

Zakat Literacy and Social Environment as Predictors of Agricultural Zakat Payment Awareness among Coffee Farmers

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Abstract

This study aims to examine the effects of zakat literacy and the social environment on agricultural zakat payment awareness among coffee farmers in Talang Pito Village, Bermani Ilir District, Kepahiang Regency, Indonesia. A quantitative associative design was employed involving 198 coffee farmers, from which 132 respondents were selected using simple random sampling based on the Slovin formula. Data were collected through a structured Likert-scale questionnaire and analyzed using multiple linear regression with SPSS. The findings reveal that zakat literacy and the social environment each have a positive and significant effect on agricultural zakat payment awareness, while both variables jointly have a significant influence on farmers' awareness. These findings indicate that cognitive and social factors play important roles in shaping farmers' awareness of agricultural zakat payment. This study contributes to the agricultural zakat literature by providing empirical evidence on the complementary roles of zakat literacy and the social environment in shaping farmers' awareness. The findings also offer practical implications for zakat institutions and policymakers in developing more effective community-based zakat education and awareness programs.

Introduction

Zakat is one of the five pillars of Islam and has a fundamental position in Islamic teachings, both from spiritual and socio-economic perspectives. Linguistically, the term zakat is derived from the Arabic word *zaka*, which means purity, cleanliness, growth, and increase. In Islamic terminology, zakat refers to a specific portion of a Muslim's wealth that must be given to eligible recipients (*mustahik*) when the prescribed conditions have been fulfilled. Zakat is not merely a voluntary form of charity but an obligatory act of worship governed by specific provisions, including *nisab* (the minimum threshold of wealth), *haul* (the period of ownership), the zakat rate, and the categories of eligible recipients in accordance with Islamic law (Sholikhah & Futaqi, 2024). Beyond its religious obligation, zakat also functions as an instrument for promoting social justice, poverty alleviation, and sustainable economic development. Therefore, increasing awareness of zakat payment among eligible Muslims is essential to ensure that the objectives of zakat can be achieved effectively.

One type of zakat that plays an important role in agrarian communities is agricultural zakat, which is imposed on agricultural and plantation products that have reached the prescribed *nisab*. Unlike several other types of zakat, agricultural zakat is payable at harvest and does not require the completion of a *haul*. This characteristic makes agricultural zakat particularly relevant to rural communities whose livelihoods depend on agriculture and plantations (Siregar et al., 2026). As an agrarian country, Indonesia has substantial potential for agricultural zakat due to its extensive agricultural land and diverse agricultural commodities. This potential is not yet reflected in the actual payment of agricultural zakat. Previous studies have identified low levels of agricultural zakat payment among farmers despite the existence of agricultural production that meets the zakat threshold (Siregar et al., 2026). Among Indonesia's agricultural commodities, coffee represents one of the country's leading plantation products and constitutes the primary source of livelihood for many rural households. Coffee farmers often experience seasonal income patterns and varying levels of religious knowledge, making their awareness of agricultural zakat particularly important to investigate.

Zakat is not only a form of worship that is obligatory for Muslims but also has important social and economic functions. When properly managed in accordance with Islamic principles, zakat can contribute to reducing poverty and improving the welfare of disadvantaged communities. Therefore, optimal zakat management is an important effort to promote the welfare of society (Asnaini, 2022). The optimization of zakat management remains a challenge in Indonesia. Zakat has considerable potential to address various economic problems, but its effectiveness depends on professional, integrated, and sustainable management supported by competent zakat institutions (Asnaini, 2023). Consequently, improving farmers' awareness of agricultural zakat payment becomes an essential prerequisite for optimizing zakat collection and achieving its intended socio-economic benefits.

The success of zakat management is not determined solely by zakat institutions but also depends on cooperation among the government, community, and other stakeholders. Such synergy is necessary to ensure that zakat-based empowerment programs can be implemented sustainably and generate a tangible impact on improving community welfare (Asnaini Fatimah et al., 2023). In addition, the fulfillment of agricultural zakat obligations may be influenced by farmers' level of zakat literacy and the social environment in which they live. Zakat literacy enables farmers to understand the concept, requirements, calculation, and obligation to pay zakat, while the social environment can shape individual attitudes and behavior through family, community, religious leaders, and social interactions. Previous studies have reported that zakat literacy positively influences individuals' awareness and compliance with zakat obligations because adequate knowledge enhances understanding of zakat regulations and religious responsibilities. Likewise, the social environment has been identified as an important external factor that shapes individuals' attitudes and behavioral intentions through social interaction, community norms, and encouragement from religious leaders.

