Analysis of Factors Which Cause Gen Z Employees to Choose the Profession as Zakat Amil In Baitul Maal Muamalat

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A R T I C L E   I N F O

ABSTRACT

This study aims to analyze the factors that cause Generation Z employees to choose the profession of amil zakat at Baitulmaal Muamalaat using Abraham Maslow's need theory framework. This study uses a quantitative, non-statistical approach to gain a deeper understanding of the choice of this profession. The research method used was a survey involving Generation Z employees at Baitulmaal Muamalaat. This survey was designed with structured questions related to the factors that influence the choice of profession as amil zakat based on Maslow's theory of needs. Participants were asked to rate the importance of each factor and provide further explanation about their motivation. The data collected from the survey were analyzed qualitatively by identifying common themes that emerged about the motivational factors influencing the choice of this profession. This analysis provides an in-depth understanding of the factors that motivate Generation Z employees to choose the profession of amil zakat. This research contributes to understanding the choice of profession as amil zakat by Generation Z employees at Baitulmaal Muamalaat based on Maslow's theory of needs. Although using a quantitative, non-statistical approach, this research provides valuable insights into their motivation and the factors influencing their decisions.

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1.   INTRODUCTION

Generation Z is a generation born in an era of technological progress. They grew up with the help of technology and the internet, born between 1995 and 2012 (Bakti & Safitri, 2017; Rais et al., 2018; Suherman & Yusuf, 2021). Generation Z has only experienced life with technology and the internet, which has become essential to their daily lives. Technology and the internet are not innovative for Generation Z, but rather something that must exist (Lubis & Ricka Handayani, 2023; Pratama et al., 2019; Shodiq, 2020). Technological advances have had a significant impact on this generation. They find it easier to interact with people worldwide, have faster and easier access to information, and have better digital skills than previous generations (Astuti, 2017; Meilinda et al., 2020; Ummah, 2020). Thus, Generation Z is the most influential generation today because they can integrate technology and the internet into their lifestyle very well (Hastini et al., 2020; Purwani & Kertamukti, 2020). Because they grew up in a technological and informational environment, Generation Z's values are also influenced by this (Kosasih, 2022; Nugraha et al., 2021; Syahminan, 2017). They prefer freedom and flexibility over stability or loyalty to one particular job or organization. They also

prefer independent work or working independently rather than part of a large team (Ayu & Wijayanti, 2019; Nurqamar et al., 2022; Solikin et al., 2017).

Those belonging to Generation Z were born when many new technologies were discovered and developed, so they did not learn and adopt existing new technologies. Born when the technological era was getting faster, it certainly impacted this generation (Rais et al., 2018; Subandowo, 2022; Suherman et al., 2022). For example, Generation Z has become very dependent on anything related to technology. One example of Generation Z's dependence on technology is their familiarity with smartphones and internet networks (Linawati & Putra, 2023; Riddell et al., 2020).

Currently, Generation Z is one of the generations that dominate the population in Indonesia, namely around 74.93 million people or 27.94% of the total population. In general, Generation Z was born between the mid-1990s and 2012. Despite differences of opinion regarding the birth span of Generation Z, Berkup (2014) explained that Generation Z is a generation that has interacted with technology from birth, so technology greatly influences the lives of Generation Z. Generation Z is entering the productive age, namely aged 15-64 years and above (Sawitri, n.d.).

Generation Z has various advantages compared to other generations. Some of these advantages include having expertise in using various types of technology, having the ability to multitask (being able to do several things simultaneously) compared to previous generations, being quick in accessing information, and being responsive in responding to social phenomena around them. All these advantages make Generation Z a generation that will grow up intelligent, skilled, creative and critical in using technology (Sawitri, n.d.).

According to Jonah Stillman, seven characteristics are most characteristic of Generation Z are (Purwani & Kertamukti, 2020)

a. Digital: Generation Z was born into a world that has advanced rapidly in technology. The boundaries between reality and digital have disappeared, bringing them into a new world filled with technical advances. We call it Digital. Generation Z will come to the workplace with something new, combining physical and digital elements in people's consumption, way of life and work. This mix will collide as Generation Z begins to enter the job market. They believe that using technology can help businesses improve their corporate culture. Even though they are very connected to the digital world, they do not remember the morals and principles inherent in this generation. Hyper-customization: Generation Z relentlessly pursues self-identification and customization to be accepted by society. They can understand anything, which gives the impression that their circumstances and goals are too complicated for others to understand. Notable names, titles, and occupations. This is a dilemma for the workplace concerned with ensuring equality and presenting fair possibilities for everyone.

