

An analysis of online sadaqah acceptance among university graduates in Malaysia

ABSTRACT

This study aims to examine the factors influencing online sadaqah acceptance among university graduates in Malaysia. Drawing upon the theory of reasoned action (TRA), this study proposed a model to examine the effects of attitude, subjective norm, altruism and empathy on the online sadaqah acceptance, with the use of a questionnaire survey. The results reveal that altruism empathy attitude subjective norm were significantly related to online sadaqah acceptance. This study has at least three limitations, namely, confined generalisations of the variables used the limited selection of samples and the specific context of the research conducted. The findings provide valuable insights on improving online sadaqah acceptance from the perspective of university graduates. This study is original in terms of its final output that enlightens the significant effects of altruism and empathy on the online sadaqah acceptance within the TRA's context.