Although previous studies have examined determinants of zakat compliance, most have focused on income zakat, professional zakat, or general zakat payment behavior. Studies specifically investigating agricultural zakat remain relatively limited, particularly those involving coffee farmers. Moreover, existing research tends to examine zakat literacy and the social environment separately, providing limited understanding of how these two factors jointly shape awareness of agricultural zakat payment. Since awareness is influenced by both individual cognitive factors and external social influences, examining these variables simultaneously is important for developing a more comprehensive explanation of farmers'

zakat behavior. Therefore, this study aims to analyze the influence of zakat literacy and the social environment on agricultural zakat payment awareness among coffee farmers in Talang Pito Village, Bermani Ilir District, Kepahiang Regency. By integrating cognitive and social perspectives within a single research model, this study contributes to the literature on agricultural zakat while providing practical recommendations for zakat institutions, local governments, agricultural extension officers, religious leaders, and coffee farmer communities to develop more effective zakat education and awareness programs.

Literature Review

Awareness of Agricultural Zakat Payment among Coffee Farmers

Zakat literacy is an important factor in increasing public awareness of fulfilling zakat obligations. It refers not only to knowledge of the definition and legal basis of zakat but also to an individual's understanding of *nisab*, zakat rates, payment periods, and the categories of eligible recipients. A higher level of zakat literacy indicates a better understanding of zakat obligations and may encourage individuals to fulfill agricultural zakat in accordance with Islamic principles (Badan Amil Zakat Nasional, 2022). Therefore, zakat literacy can be considered an important foundation for developing awareness and compliance with zakat payment. In the context of agricultural zakat, adequate zakat literacy enables farmers to recognize whether their agricultural production has reached the required *nisab*, understand the amount of zakat that must be paid, and determine the appropriate time and procedures for fulfilling the obligation.

Improving zakat literacy requires continuous education, socialization, and appropriate communication strategies so that communities can better understand the obligations and benefits of zakat. Such efforts can contribute to improving the level of zakat literacy among the community (Fatmawati et al., 2024). In addition, the level of zakat literacy can serve as a basis for formulating policies aimed at increasing zakat collection. The higher the level of zakat literacy, the greater the potential for increasing public awareness and willingness to fulfill zakat obligations (Ana Fitria et al., 2024). These findings indicate that zakat literacy is not merely related to knowledge of zakat but also contributes to individuals' ability to recognize and respond to their zakat obligations.

Empirical studies have also demonstrated the relationship between zakat literacy and zakat payment behavior. (Melis et al., 2023) found that zakat literacy has a positive and significant effect on people's compliance or intention to pay zakat, including agricultural zakat. Similarly, Simatupang et al. (2024) found that zakat literacy has a positive and significant effect on farmers' intention to pay agricultural zakat. (Hikmah et al., 2024) also demonstrated that zakat literacy and religiosity significantly influence compliance with agricultural zakat payment. Furthermore, (Atik, 2023) found that agricultural zakat literacy has a positive effect on public awareness of fulfilling agricultural zakat obligations, while (Hikmah et al., 2024) reported a significant effect of zakat literacy on compliance with agricultural zakat payment.

Based on these theoretical and empirical findings, zakat literacy is expected to have a positive relationship with awareness of paying agricultural zakat. Farmers who understand the legal basis, *nisab*, zakat rates, payment periods, and distribution mechanisms are more likely to recognize agricultural zakat as a religious obligation and understand how to fulfill it. Thus, higher levels of zakat literacy can strengthen farmers' awareness of their agricultural zakat obligations. This relationship is particularly relevant among coffee farmers because their awareness of agricultural zakat requires not only general knowledge of zakat but also an understanding of how zakat provisions apply to their agricultural production.

Social Environment and Awareness of Agricultural Zakat Payment

In addition to zakat literacy, the social environment is an important factor that may influence an individual's awareness of fulfilling zakat obligations. The social environment includes family members, community members, friends, religious leaders, and social norms that influence individual attitudes and behavior. These social groups can provide information, motivation, encouragement, and examples of zakat payment practices. A supportive social environment can therefore strengthen an individual's awareness and encourage the implementation of zakat obligations in everyday life (L. karim Muhammad et al., 2024). In the context of coffee farmers, interactions with family members, fellow farmers, religious leaders, and community members may become an important source of information and encouragement regarding agricultural zakat obligations.

