Expounding the Millennials perception and behavioral intention towards Waqf in Klang Valley, Malaysia

Abstract

Since the beginnings of Islam, waqf or religious endowments have been the medium through which various public services (i.e. schools, hospitals, and mosques) have been provided to communities. Historically, endowments were both insulated from state authority and an emanation of imperial and/or state power. Studies on waqf have successfully caught the attention of scholars to discuss its various aspects especially the role of waqf in corporate and cash waqf in this present-day environment. However, the literature that discusses about the factors that influences individual to contribute or involve in this practice is very limited. Throughout the years Waqf initiatives have been fueled by previous generations but today we are faced with the new generations of the Millennials. Who are they? What are they like? Many say this generation is different from the previous one. Why should we care? Poor job prospects, high level of student debt indicates that a good portion of the millennials started out a star out with distinct disadvantage. The purpose of this research is to examine the factors that influences Millennials intention to participate in Waqf initiatives based on decomposed theory of planned behavior (DTPB). The study employs the mix method research methodology targeting the Klang Valley region of Malaysia. An initial pilot test was carried where a sample size of 125 of Millennials were responded to the survey to determine the significance and validity of the variables. Many studies have been carried out on Millennials have widely studied on many other areas like leadership, purchasing behavior, work ethics but none that focuses of their understanding and acceptance of Waqf as well as their philanthropic desires. other than their acceptance on Waqf and philanthropic perspectives. This is a group of individuals who can be described as political independents, they want business to focus more on people and purpose and on the establishing a work force patterns, many are concerned that the millennial’s career trajectories are different than prior generations. This study hopes to reveal the behavioral perspective of Millennials towards waqf as we needs these information to assist authorities and waqf organization in developing programs that is clearly targeting to these new generation as the new bearers of the initiatives.

**Keywords: Islam, Waqf, Millennials , Theory of Plan Behaviour, Attitude, Subjective Norms, Perceived Behavior,**