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Hashtags as a way to expedite the zakat supply chain

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ABSTRACT

Zakat is the most powerful Islamic instrument to support impoverished people around the world. Zakat helps to reduce poverty by increasing the empowerment level of mustahiq economics. However, ways in which the Zakat supply chain can be promoted need to be investigated. The objective of this study, the first of its kind, is to examine the role of Zakat hashtags in promoting the Zakat supply chain and mustahiq economics. Additionally, this study examines the role of Zakat awareness and marketing politics. To achieve the objective of this study, primary data were collected from various employees of Zakat collection institutions in Indonesia. The data were analysed using partial least square structural equation modelling (PLS-SEM). The study found that Zakat hashtags play a major role in increasing Zakat awareness. It also plays an important role in increasing marketing politics. Zakat awareness and marketing politics increase the Zakat supply chain, a mechanism that ultimately increases the empowerment level of mustahiq economics.

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1. Introduction

Zakat is one of the most powerful Islamic instruments to support the global poor, providing assistance to the financially weak and those who cannot afford their daily expenses. As an instrument of social welfare (Ayuniyyah et al., 2019; Weiss, 2002), those of a certain level of wealth are expected to pay a specific portion of their income (generally 2.5%) as Zakat (Ciftci, 2019).

Within the boundaries of Islam, poverty can be defined as the failure of an individual to achieve any of the five basic human necessities of life as grounded in *Maqasid Syariah*: i) religion, ii) physical self, iii) knowledge, iv) dignity and v) wealth (Nadzri et al., 2012). Therefore, Zakat is of great importance for those who cannot fulfil their needs. Zakat is the way to reduce poverty (Ahmed et al., 2017; Shirazi, 2006; Yumna & Clarke, 2011).

Different factors affect Zakat (Aryandra et al., 2018; Sedjati et al., 2018). Data integrity in social media and al-Quran online need information security (Almazrooie et al., 2018). ‘Hashtags’ (#) are an

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important element of social media (Doktoralina & Bahari, 2018), and an important relationship has developed between the two (Fox et al., 2015; Hawkins et al., 2014). Social media hashtags are used to increase awareness among Muslims regarding the importance of Zakat in both economics and politics. Enhancing the share of Zakat to grow the economy of the people has become an important issue.

Users of social media often demonstrate message solidarity with the help of ‘hashtags’, which include: ‘@zakatUS with #zakatmalaysia and #zakatindonesia and @zakatsg with #zakatbruneidarussalam.’ With the number of social media users increasing, it is likely that the #zakat hashtag could be a critical element in promoting awareness of zakat payments among the Muslim people. Therefore, Zakat hashtags are related to awareness (Wisataone, 2018). Moreover, ‘hashtags’ are also related to marketing politics.

The ideas of politics and political understanding within the boundaries of Islam are meaningfully dissimilar in the overall view. According to Islam, all actions should be performed in accordance with the guidelines of sharia, as explained in the Al-Quran surah al-Isra (17:80). Politics are categorised into two major types: the politics of ethics, which normally deal with the human purpose to stay alive, and politics as a method to attain goals. Therefore, this study deals with the politics of ethics as it relates to Zakat and its relationship with Zakat hashtags.

The Zakat supply chain has a significant role in the Zakat system (Doktoralina & Apollo, 2019; Larbani et al., 2011). Zakat awareness and marketing politics support the Zakat supply chain. An increase in awareness among the Muslim people increases Zakat payments, thus expediting the Zakat supply chain (Doktoralina et al., 2018) (See Fig. 1). Those who have a good awareness of the Zakat system are more involved in making Zakat payments compared with those who are less aware of the Zakat system and its benefits. Moreover, an increase in the Zakat supply chain increases the strength of the *mustahiq* economy. *Mustahiq* are those people who receive the Zakat. Not all people are *mustahiq* but certain Muslim communities or peoples (in accordance with Islamic instructions) with a low income level are considered *mustahiq*. The Zakat system leads to the empowerment of the *mustahiq* economy (Yuniar et al., 2018), thus increasing the welfare of *mustahiq* people.