The role of the social environment is also related to the development of public trust and participation in zakat activities. (Asnaini, 2022) explains that professional zakat management supported by various stakeholders can increase public trust in zakat management institutions. Such support may encourage individuals to become more aware of their zakat obligations and more willing to fulfill them. Thus, the social environment does not merely function as a source of information but can also strengthen social norms and motivation related to zakat payment. For coffee farmers, a social environment that encourages discussion and practice of agricultural zakat may strengthen their recognition of the obligation and encourage greater awareness of its fulfillment.

Previous research supports the importance of social factors in shaping zakat-related behavior. (Z. Y. Muhammad & Satibi, 2023) found that the social environment, including family, religious leaders, community leaders, and prevailing social norms and practices, can significantly influence individual attitudes and behavior toward zakat obligations. This suggests that a positive social environment can act as a driving factor in increasing awareness of zakat payment, whereas a less supportive environment may become an obstacle to fulfilling zakat obligations. Therefore, the social environment can influence agricultural zakat payment awareness by providing social support, reinforcing religious norms, and creating behavioral examples that encourage farmers to recognize and fulfill their zakat obligations.

Based on these theoretical and empirical arguments, a supportive social environment is expected to strengthen farmers' awareness of agricultural zakat payment. When coffee farmers receive information, encouragement, and positive examples from their families, fellow farmers, religious leaders, and community members, they are more likely to recognize agricultural zakat as an obligation that should be fulfilled. Accordingly, the social environment is expected to have a positive effect on awareness of agricultural zakat payment among coffee farmers.

Relationship Between Zakat Literacy, Social Environment, and Awareness of Agricultural Zakat Payment

The relationship between zakat literacy and awareness of agricultural zakat payment can be explained through the role of knowledge and understanding in shaping individual behavior. Adequate zakat literacy enables farmers to recognize the legal obligation of agricultural zakat, determine whether their agricultural production has reached the required *nisab*, calculate the amount of zakat payable, and understand the appropriate time and recipients of zakat. Therefore, better zakat literacy is expected to increase farmers' awareness of fulfilling agricultural zakat obligations.

The social environment provides external support that can strengthen such awareness. Family members, religious leaders, community leaders, and fellow farmers can influence individual perceptions and behavior through advice, social interaction, religious

- H1: Zakat literacy has a positive and significant effect on awareness of paying agricultural zakat among coffee farmers in Talang Pito Village, Bermani Ilir District, Kepahiang Regency.
- H2: The social environment has a positive and significant effect on awareness of paying agricultural zakat among coffee farmers in Talang Pito Village, Bermani Ilir District, Kepahiang Regency.
- H3: Zakat literacy and the social environment simultaneously have a positive and significant effect on awareness of paying agricultural zakat among coffee farmers in Talang Pito Village, Bermani Ilir District, Kepahiang Regency.

Research Method

This study employed a quantitative research method with an associative approach to examine the effects of zakat literacy and the social environment on awareness of paying agricultural zakat. The study was conducted in Talang Pito Village, Bermani Ilir District, Kepahiang Regency, Bengkulu Province, from April to August 2026. The location was selected because most of the population consists of coffee farmers, making it relevant to the study. The research hypotheses were tested using questionnaire data analyzed with IBM SPSS Statistics version 27.

The population consisted of 198 coffee farmers in Talang Pito Village. A probability sampling technique using simple random sampling was applied because each member of the population had an equal opportunity to be selected. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 132 respondents. Primary data were collected directly from respondents through a structured questionnaire, while secondary data were obtained from relevant textbooks, scientific journals, zakat institution reports, and official documents. The questionnaire measured zakat literacy, social environment, and awareness of paying agricultural zakat using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The variables consisted of zakat literacy (X1) and social environment (X2) as independent variables and awareness of paying agricultural zakat (Y) as the dependent variable. Zakat literacy was measured through knowledge of zakat, its legal basis, nisab, zakat rate, payment time, and benefits of zakat. The social environment was measured through the influence of family members, religious leaders, community leaders, and the surrounding community. Awareness of paying agricultural zakat was measured through understanding of zakat obligations, intention, and implementation of zakat payment. The operational definitions and measurement scales are presented in Table 1.

