in Makassar City, it did suggest that other variables, such as promotion, interact and impact each other. Under these circumstances, religiosity may not be strong enough as the sole factor to encourage interest in productive endowments. However,

when these two factors are combined with effective promotional efforts, they together increase awareness and understanding of productive endowments, as well as increase religious and social encouragement to participate. This suggests that in the context of Makassar, a combination of social, religious, and promotional information factors may be sufficient to drive interest.

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