The objective of this study is to examine the role of Zakat hashtags to promote the Zakat supply chain and *mustahiq* economics. Fig. 1 shows the relationship between the hashtags zakat, Zakat awareness, marketing politics, Zakat supply chain and *mustahiq* economics. The sub-objectives of the study are:

1. To investigate the effects of Zakat hashtags on Zakat awareness and marketing politics,
2. To investigate the effects of Zakat awareness and marketing politics on the Zakat supply chain,
3. To investigate the effects of the Zakat supply chain on *mustahiq* economics.

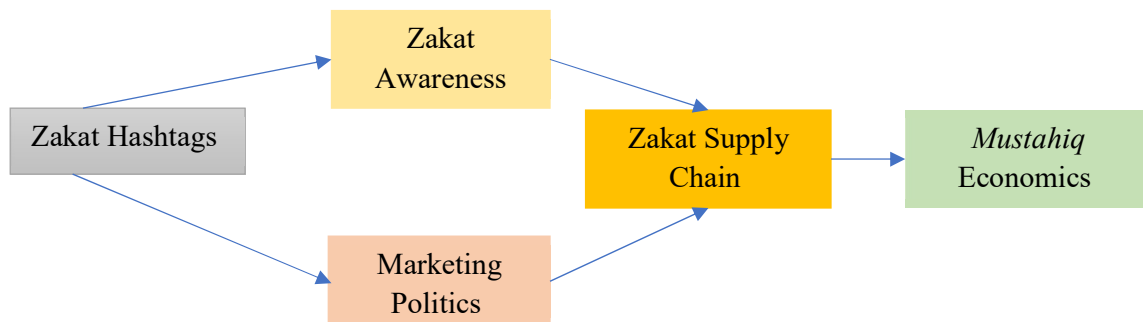


Fig. 1. Theoretical framework of the study showing the relationship between Zakat hashtags, Zakat awareness, marketing politics, Zakat supply chain and *mustahiq* economics.

2. Hypotheses Development

Although various studies have been carried out on the Zakat system (Ahmad et al., 2014; Shinsuke, 2014; Sohag et al., 2015), this is one of the first studies to attempt to develop a framework to promote the Zakat supply chain and *mustahiq* economics.

At first, the hashtag was used only to categorise certain topics for easier searches. More social and creative users have followed, in which users apply hashtags to share textual data, pictures, videos and news links, making a forum for data information marketing politics (Khan et al., 2018). This creates an opportunity where the social reality is constructed with an exact meaning in order to help the objective of the message maker (Setiawan & Santoso, 2017)—in this case, Zakat awareness. According to Islamic instructions, *mustahiq* people include: *Fakir* (indigent), *Miskin* (needy), *Amil* (mosque official who collects the tithe), *Mualaf* (recent convert to Islam), *Riqb* (slave), *Gharimin* (debtor/the indebted), *Fisabilillah* (those who fight for God's blessing) and *Ibnu Sabil* (the traveller who aims for the good of Allah SWT). This is illustrated in Fig. 2.



Fig. 2. Types of *Mustahiq* People for Zakat

According to Firdaus et al. (2012), one of the problems faced while collecting the Zakat is a lack of awareness among those who need to pay it. Awareness is thus the most important element of Zakat (Doktoralina, 2016), as it directly affects the Zakat supply chain. An increase in Zakat collections increases the Zakat supply chain, which positively affects the *mustahiq* people, increasing the collective impact on *mustahiq* economics.

Zakat hashtags also have an effect on marketing politics. Marketing politics in Zakat must be ethical and follow Islamic instructions. Islam suggests that, as clarified in the Al-Quran surah al-Isra (17:80), all activities must be conducted under the guidelines of sharia.

The trend has changed as local cultures adopt different modern lifestyles, business behaviours (Dwityas & Briandana, 2017), economic politics and forms of governance. However, hashtags have altered the process of da'wah performed by different Zakat institutions by increasing awareness among people regarding their responsibility for paying Zakat. Hashtags should be planned to enter social media without disregarding the original culture (Patra & Khan, 2016).