Data were analyzed using IBM SPSS Statistics version 27. The analysis included descriptive statistics, validity and reliability tests, normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis. The t-test was used to examine the partial effects of zakat literacy and the social environment on awareness of paying agricultural zakat, while the F-test was used to examine their simultaneous effect.

The coefficient of determination (R^2) was used to determine the proportion of variation in awareness of paying agricultural zakat explained by the independent variables. The significance level was set at 0.05. A questionnaire item was considered valid when its correlation coefficient exceeded the critical r value, while reliability was assessed using Cronbach's Alpha. The regression model was considered free from multicollinearity when the Tolerance value was greater than 0.10 and the VIF value was less than 10. The normality test assessed the distribution of regression residuals, while the heteroscedasticity test assessed the consistency of residual variance.

Table 1. Operational Definitions of Variables

No	Research Variable	Indicators	Measurement Scale
1	Zakat Literacy (X1)	Knowledge of zakat, legal basis, <i>nisab</i> , zakat rate, payment time, and benefits of zakat	Likert
2	Social Environment (X2)	Family, religious leaders, community leaders, and surrounding community	Likert
3	Awareness of Paying Agricultural Zakat (Y)	Understanding of zakat obligations, intention, and implementation of zakat payment	Likert

Source: Data processing, 2026.

Results and Discussion

Results

The following table presents the results of the validity test of the research instrument.

Table 2. Validity Test Results

Variable	Item	Correlation with Total	Sig. (2-tailed)	Description
Zakat Literacy (X1)	X1.1	0.843	0.000	Valid
	X1.2	0.877	0.000	Valid
	X1.3	0.826	0.000	Valid
	X1.4	0.806	0.000	Valid
	X1.5	0.818	0.000	Valid
	X1.6	0.766	0.000	Valid
	X1.7	0.850	0.000	Valid
	X1.8	0.843	0.000	Valid
Social Environment (X2)	X2.1	0.841	0.000	Valid
	X2.2	0.807	0.000	Valid
	X2.3	0.768	0.000	Valid
	X2.4	0.850	0.000	Valid
	X2.5	0.827	0.000	Valid
	X2.6	0.822	0.000	Valid
	X2.7	0.766	0.000	Valid
	X2.8	0.831	0.000	Valid
Awareness of Paying Agricultural Zakat (Y)	Y.1	0.710	0.000	Valid
	Y.2	0.846	0.000	Valid
	Y.3	0.869	0.000	Valid
	Y.4	0.865	0.000	Valid
	Y.5	0.822	0.000	Valid
	Y.6	0.838	0.000	Valid
	Y.7	0.837	0.000	Valid
	Y.8	0.833	0.000	Valid

Source: (Processed data, 2026)

Based on Table 2, all questionnaire items are declared valid and can be used as research instruments. This is indicated by the significance value of 0.000 for all items, which is less than 0.05. The correlation values also show a strong relationship between each item and its total score. Therefore, all items are considered appropriate for further analysis. The following table presents the results of the reliability test of the research variables.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha
Zakat Literacy (X1)	0.793
Social Environment (X2)	0.791
Awareness of Paying Agricultural Zakat (Y)	0.793

Source: (Processed data, 2026)

Based on Table 3, all research variables are declared reliable, indicating that the instruments have good internal consistency. This is indicated by the Cronbach's Alpha values exceeding 0.70. Therefore, the research instruments are considered consistent and reliable for data collection and further analysis. The following table presents the results of the normality test.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
N		131
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,284678
Most Extreme Differences	Absolute	0,098
	Positive	0,098
	Negative	-0,094
Test Statistic		0,098
Asymp. Sig. (2-tailed)		0,200 ^c
Monte Carlo Sig. (2-tailed)	Sig.	0,899 ^d
	99% Confidence Interval Lower Bound	0,132
	99% Confidence Interval Upper Bound	0,150

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 334431365.

Source: (Processed data, 2026)

Based on Table 4, the residual data are normally distributed, so the normality assumption is fulfilled. This indicates that the residual values meet the requirements of the normality test. Therefore, the regression model can be continued to the next stage of analysis. The following table presents the results of the multicollinearity test.