b. Realistic: Growing up in a time of significant disruption has given Generation Z a pragmatic outlook on forecasting and preparing for the future. This widens the gap between young, idealistic frontline supervisors in the workplace. Being realistic about what Generation Z needs to achieve to survive or even get ahead is always better if these attributes are present.

c. Fomo: We already know what this sentence means. For example, wake up and check your smartphone for the latest information. One generation, Generation Z, intensely fears missing out on knowledge. They are constantly on the cutting edge of trends and competition. The bad news is that they constantly worry they are moving too fast and in the wrong direction. Generation Z will have a hard time at work because they constantly worry about being left behind and leveraging Generation Z's ability to "peek" and exploiting their willingness to take chances at work.

d. Economist: Generation Z's use of Gojek and Airbnb as examples only recognizes a world with a sharing economy. Generation Z is pressuring offices to sort out internal and external divisions to leverage the company in new, practical and cost-effective ways.

e. Independence: Some of us also think that doing the task ourselves will be easier and faster. Internet-savvy Generation Z, especially YouTube users, can ban anything. Because they are so autonomous, Generation Z will challenge the prevailing culture supported by previous Millennial generations. The adage "If you want to do it right, do it yourself" is acceptable to Generation Z.

f. Driven: Generation Z believes in winners and losers. The recession that made their predecessors falter and the pace of change that is difficult to keep up with, it is not surprising that Generation Z is the motivated generation. (Purwani & Kertamukti, 2020)

For Generation Z, juggling multiple equivalent jobs—perhaps while holding several professions is their job. Even though they want an adaptive workplace design, Generation Z enjoys working in an office environment. This period has seen significant innovation in the workplace, including record keeping, information bases, and internet use for research. Assuming Generation Z has individual relationships, they will hold their own for quite a long time. Generation Z needs direction from seniors or superiors regarding professional matters. He needs motivation in his own life, too.

Career Center Research at Andalas University and Tanoto Foundation. They found that the two most popular categories were civil servants (27.66%) and State-Owned Enterprises (BUMN) employees, namely jobs synonymous with dedication to the country. Both are followed by jobs currently considered more "prestigious", such as employees. Multinational industry (13.66%), other private sector (11.84%), or own business (7.09%) (Pakasi et al., 2018).

This is proven by the many Generation Z who have become students at LAZNAS BMM. BaitulMaal Muamalat (BMM) is a National Amil Zakat Institution (LAZNAS) which was founded on June 16 2000. BMM has also received permission from the Ministry of Religion No.625/2021 as LAZNAS to collect and distribute zakat, infaq, alms and waqf funds. As well as becoming a Cash Waqf Recipient, Nazhir registered with the Indonesian Waqf Board (BWI) with number 3.3.00006, valid until January 31 2028. The Gen Z category includes the total number of zakat recipients at BMM.

The phenomenon above is exciting and vital to reveal because there could be factors that cause Gen Z at BMM not to choose jobs that tend to be chosen by many Gen Z in general but choose to become Zakat collectors. For this reason, researchers want to conduct a study looking for the factors that cause Gen Z at BMM to choose the profession of amil zakat with the title "Analysis of the factors that cause Gen Z employees to choose the profession of amil zakat at Baitulmaal Muamalaat."

Humans have two levels of motivation, biological motivation (for things like food and water) and secondary motivation. Humans also have reasons to feel emotions such as anger, sadness, etc., and reasons to act in ways consistent with their values and interests.

2. RESEARCH METHOD

This research explores and analyses the characteristics, views and experiences of Generation Z employees at the Baitulmaal Muamalat Zakat Institution. The research population is all 15 Generation Z employees who work at this institution. The population, as a complete group of individuals or elements that is the focus of research, consists of all Generation Z employees at the Baitulmaal Muamalat Zakat Institution. Considering the limited number, the entire population, namely 15 people, were used as samples or research participants.

Data collection is carried out through several methods (Sugiyono, 2013), including:
a. Questionnaires are the primary tool for exploring the Generation Z employees' attitudes and experiences of Gerviews, which are used to obtain a more in-depth and contextual understanding of employee views and experiences, complementing the questionnaire data.
b. A literature study is carried out to support the theoretical framework and research context, with literature references as a theoretical basis and related research.
c. Data collected from questionnaires and interviews is then processed using descriptive statistics, which provides a general description of the data obtained. The results of descriptive statistical analysis are used to formulate conclusions from research findings. This conclusion includes a summary of the characteristics of Generation Z employees at the Baitulmaal Muamalat Zakat Institution, general patterns of views, and potential areas for improvement or development in the work environment concerned.

