

# **Reliability, validity assessment of subjective norms dimension and its influence on intention to pay zakat**

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## **Abstract**

Payment of zakat via zakat institutions nowadays is the choice of zakat payer to pay or not to the institution or pay directly to asnaf. Survival of zakat institution solely depends on the level of funds collected from zakat payers. This collection will only increase if zakat institution understands the predictors of intention to pay zakat. Thus, the present study aims at examining the dimension of subjective norm's reliability and validity on its relationship with intention to pay zakat in Kano Nigeria. The study found that items of the influence of religious leaders, items of peer influence are reliable and valid. Therefore, it is recommended they can be used in the main study in the field of zakat and related areas.

**Keywords:** Intention to pay zakat, Influence of religious leaders, Peer influence, Reliability, Validity.

## **INTRODUCTION**

The main purpose of Zakat in Islam is to serve as an avenue for poverty reduction among Muslim Ummah (Kahf, 1999). This objective will only be achieved if zakat payer pays their fund for distribution to asnaf. Some researchers (Wali, 2013; Fidiana and Triyuwono 2013) stated that zakat can reduce poverty among people if the collection is adequate and the distribution is done according to the teaching of Islam. Fidiana and Triyuwono (2013) argued that proper collection and distribution of zakat to asnaf will reduce poverty to zero level. Again, Wali, (2013) confirmed that zakat fund if properly collected and manage is capable of reducing poverty among Muslim Ummah.

Therefore, it is important for the zakat institution to adapt any possible strategy on how to increase their collection to achieve their objectives. The increase in zakat collection will be possible if constructs that may help in predicting the intention of Zakat payer is known to zakat institution. In line with this argument, this study intends to provide insight into reliability and validity of subjective norm dimension. It is expected if the items are reliable and valid; they can be used in the main study.

## LITERATURE REVIEW

### Intention to pay Zakat

Intention to perform a given behavior is an important element toward accepting or rejecting a behavior (Fishbein & Ajzen 1975). Fishbein and Ajzen (1975), Ajzen & Fishbein (1980) confirmed that intention is influenced by attitude and subjective norm. A lot of researchers used Theory of Reason Action (Saad & Haniffa 2014; Saad, Zainol, Kamil & Md Hairi 2010) and found that attitude and subjective are an important determinant of intention. In most Muslim countries nowadays, intention to pay zakat is solely the responsibility of zakat payer to choice to pay or not to zakat institution (Saad & Haniffa, 2014).

Since Zakat in Islam is commanded by Allah SWT's command, it is compulsory for Muslim to abide by the instruction. However, denial of zakat obligation by Muslim is very dangerous; Allah SWT has strongly cautioned those who are careless in the discharge of this duty (Qardhawi, 2000; Abdul Wahab, & Abd Rahman, 2011).

### Influence of Religious Leaders

Religious leaders also are known as amil are regarded as people with vast Islamic knowledge. They play a significant role in awareness campaign toward zakat payment in Kano Nigeria. Taylor and Todd (1995) found a positive and significant relationship between superior influence and subjective. Also, Saad (2010) confirmed that the relationship between perception of businessmen and the subjective norm was positive and significant. It is expected that religious leaders will influence intention to pay zakat. Therefore, knowing their reliability and validity of the construct may help zakat institution in policy formulation.

### Peer Influence

Merriam (2015) defines individuals as persons that belong to the same age group. Whereas, influence is seen as an intangible power that will change the perception of an individual. In the context of zakat environment, peer influence is regarded as the changes that can affect an individual thinking and push him or her to perform a given behavior. Peer influence is merely seen as a change in mindset due to the influence of spouse, age mate, colleagues, and friends. The changes could be a positive or negative. Change is said to be positive if it leads to positive thinking. Similarly, change can be harmful if it leads to negative actions. In zakat environment, any action that will influence a zakat payer to comply with zakat payment is regarded as a positive influence. Likewise, an action that will affect individual not to comply with zakat payment is negative thinking. Researchers (Taylor & Todd, 1995; Saad, 2010) found that the relationship between peer influence and subjective norm are significant. However, the relationship between peer influence and intention to pay zakat is not known in the literature. It is expected that peer influence will affect the intention to pay zakat.

## METHODOLOGY

### Data Collection Procedure

The main purpose of the pilot study is to ascertain items reliability and validity for construct usage in the main study. We distributed 140 questionnaires to eligible businessmen and businesswomen in Kano Nigeria. In order to collect the questionnaires, we have taken the measures to call and send text messages to the respondents. We also visited the respondents personally to collect the completed questionnaires.

