

## Faktor-faktor yang Mempengaruhi Perilaku dan Loyalitas Muzaki dalam Membayar Zakat Maal di Dompot Dhuafa = The Factors that Influence the Behaviour and Loyalty of Muzaki in Paying the Zakat Maal at Dompot Dhuafa.

Muhamad Afdhal, author

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### Abstrak

#### **ABSTRAK**

Tujuan dari penelitian ini untuk membahas mengenai faktor-faktor yang mempengaruhi perilaku dan loyalitas muzaki dalam membayar zakat maal di Dompot Dhuafa. Ada tiga variabel yang peneliti jadikan sebagai faktor yang mempengaruhi perilaku dan juga loyalitas. Tiga faktor ini adalah religiusitas, pengetahuan dan kualitas layanan Dompot Dhuafa. Sebanyak 150 muzaki yang pernah membayar zakat maal di Dompot Dhuafa minimal satu kali. Pengolahan data menggunakan PLS-SEM Partial Least Square-Structural Equation Modeling. Hasil analisis data menunjukkan bahwa kualitas layanan berpengaruh signifikan terhadap perilaku muzaki dan Perilaku muzaki juga berpengaruh signifikan terhadap loyalitas muzaki. Maka dari itu, pihak Dompot Dhuafa perlu meningkatkan kembali kualitas layanan mengingat kualitas layanan sangat mempengaruhi perilaku muzaki agar dapat mengoptimalkan potensi zakat dalam membantu kaum lemah dan membangun kesejahteraan mereka.

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#### **ABSTRACT**

The purpose of this observation is to discuss the factors that influence the behaviour and loyalty of the muzaki in paying the zakat maal to Dompot Dhuafa. There are three variables that the observer consider as factors that influence the behaviour and the loyalty of the muzaki. Three factors are religiosity, knowledge and the quality of service of Dompot Dhuafa. There are 150 muzaki who had paid at least once the zakat maal at Dompot Dhuafa. PLS SEM Partial Least Square Structural Equations Modeling is used in the data processing. The result of the analysis showed that the quality of service is the significant influence towards the behaviour of the muzaki and the behaviour of muzaki is influenced towards the loyalty of the muzaki. Therefore the Dompot Dhuafa needs to upgrade the quality of the service as it is obvious the the quality of service is a great influence to the behaviour of the muzaki. This is to optimize the potential zakat in aiding the poor and unfortunate and building up their welfare.