3. RESULTS AND DISCUSSIONS

The results of the research revealed that the majority of respondents, namely 60% or nine people, and an additional 40% or six people, stated that they agreed and strongly agreed to choose the profession as Amil at the Baitulmaal Muamalat Zakat Institute for the reason of the opportunity to worship Allah SWT. This research provides deeper insight into the motivational factors that

encourage Generation Z employees to choose a career path as amil from the aspect of Abraham Maslow's Hierarchy of Needs theory, these findings can be interpreted as a manifestation of the level of spiritual needs and self-actualization needs. The opportunity to worship Allah SWT is a factor that provides satisfaction at the level of spiritual needs, while choosing a profession as an amil can be interpreted as a step towards self-actualization, namely fulfilling personal potential and achieving life goals. Religious values, such as opportunities to worship, have a central role in the decision-making process of Generation Z employees in choosing a profession at a zakat institution. These results provide a basis for further understanding the psychological dynamics and values that motivate Generation Z to pursue the Amil profession at BMM.

The research results showed that as many as 80% or 12 respondents agreed to choose the profession of amil at Baitulmaal Muamalat because there was social security for employees. Apart from that, as many as 20% or three people also stated that they strongly agreed for similar reasons. From the theoretical framework aspect of Abraham Maslow's Hierarchy of Needs Theory, social security needs can be linked to the level of security needs and social needs in Maslow's hierarchy of needs, where social security needs are one of the critical factors that motivate generation Z employees to choose the profession of amil. This shows that security and social welfare also play an essential role in their career decision-making apart from religious motivation.

The research results showed that as many as 66.7% of ten respondents agreed to choose the profession of amil at Baitulmaal Muamalat because of the restroom facilities. On the other hand, 26.7% or four people said they disagreed, and 6.7% or one person said they disagreed for the same reason. From Abraham Maslow's Hierarchy of Needs theory, the break room aspect can relate to Generation Z employees' physical and psychological needs. The break room can represent fulfilling low-level needs in the hierarchy, such as the physical need for comfort and rest. This can be explained by the fact that for some Generation Z employees, the availability of restrooms is an essential factor in determining job satisfaction and comfort working in the organizational environment. Although the results show that the majority of respondents agree, some disagree or disagree, indicating variations in individual preferences and values in terms of work facilities. Thus, factors such as work facilities can influence the satisfaction and motivation of Generation Z employees, which needs to be considered in developing a supportive work environment. Thus, this research can provide insight for human resource managers and planners to improve the quality of the work environment for Generation Z employees who choose the profession of amil at BMM.

Research Discussion

Based on the description of this research data, the analysis shows that the opportunity to worship Allah is the most significant cause for Generation Z to choose the profession of amil zakat at Baitulmaal Muamalat, with 15 people strongly agreeing to agree. So, the most significant factor causing Generation Z employees to choose to receive zakat, according to Maslow's theory, is the need for self-actualization (Self-Actualization Needs), the need to actualize one's potential and achieve total growth and self-development.

Based on the description of this research data, the analysis shows that the social security factor (BPJS) for employees is the most significant cause of Generation Z choosing the profession of amil zakat in Baitulmaal Muamalat with 15 people strongly agreeing to agree. So, the most significant factor causing Generation Z employees to choose to receive zakat, according to Maslow's theory, is physiological needs, which are the most urgent needs and the needs whose satisfaction is most prioritized by individuals.

Meanwhile, the slightest reason Generation Z chose to take zakat as a profession at Baitulmaal Muamalat was a restroom, with ten people answering strongly agree to agree. So the factors that cause Generation Z employees to choose the profession of amil zakat dibaitulmaal muamalat, according to Maslow's theory, are physiological needs, which are the most urgent and are the needs whose satisfaction is most prioritized by individuals.

4.   CONCLUSION

Interest in social services: Generation Z often has a high level of social awareness and concern for social issues. They may be interested in working in the zakat amil sector as a form of their contribution

to helping communities in need. Many Generation Z employees have strong religious values and want to practice them in their daily lives. As zakat amil, they can apply Islamic religious principles in managing zakat, help collect and distribute zakat fairly and appropriately. Generation Z tends to look for careers that are meaningful and provide personal satisfaction. As zakat recipients, they have the opportunity to contribute to social development and help people in need. This provides a deep sense of accomplishment and emotional satisfaction.

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