With the help of marketing politics, cultures should be designed to sustain Zakat payments, which will lead to the development of *mustahiq* economics. Although the cultures of these countries (Doktoralina et al., 2018) should be preserved, the growth of information technology is causing them to change quickly (Sheldon et al., 2017; Yuliadi & Nugroho, 2019). The Zakat hashtag could frame and generate a flexible, proactive chain to determine the value of awareness (Young-Ybarra & Wiersema, 1999).

Based on the above discussion, the following hypotheses are proposed:

- H₁:** Zakat hashtags have a relationship with Zakat awareness.
H₂: Zakat hashtags have a relationship with marketing politics.
H₃: Zakat awareness has a relationship with the Zakat supply chain.
H₄: Marketing politics has relationship with the Zakat supply chain.
H₅: The Zakat supply chain has a relationship with *mustahiq* economics.

3. Research Methodology

3.1 Research Design

Choosing an appropriate design is the most important issue for any research study. This study employed the quantitative method to test objective theories (e.g. theoretical framework of the present study) by investigating the relationship between different variables (Creswell & Creswell, 2017). The quantitative research method is also appropriate for testing hypotheses. As the data for this study were collected from one time, this study is also based on a cross-sectional research design.

3.2 Sample Size

A sample is a group of participants or individuals selected from a larger group or population for survey purposes (Salant et al., 1994). Selecting the appropriate sample size is imperative for reducing sampling errors. While there are numerous methods used to analyse sample size, this study followed Comrey and Lee's (2013) recommendations, according to which a "sample having less than 50 participants will be observed to be a weaker sample; sample of 100 size will be weak; 200 will be adequate; sample of 300 will be considered as good; 500 very good whereas 1000 will be excellent." For this study we used a sample size of 300.

3.3 Sampling Procedure

After selecting an appropriate sample size, the cluster sampling technique was used to distribute the questionnaires. According to previous studies, this is an effective technique for covering a widely dispersed population.

3.4 Data Collection Procedure

Ethics in research were addressed while collecting data. Respondents agreed to share data/information in the survey if they decided to participate (Bell et al., 2018; Cooper & Schindler, 2013). None of the respondents felt compelled to contribute to the survey (Sekaran, 2003).

Table 1

Response from respondents

Response	Frequency/Rate
Number of questionnaires distributed	300
Number of questionnaires returned	170
Number of useable questionnaires	163
Number of questionnaires excluded	7
Response rate	56.6%
Valid response rate	54.3%

This is to reflect the true objective while the procedure of answering the survey questions. Furthermore, respondents who agreed to contribute were expected to be honest and truthful in their responses, without any misrepresentation of information (Sekaran & Bougie, 2010). To distribute questionnaires,

a list of respondents was obtained and respondents were selected randomly. Data collection is presented in Table 1. Initial data screening is shown in Table 2. This shows that the data contains no missing values and no outliers. However, normality is not an issue while using PLS (Reinartz et al., 2009).