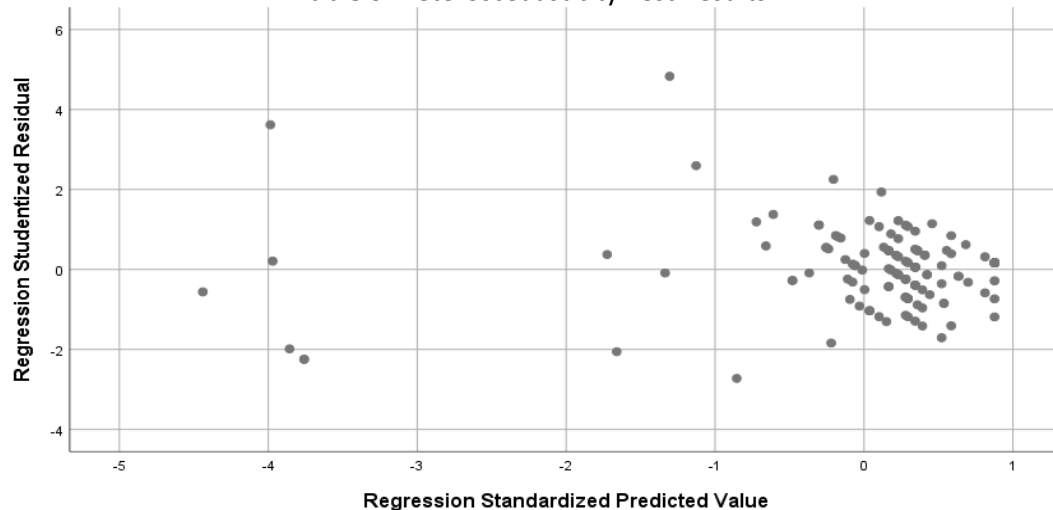
Table 5. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Total_X1	0,146	6,850
	Total.X2	0,146	6,850

a. Dependent Variable: TOTAL.Y

Source: (Processed data, 2026)

Based on Table 5, the regression model does not experience multicollinearity among the independent variables. This is indicated by the tolerance and VIF values that meet the required criteria. Therefore, the independent variables can be used in the regression model for further analysis. The following table presents the results of the heteroscedasticity test.

Table 6. Heteroscedasticity Test Results

Source: (Processed data, 2026)

Based on Table 6, the regression model does not show symptoms of heteroscedasticity. This indicates that the residual variance is relatively constant across the observations. Therefore, the regression model meets the heteroscedasticity assumption and can be used for further analysis. The following table presents the results of the multiple linear regression analysis.

Table 7. Multiple Linear Regression Test Results

Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2,873	1,237		2,322
	Total_X1	0,333	0,089	0,341	3,742
	Total.X2	0,586	0,090	0,595	6,532

a. Dependent Variable: TOTAL.Y

Source: (Processed data, 2026)

Based on Table 7, zakat literacy and social environment have positive effects on awareness of paying agricultural zakat. This indicates that an increase in zakat literacy and a supportive social environment is associated with higher awareness of paying agricultural zakat. Therefore, both independent variables have a positive relationship with the dependent variable. The following table presents the results of the partial test to examine the effect of each independent variable on the dependent variable.

Table 8. Partial Test (t-Test) Results

Coefficients^a					
		Unstandardized Coefficients		Coefficients	
Model		B	Error	Beta	t
1	(Constant)	2,873	1,237		2,322
	Total_X1	0,333	0,089	0,341	3,742
	Total.X2	0,586	0,090	0,595	6,532

a. Dependent Variable: Total.Y

Source: (Processed data, 2026)

Based on Table 8, zakat literacy and social environment have positive and significant effects on awareness of paying agricultural zakat. This indicates that higher zakat literacy and a supportive social environment can increase farmers' awareness of paying agricultural zakat. The results show that both independent variables contribute to explaining variations in the awareness of paying agricultural zakat. The following table presents the results of the simultaneous test of the independent variables on the dependent variable.

Table 9. Simultaneous Test (F-Test) Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3475,968	2	1737,984	348,827	.000 ^b
	Residual	637,742	128	4,982		
	Total	4113,710	130			

A. Dependent Variable: Total.Y
B. Predictors: (Constant), Total.X2, Total_X1

Source: (Processed data, 2026)

Based on Table 9, zakat literacy and social environment simultaneously have a significant effect on awareness of paying agricultural zakat. This indicates that both variables jointly contribute to increasing farmers' awareness of paying agricultural zakat. The findings confirm that zakat literacy and social environment together play an important role in explaining awareness of paying agricultural zakat. The following table presents the results of the coefficient of determination test.