We managed to collect a total of 82 questionnaires making 58.57% returned rate. We received 82 questionnaires making the 58.57% returned rate. We subjected the data to preliminary data screening process and found that seven questionnaires did not meet our requirement for further data analysis; 7 questionnaires were deleted making the rejection rate to be 5%. Finally, 75 questionnaires were retained for reliability and validity assessment making the retention rate at 53.57%. According to Sekaran (2003) in a survey research, 30% response rate is the minimum acceptable value. Thus, the response rate of 53.57% is adequate for further analysis as depicted in Table 1 below:

Table 1 Questionnaire distribution

<b>Questionnaires</b>	<b>Frequency</b>	<b>Percentage</b>
Questionnaires Distributed	140	100%
Questionnaires Returned	82	58.6%
Questionnaires Rejected	07	05%
Questionnaires Retained	75	53.6%

### Instrumentation

This study was conducted with the aid of items adapted from previous studies. Five items were used in measuring intention to pay zakat adapted from Saad (2010); Saad and Haniffa (2014). The highest point in this item is 25 points (5 points X 5 items), whereas 5 points are the minimum score. Highest scores signify greater loyalty to zakat payment, lowest point shows less commitment to zakat payment. Similarly, the influence of religious leader's items was also adopted from Saad (2010). Finally, peer influence's item was adapted from Taylor and Todd (1995). Both influences of religious leaders and peer influence have five items each with the same interpretation with the intention to pay zakat.

### Analytical Procedures

The study used Statistical Package for the Social Science SPSS version 22 for the purpose of data analysis. We conducted all the necessary data cleaning processes which include treatment of missing values, outliers, normality test, reliability and validity test.

## RESULT AND DISCUSSION

### Reliability Assessment

Reliability assessment is among the important aspect of measuring the internal consistency of items under consideration and making the final result acceptable. Sekaran and Bougie (2010) stated the reliability of items as the extent to which a measuring tool is consistent, error-free, stable across time and steady across various items in the scale. Cronbach alpha coefficient is the most widely used method for testing internal consistency. Hair et al. (2010) reveal that the minimum acceptable value of Cronbach alpha is 0.70, but 0.60 is also within an acceptable range in an exploratory study.

In line with this recommendation, all the values of the present study are within acceptable range. The minimum value is 0.807, and the maximum is 0.884, this shows that the items used in this pilot study are reliable, error-free, consistent and stable over time. Also, the result shows that the overall reliability of influence of religious leaders and peer influence is 0.901 as depicted in Appendix 1, signify an excellent internal consistency.

Table 2 Reliability analysis (N = 75)

<b>Variables</b>	<b>Number of Items</b>	<b>Cronbach's Alpha</b>
Intention to Pay Zakat	5	0.884
Influence of Religious Leaders	5	0.841
Peer Influence	5	0.807

### Validity Assessment

Tabachnick and Fidell (2007) defines validity as the extent to which measuring tool measured exactly what is it supposed to measured. Also, validity has been categorised into content and construct validity. Content validity is based on expert judgment and assessment, whereas construct validity has to do with exploratory factor analysis (EFA) using varimax rotation and principal component analysis. For the purpose of this study, we distributed the questionnaires to seven academicians, five expert in the field of zakat and six businessmen and businesswomen for their input. The study accepted the observation made and modified related items. Finally, we run our exploratory factor analysis and found that KMO of intention to pay zakat, the influence of religious leaders, peer influence were 0.815, 0.772 and 0.762 respectively. Hair et al. (2010) and Tabachnick and Fidell ((2014) argued that the minimum acceptable factor loadings are 0.30 and above. Based on the minimum threshold of 0.30 and above, all the items under consideration are valid.

Table 3 Validity assessment (N = 75)

<b>Variables</b>	<b>Number of Items</b>	<b>KMO</b>
Intention to Pay Zakat	5	0.815
Influence of Religious Leaders	5	0.772
Peer Influence	5	0.762

## CONCLUSION

In conclusion, the objective of this study is to assess whether items of the dimension of subjective norm namely; the influence of religious leaders, peer influence are reliable and valid for use in the main study. The result highlighted in Table 1, and Table 2 confirmed that all the variables under consideration are reliable and valid for use in the main study. Researchers in the field of Taxation, Accounting, Islamic Banking, and Business Administration can employ this item to predict behavioral intention in future.

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