Table 2
Initial Data Screening

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
HZ1	1	0	4.967	6	1	7	1.908	-0.701	-0.663
HZ2	2	0	5.31	6	1	7	1.796	-0.646	-0.757
HZ3	3	0	5.185	6	1	7	1.894	-0.328	-0.889
HZ4	4	0	5.011	6	1	7	1.862	-0.838	-0.602
HZ5	5	0	5.022	6	1	7	1.942	-0.74	-0.677
HZ6	6	0	4.984	6	1	7	1.786	-0.832	-0.558
HZ7	7	0	4.707	5	1	7	1.973	-1.101	-0.369
HZ8	8	0	4.886	5	1	7	1.837	-0.795	-0.584
HZ9	9	0	4.793	5	1	7	1.883	-0.977	-0.353
ZA1	10	0	4.973	5	1	7	1.921	-0.993	-0.476
ZA2	11	0	4.777	5	1	7	1.919	-1.042	-0.363
ZA3	12	0	5.185	6	1	7	1.879	-0.47	-0.835
ZA4	13	0	5.185	6	1	7	1.876	-0.72	-0.719
ZA5	14	0	4.984	6	1	7	1.861	-0.652	-0.67
ZA6	15	0	4.902	6	1	7	1.857	-0.82	-0.57
ZA7	16	0	4.864	5	1	7	1.811	-0.63	-0.642
ZA8	17	0	3.832	3	1	7	1.939	-1.149	0.344
MP1	18	0	5.234	6	1	7	1.765	-0.116	-0.839
MP2	19	0	5.196	6	1	7	1.81	-0.631	-0.683
MP3	20	0	5.201	6	1	7	1.861	-0.374	-0.817
MP4	21	0	5.163	6	1	7	1.819	-0.727	-0.681
MP5	22	0	5.207	6	1	7	1.821	-0.276	-0.838
MP6	23	0	5.245	6	1	7	1.818	-0.304	-0.85
MP7	24	0	5.022	6	1	7	1.917	-0.687	-0.708
MP8	25	0	3.88	4	1	7	1.893	-1.06	0.261
ZSC1	26	0	4.962	5	1	7	1.918	-0.802	-0.505
ZSC2	27	0	5.147	6	1	7	1.872	-0.701	-0.676
ZSC3	28	0	4.88	5	1	7	1.796	-0.951	-0.375
ZSC4	29	0	3.967	4	1	7	1.841	-1.146	0.148
ZSC5	30	0	5.103	6	1	7	1.731	-0.377	-0.662
ME1	31	0	5.027	5	1	7	1.774	-0.902	-0.448
ME2	32	0	5.092	6	1	7	1.841	-0.666	-0.654
ME3	33	0	5.071	6	1	7	1.833	-0.593	-0.623
ME4	34	0	5.239	6	1	7	1.787	-0.594	-0.693
ME5	35	0	4.918	6	1	7	1.981	-0.984	-0.584
ME6	36	0	4.87	6	1	7	2.025	-0.792	-0.679
ME7	37	0	3.87	4	1	7	1.979	-1.227	0.344
ME8	38	0	5.049	6	1	7	1.968	-0.681	-0.729

4. Data Analysis

In recent decades, structural equation modelling (SEM) has emerged as the most useful and innovative statistical analysis procedure that has been developed in the social sciences (Henseler et al., 2014). These approaches are appropriate for a study that seeks to indirectly or directly estimate unobserved latent variables (Chin & Todd, 1995). Fundamentally, SEM analytical methods employ numerous techniques; this study used the procedure of Henseler et al. (2009). It is based on two major steps. The first step is shown in Fig. 3.

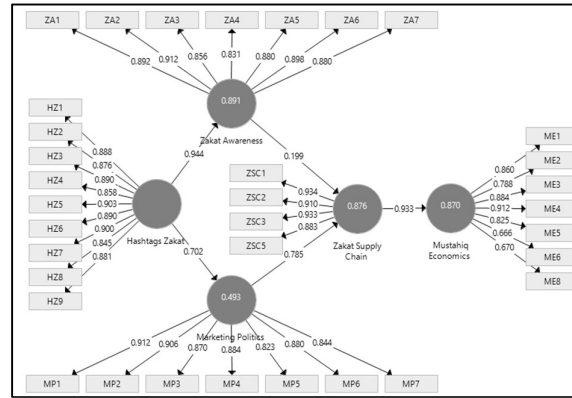


Fig. 3. Measurement model assessment

Table 3
Factor Loadings

	Hashtags Zakat	<i>Mustahiq</i> Economics	Marketing Politics	Zakat Awareness	Zakat Supply Chain
HZ1	0.888				
HZ2	0.876				
HZ3	0.890				
HZ4	0.858				
HZ5	0.903				
HZ6	0.890				
HZ7	0.90				
HZ8	0.845				
HZ9	0.881				
ME1		0.860			
ME2		0.788			
ME3		0.884			
ME4		0.912			
ME5		0.825			
ME6		0.666			
ME8		0.670			
MP1			0.912		
MP2			0.906		
MP3			0.870		
MP4			0.884		
MP5			0.823		
MP6			0.880		
MP7			0.844		
ZA1				0.892	
ZA2				0.912	
ZA3				0.856	
ZA4				0.831	
ZA5				0.880	
ZA6				0.898	
ZA7				0.880	
ZSC1					0.934
ZSC2					0.910
ZSC3					0.933
ZSC5					0.883

All the values are under the acceptable range. As the factor loadings is above 0.5 (Hair et al., 2017). It is shown in Table 4.