Table 10. Coefficient of Determination (R²) Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.919 ^a	0,845	0,843	2,232	

A. Predictors: (Constant), Total.X2, Total_X1
B. Dependent Variable: Total.Y

Source: (Processed data, 2026)

Based on Table 10, the independent variables contribute to explaining the variation in awareness of paying agricultural zakat. This indicates that zakat literacy and social environment have a contribution to changes in farmers' awareness of paying agricultural zakat. The remaining variation is influenced by other factors not included in this study.

Discussion

The Effect of Zakat Literacy on Awareness of Paying Agricultural Zakat

The results show that zakat literacy has a positive and significant effect on awareness of paying agricultural zakat among coffee farmers in Talang Pito Village. The regression analysis shows a standardized coefficient (β) of 0.341, with a t-value of 3.742 and a significance value of $p < 0.001$. Therefore, H1 is accepted, indicating that higher zakat literacy is associated with higher awareness of paying agricultural zakat.

This finding indicates that knowledge and understanding of zakat provisions are important in developing farmers' awareness of their agricultural zakat obligations. Farmers who understand the requirements of agricultural zakat, such as *nisab*, zakat rates, payment periods, and distribution mechanisms, are more likely to recognize that agricultural zakat is a religious obligation that must be fulfilled when the prescribed conditions are met. In this sense, zakat literacy provides the basic knowledge needed for farmers to identify and understand their responsibilities.

The relationship between zakat literacy and awareness is particularly relevant to coffee farmers because agricultural income is closely related to production and harvest conditions. Farmers need to understand how agricultural zakat provisions apply to their own farming activities. Without adequate knowledge, farmers may be uncertain about whether their coffee production has reached the required *nisab*, how much zakat should be paid, and when the payment should be made. Adequate zakat literacy can therefore reduce uncertainty and help farmers recognize the obligation more clearly.

This finding is consistent with (Simatupang et al., 2024) and (Atik, 2023) who found that zakat literacy has a positive influence on awareness of agricultural zakat payment. It also supports (Tyas & Sholikha, 2025) who emphasizes the importance of knowledge and understanding in encouraging individuals to fulfill zakat obligations. The consistency of these findings suggests that knowledge is an important foundation for developing awareness of zakat obligations.

Zakat literacy should not be understood merely as knowledge of religious concepts. For coffee farmers, literacy should also involve the ability to apply zakat knowledge to their actual agricultural circumstances. Practical understanding of *nisab*, zakat calculation, payment periods, and payment procedures can make zakat obligations more understandable and relevant to farmers' daily economic activities. Therefore, increasing zakat literacy requires educational approaches that are adapted to the characteristics of agricultural communities.

The finding implies that zakat management institutions, religious leaders, and agricultural extension officers should strengthen continuous and practical zakat education for coffee farmers. Education should not only explain the religious basis of agricultural zakat but also provide practical guidance that enables farmers to understand how the obligation applies to their coffee production. Such an approach can help transform knowledge into greater awareness of agricultural zakat payment.

The Effect of the Social Environment on Awareness of Paying Agricultural Zakat

The results show that the social environment has a positive and significant effect on awareness of paying agricultural zakat among coffee farmers in Talang Pito Village. The analysis produces a standardized coefficient (β) of 0.595, with a t-value of 6.532 and a significance value of $p < 0.001$. Therefore, H2 is accepted, indicating that a more supportive social environment is associated with higher awareness of paying agricultural zakat.

This finding demonstrates that farmers' awareness is influenced not only by their individual understanding but also by the people and social institutions surrounding them. Family members, religious leaders, community leaders, friends, and fellow farmers can provide information, encouragement, reminders, and examples regarding zakat payment. Through continuous social interaction, agricultural zakat can become more visible and recognized as an important religious obligation within the community.

The influence of the social environment is particularly important for coffee farmers because farming activities are closely connected to community interaction. Farmers frequently communicate with fellow farmers regarding production, harvests, prices, and other agricultural matters. These social interactions can also serve as channels through which information and attitudes regarding agricultural zakat are formed. When farmers observe fellow farmers paying zakat or receive encouragement from religious and community leaders, they may become more aware of their own obligations. Thus, interaction within the farming community can reinforce farmers' understanding and awareness of agricultural zakat.

This finding is consistent with (Fuad & Anggelista, 2022) who found that the social environment has a positive and significant effect on awareness of zakat payment. It also

supports (Hikmah et al., 2024), which indicate that the social environment plays an important role in increasing compliance with zakat payment.

