

Analisis kualitas pelayanan lembaga amil zakat terhadap loyalitas muzaki = Analysis of service quality management institutions of zakat to muzaki loyalty / Citra Permatasari

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20365708&lokasi=lokal>

Abstrak

ABSTRAK

Penelitian bertujuan untuk mengetahui pengaruh kualitas pelayanan lembaga amil zakat secara langsung terhadap loyalitas muzaki; serta peran interaksi kualitas pelayanan lembaga amil zakat dan kepuasan muzaki sebagai moderating variable dalam mempengaruhi loyalitas muzaki, melalui penyebaran kuesioner terhadap 150 muzaki di Jabodetabek pada bulan November 2013. Penelitian ini menggunakan metode analisis Structural Equation Model (SEM) dengan program LISREL 8,5. Hasil penelitian menunjukkan ada pengaruh positif variabel kualitas pelayanan secara langsung terhadap variabel loyalitas muzaki namun tidak signifikan; serta kualitas pelayanan memiliki peran yang tidak terlalu besar dengan mendukung kepuasan muzaki dalam mempengaruhi loyalitas muzaki. Sehingga peran interaksi kualitas pelayanan dan kepuasan muzaki sebagai moderating variable dalam mempengaruhi loyalitas muzaki cukup kecil.

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ABSTRACT

The research aims to know the influence of the service quality management institution of zakah directly against muzaki loyalty; as well as the role of the interaction of the service quality management institution of zakah and satisfaction muzaki as moderating variable in influencing loyalty muzaki, through the dissemination of a questionnaire of 150 muzaki in Jabodetabek area in November 2013. This research used the Structural Equation Model analysis (SEM) with program LISREL 8.5. The results showed there was a positive influence of variable quality of service directly to the variable muzaki loyalty but not significant; as well as the quality of service has a role which is not great with support in influencing loyalty muzaki satisfaction muzaki. So the role of the interaction of the service quality and customer satisfaction as a moderating variable muzaki in influencing loyalty muzaki is small enough.