Table 4
Alpha, CR and AVE

	Alpha	rho A	CR	(AVE)
Hashtags Zakat	0.964	0.965	0.969	0.777
Marketing Politics	0.949	0.950	0.958	0.765
<i>Mustahiq</i> Economics	0.908	0.925	0.928	0.650
Zakat Awareness	0.951	0.951	0.960	0.772
Zakat Supply Chain	0.935	0.936	0.954	0.838

After examining reliability and convergent validity, discriminant validity was examined using the instructions of Fornell and Larcker (1981), according to which the AVE root should be higher than other values. Table 5 shows that the AVE square roots are higher than all other values, thus confirming the discriminant validity. It is also examined with the help of cross-loadings (Table 6).

Table 5

AVE Square Root (Fornell & Larcker, 1981)

	Hashtags Zakat	Marketing Politics	Mustahiq Economics	Zakat Awareness	Zakat Supply Chain
Hashtags Zakat	0.881				
Marketing Politics	0.702	0.875			
Mustahiq Economics	0.732	0.797	0.806		
Zakat Awareness	0.744	0.709	0.756	0.879	
Zakat Supply Chain	0.718	0.726	0.733	0.755	0.715

Table 6

Cross-Loadings

	Hashtags Zakat	Marketing Politics	Mustahiq Economics	Zakat Awareness	Zakat Supply Chain
HZ1	0.888	0.609	0.647	0.837	0.635
HZ2	0.876	0.651	0.629	0.797	0.619
HZ3	0.890	0.603	0.622	0.824	0.619
HZ4	0.858	0.611	0.627	0.798	0.602
HZ5	0.903	0.673	0.707	0.877	0.698
HZ6	0.890	0.613	0.643	0.814	0.614
HZ7	0.900	0.633	0.677	0.883	0.661
HZ8	0.845	0.538	0.578	0.782	0.571
HZ9	0.881	0.631	0.669	0.866	0.668
ME1	0.639	0.958	0.860	0.659	0.813
ME2	0.557	0.829	0.788	0.577	0.754
ME3	0.615	0.939	0.884	0.635	0.86
ME4	0.663	0.956	0.912	0.692	0.855
ME5	0.605	0.884	0.825	0.637	0.81
ME6	0.515	0.831	0.666	0.509	0.545
ME8	0.537	0.738	0.67	0.545	0.538
MP1	0.657	0.912	0.818	0.622	0.805
MP2	0.64	0.906	0.801	0.643	0.73
MP3	0.622	0.87	0.89	0.643	0.823
MP4	0.645	0.884	0.899	0.644	0.836
MP5	0.577	0.823	0.842	0.586	0.754
MP6	0.598	0.88	0.898	0.608	0.812
MP7	0.554	0.744	0.789	0.592	0.774
ZA1	0.846	0.591	0.646	0.892	0.649
ZA2	0.855	0.638	0.693	0.912	0.698
ZA3	0.797	0.629	0.637	0.856	0.669
ZA4	0.795	0.567	0.636	0.831	0.634
ZA5	0.829	0.651	0.674	0.880	0.681
ZA6	0.847	0.67	0.707	0.898	0.677
ZA7	0.837	0.611	0.655	0.880	0.635
ZSC1	0.695	0.858	0.869	0.693	0.934
ZSC2	0.635	0.869	0.839	0.702	0.910
ZSC3	0.681	0.869	0.87	0.713	0.933
ZSC5	0.615	0.79	0.837	0.655	0.883

Confirmation of the first step of PLS-SEM (factor loadings, CR, AVE, convergent validity) allows for further testing of the hypotheses. In this process, a minimum t-value level of 1.96 was considered to test the hypotheses. Fig. 4 shows the process of hypotheses testing. The results are highlighted in Table 7. The results shown in Table 8 indicate that all relationships have a t-value greater than 1.96, thus confirming all hypotheses. Additionally, the beta values are positive for all hypotheses, demonstrating a direct relationship between variables. It shows that Zakat hashtags increase Zakat awareness and

marketing politics, and that Zakat awareness and marketing politics increase the Zakat supply chain. The Zakat supply chain, in turn, increases the *mustahiq* economics.