The influence of the social environment can be seen through the roles of family members, religious leaders, community leaders, friends, and the surrounding community in providing information, motivation, encouragement, and examples of zakat payment behavior. Continuous social interaction can shape individual attitudes and behavior toward religious obligations. In the context of coffee farmers, a supportive social environment can therefore strengthen their understanding of the importance of agricultural zakat and encourage them to fulfill their obligations.

The regression coefficient of the social environment was greater than that of zakat literacy, indicating that the social environment was the more dominant factor influencing awareness of agricultural zakat payment in this study. This finding suggests that social support plays an important role in encouraging farmers to fulfill their zakat obligations. In addition to having sufficient knowledge, farmers may be more motivated to fulfill agricultural zakat when their social environment provides encouragement and positive examples. These findings are consistent with (Shodiqin et al., 2026), who explain that social interaction, social norms, and the influence of the surrounding community can shape individual attitudes and behavior.

The Simultaneous Effect of Zakat Literacy and the Social Environment on Awareness of Paying Agricultural Zakat

Zakat literacy and the social environment simultaneously have a positive and significant effect on awareness of paying agricultural zakat. The coefficient of determination of 84.5% indicates that the two variables jointly explain 84.5% of the variation in awareness of paying agricultural zakat among coffee farmers in Talang Pito Village, while the remaining 15.5% is explained by other factors not examined in this study.

This finding demonstrates that awareness of paying agricultural zakat is influenced not only by individual knowledge but also by the social environment in which farmers interact. Zakat literacy provides farmers with the knowledge needed to understand the provisions and obligations of agricultural zakat, while a supportive social environment reinforces this understanding through motivation, social interaction, and positive examples. The combination of these factors can strengthen farmers' awareness of fulfilling agricultural zakat obligations in accordance with Islamic principles.

The simultaneous influence of zakat literacy and the social environment is particularly relevant to coffee farmers because their awareness of agricultural zakat can be shaped through both individual understanding and interactions within the farming community. Farmers who understand the provisions of agricultural zakat may become more aware of their obligations, while discussions and interactions with family members, fellow farmers, religious leaders, and other community members can reinforce this understanding. In this context, the social environment can support farmers in applying their knowledge of agricultural zakat to their own farming activities.

Zakat also has both religious and social dimensions, including the function of promoting social welfare and equitable distribution of wealth. Therefore, understanding the objectives and functions of zakat needs to be continuously strengthened through education and socialization, particularly among agricultural communities (Malik et al., 2024). Continuous guidance and education regarding agricultural zakat by zakat management institutions and religious leaders can help farmers understand the procedures for fulfilling agricultural zakat while strengthening their awareness of zakat as both an act of worship and a form of social responsibility (Hendri et al., 2025); (Damayanti, 2025).

Therefore, efforts to increase awareness of agricultural zakat among coffee farmers should integrate zakat education with community-based approaches. Strengthening farmers' understanding of zakat while involving religious leaders, farmer groups, families, and other community members can create a supportive environment for fulfilling agricultural zakat obligations. This integrated approach is expected to strengthen farmers' awareness and encourage the implementation of agricultural zakat as part of both religious and social responsibility.

Conclusion

The findings show that zakat literacy has a positive influence on awareness of agricultural zakat payment among coffee farmers in Talang Pito Village. This finding indicates that farmers' understanding of zakat provisions, including their obligations and requirements, plays an important role in strengthening awareness of agricultural zakat payment. The results demonstrate that greater zakat literacy is associated with stronger awareness among farmers to fulfill their agricultural zakat obligations.

The social environment also has a positive influence on awareness of agricultural zakat payment among coffee farmers in Talang Pito Village. Support and influence from family members, religious leaders, community leaders, and fellow farmers contribute to strengthening farmers' awareness of their agricultural zakat obligations. In addition, zakat literacy and the social environment jointly influence awareness of agricultural zakat payment, indicating that farmers' awareness is shaped by both individual understanding and the social environment in which they live and interact.

The findings have practical implications for increasing agricultural zakat awareness among coffee farmers. Zakat management institutions can provide practical zakat education, while local governments and agricultural extension officers can integrate zakat information into farmer development activities. Religious and community leaders can reinforce positive zakat practices through continuous guidance, while coffee farmer communities can facilitate peer learning and information sharing. Collaboration among these stakeholders can strengthen zakat literacy and create a supportive social environment that encourages greater awareness and fulfillment of agricultural zakat obligations.

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