

## ABSTRAK

Tesis dengan judul “Pengaruh Motivasi, Religiusitas, Pengetahuan Zakat, Terhadap Minat Muzakki Dalam Membayar Zakat Dengan Kualitas Pelayanan Sebagai Variabel Intervening Di Badan Amil Zakat Nasional Kabupaten Tulungagung” ditulis oleh Zulvita Rahma Yunia, Magister Ekonomi Syariah Pascasarjana Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dibimbing oleh Dr. Hj. Nur Aini Latifah, S.E., M.M. dan Dr. Iffatin Nur, M.Ag.

Penelitian ini dilatarbelakangi oleh fenomena minat masyarakat Tulungagung dalam membayar zakat di Badan Amil Zakat Nasional yang tidak stabil dan bersifat fluktuatif yang dapat disebabkan oleh berbagai faktor, yaitu faktor minat, religiusitas, pengetahuan zakat, dan kualitas pelayanan. Dalam hal ini masyarakat perlu diberikan suatu pengetahuan yang mendalam supaya mau membayar zakat di Badan Amil Zakat Nasional, karena selama ini masyarakat lebih suka menyalurkan zakatnya secara langsung tanpa melalui lembaga.

Penelitian ini bertujuan untuk:(1)menguji pengaruh motivasi terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung. (2) Untuk menguji pengaruh religiusitas terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung; (3)Untuk menguji pengaruh pengetahuan zakat terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung; (4) Untuk menguji pengaruh kualitas pelayanan terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung; (5) Untuk menguji pengaruh motivasi terhadap minat muzakki dalam membayar zakat melalui kualitas pelayanan di Badan Amil Zakat Nasional Kabupaten Tulungagung; (6) Untuk menguji pengaruh religiusitas terhadap minat muzakki dalam membayar zakat melalui kualitas pelayanan di Badan Amil Zakat Nasional Kabupaten Tulungagung; (7)Untuk menguji pengaruh pengetahuan zakat terhadap minat muzakki dalam membayar zakat melalui kualitas pelayanan di Badan Amil Zakat Nasional Kabupaten Tulungagung.

Hasil penelitian menunjukkan bahwa : (1)Motivasi memiliki pengaruh yang signifikan terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung; (2) Religiusitas memiliki pengaruh yang signifikan terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung; (3) Pengetahuan zakat memiliki pengaruh yang signifikan terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung; (4) Kualitas pelayanan memiliki pengaruh yang signifikan terhadap minat muzakki dalam membayar zakat di Badan Amil Zakat Nasional Kabupaten Tulungagung; (5) Motivasi memiliki pengaruh yang signifikan terhadap minat muzakki dalam membayar zakat melalui kualitas pelayanan di Badan Amil Zakat Nasional Kabupaten Tulungagung; (6) Religiusitas memiliki pengaruh yang signifikan terhadap minat muzakki dalam membayar zakat melalui kualitas pelayanan di Badan Amil Zakat Nasional Kabupaten Tulungagung; (7) Pengetahuan zakat memiliki pengaruh yang

signifikan minat muzakki dalam membayar zakat melalui kualitas pelayanan di Badan Amil Zakat Nasional Kabupaten Tulungagung.

**Kata kunci: Motivasi, Religiusitas, Pengetahuan Zakat, Minat, Kualitas Pelayanan**

## ABSTRACT

*The thesis entitled "The Influence of Motivation, Religiosity, Knowledge of Zakat, on Muzakki's Interest in Paying Zakat with Service Quality as an Intervening Variable at the National Amil Zakat Agency of Tulungagung Regency" was written by Zulvita Rahma Yunia, Master of Islamic Economics Postgraduate at State Islamic University Sayyid Ali Rahmatullah Tulungagung by Dr. Hj. Nur Aini Latifah, S.E., M.M. and Dr. Iffatin Nur, M.Ag.*

*This research is motivated by the phenomenon of the interest of the Tulungagung community in paying zakat at the National Amil Zakat Agency which is unstable and fluctuating which can be caused by various factors, namely interest factors, religiosity, zakat knowledge, and service quality. In this case, the community needs to be given an in-depth knowledge so that they are willing to pay zakat at the National Amil Zakat Agency, because so far people prefer to distribute their zakat directly without going through an institution.*

*This research is motivated by the phenomenon of the interest of the Tulungagung community in paying zakat at the National Amil Zakat Agency which is unstable and fluctuating which can be caused by various factors, namely interest factors, religiosity, zakat knowledge, and service quality. In this case, the community needs to be given an in-depth knowledge so that they are willing to pay zakat at the National Amil Zakat Agency, because so far people prefer to distribute their zakat directly without going through an institution.*

*This study aims to: (1) examine the effect of motivation on the interest of muzakki in paying zakat at the National Amil Zakat Agency of Tulungagung Regency. (2) To examine the effect of religiosity on the interest of muzakki in paying zakat at the National Amil Zakat Agency of Tulungagung Regency; (3) To examine the effect of zakat knowledge on muzakki's interest in paying zakat at the National Amil Zakat Agency of Tulungagung Regency; (4) To examine the effect of service quality on muzakki's interest in paying zakat at the National Amil Zakat Agency of Tulungagung Regency; (5) To examine the effect of motivation on the interest of muzakki in paying zakat through service quality at the National Amil Zakat Agency of Tulungagung Regency; (6) To examine the effect of religiosity on muzakki's interest in paying zakat through service quality at the National Amil Zakat Agency of Tulungagung Regency; (7) To examine the effect of zakat knowledge on muzakki's interest in paying zakat through service quality at the National Amil Zakat Agency of Tulungagung Regenc..*

*The results showed that: (1) Motivation has a significant influence on the interest of muzakki in paying zakat at the National Amil Zakat Agency of Tulungagung Regency; (2) Religiosity has a significant influence on the interest of muzakki in paying zakat at the National Amil Zakat Agency of Tulungagung Regency; (3) Knowledge of zakat has a significant influence on the interest of muzakki in paying zakat at the National Amil Zakat Agency of Tulungagung Regency; (4) The quality of service has a significant influence on the interest of muzakki in paying zakat at the National Amil Zakat Agency of Tulungagung Regency; (5) Motivation has a significant influence on muzakki's interest in*

*paying zakat through service quality at the National Amil Zakat Agency of Tulungagung Regency; (6) Religiosity has a significant influence on the interest of muzakki in paying zakat through the quality of service at the National Amil Zakat Agency of Tulungagung Regency; (7) Knowledge of zakat has a significant influence on muzakki's interest in paying zakat through service quality at the National Amil Zakat Agency of Tulungagung Regency.*

**Keywords: Motivation, Religiosity, Zakat Knowledge, Interests, Service Quality**