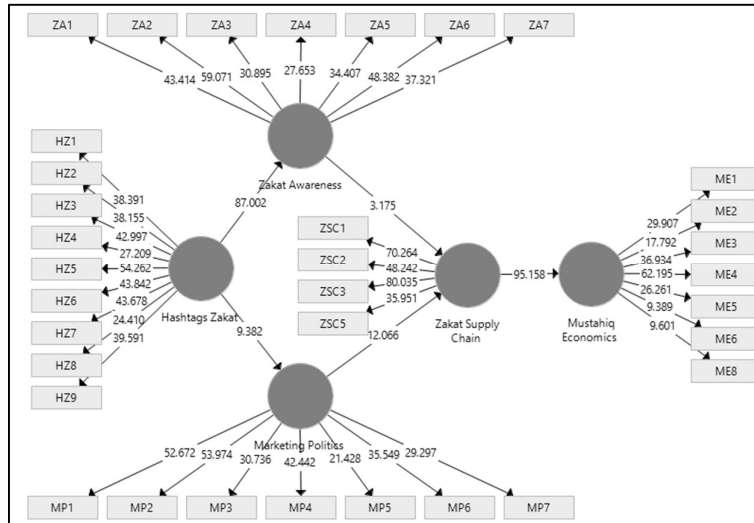


Fig. 4. Structural model assessment.

Table 7
The results of testing the hypotheses of the survey

	(O)	Sample Mean (M)	SD	T Statistics	P Values
Hashtags Zakat → Marketing Politics	0.702	0.699	0.075	9.382	0
Hashtags Zakat → Zakat Awareness	0.944	0.945	0.011	87.002	0
Marketing Politics → Zakat Supply Chain	0.785	0.778	0.065	12.066	0
Zakat Awareness → Zakat Supply Chain	0.199	0.204	0.063	3.175	0.002
Zakat Supply Chain → <i>Mustahiq</i> Economics	0.933	0.934	0.01	95.158	0

It was also found that Zakat awareness and marketing politics play a mediating role between the hashtags Zakat and Zakat supply chain. Zakat supply chain also played a mediating role.

Table 8
The results of the mediation effect

	(O)	(M)	SD	T Statistics	P Values
Marketing Politics → Zakat Supply Chain → <i>Mustahiq</i> Economics	0.732	0.727	0.062	11.778	0
Hashtags Zakat → Marketing Politics → Zakat Supply Chain → <i>Mustahiq</i> Economics	0.514	0.505	0.045	11.426	0
Zakat Awareness → Zakat Supply Chain → <i>Mustahiq</i> Economics	0.186	0.191	0.058	3.175	0.002
Hashtags Zakat → Zakat Awareness → Zakat Supply Chain → <i>Mustahiq</i> Economics	0.175	0.18	0.055	3.199	0.001
Hashtags Zakat → Marketing Politics → Zakat Supply Chain	0.551	0.541	0.047	11.706	0
Hashtags Zakat → Zakat Awareness → Zakat Supply Chain	0.188	0.193	0.059	3.2	0.001

5. Conclusion

The objective of this study was to examine the role of Zakat hashtags to promote the Zakat supply chain and *mustahiq* economics, as well as the roles of Zakat awareness and marketing politics. This study was an attempt to develop a framework that increases the Zakat supply chain and empowers *mustahiq* economics. The study findings, which show that Zakat hashtags play a major role in increasing Zakat awareness, represent a significant contribution to increasing awareness of Zakat payments among the general public. Zakat awareness and marketing politics expedite the payment of Zakat, automatically boosting the empowerment level of the Zakat supply chain and *mustahiq* economics. Zakat hashtags are vital social media elements that can effect positive changes on *mustahiq* economics, and it is hoped that this study will encourage Zakat collection institutions and the Indonesian government to promote Zakat payments and *mustahiq* economics.

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