

Public Perception of Baznas Services in Cilegon Banten City

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ABSTRACT. *This study was motivated by the community's habit of paying zakat through BAZNAS Cilegon City. Even though the population of this village is predominantly Muslim and the income of the people is very high, this is just unfulfilled potential. Apart from that, this great potential must be supported by excellent service from the Cilegon City Baznas to maximize this great potential. This research aims to find out how the public perceives BAZNAS services in Cilegon City. This research uses a quantitative approach with a survey method to generalize the population from several samples so that conclusions can be made. The data sources for this research are informants from several communities as a result of the informants. Furthermore, the data collection technique in this research uses a questionnaire distributed to the public. Then the results are analyzed descriptively (descriptive analysis) and then the results are interpreted through survey results in the form of tables or images. The results of research on the analysis of the level of conformity between the level of perception and preferences of Muslim tourists towards Cilegon City Baznas services show that the average level of conformity is 100%, which means very good. However, several aspects must be a priority in improving services to the community, namely the human resources aspect with the attribute "Responsive officers in responding to community needs" and the aspect of ease of information and speed of service with the attribute.*

Keywords: Zakat; BAZNAS; Public Perception; Cilegon City

INTRODUCTION

Purifying the soul is a form of perfecting our worship of Allah SWT, in this case, zakat. Zakat is a pillar of Islam that is unique from other pillars of Islam because this worship is divided into two dimensions: *hablumminallah*, which means the vertical dimension, and *hablumminan* nas, which means the horizontal dimension (Jannah, 2022). Zakat is a type of worship that has a good relationship with Allah SWT and between humans. This shows that Islam is a religion that is *Rahmatan lil Alamin*, or the bearer of compassion for the universe (Budiman, 2017). This fact shows the importance of spending part of our wealth to fulfill an obligation that must be incurred by every individual Muslim. Zakat is a social and humanitarian charity that is included in obligatory categories such as (prayer,

pilgrimage, fasting) which are detailed and well-defined based on the Al-Quran and Sunnah and can develop along with the development of humanity (S. C. R. Muliati, 2019). As explained in the book Tafsir Munir (Miroh Labid) by Sheikh Nawawi Al-Bantani لِكُلِّ زَمَانٍ تَجْدِيدٌ (every era/Quran change) so it depends on the contextual (Nawawi, 2001). Regulations regarding zakat are accommodated in Law of the Republic of Indonesia No. 23 of 2011 concerning zakat management, which has amended Law No. 38 of 1999 concerning zakat management as a positive law. Based on the provisions in Article 1 point 2 of the Law, it is stated that: "Zakat is a property that must be expended by a Muslim or business entity to be given to people who are entitled to receive it by Islamic law" (Agama, 2013).

Furthermore, why is the public perception that they prefer Baznas over other organizations? Of course, this is very interesting because there are many options when the community distributes zakat, infaq, and alms to organizations that will get permission from the community in terms of distribution. The views and perceptions formed in people's minds certainly come from many aspects and factors (Sani & Sari, 2020). Quite a few people in Cilegon City think that when giving zakat, infaq, and alms, they must go directly to Mustahik, especially people whose domicile is in the village area. People in these areas usually think that zakat, infaq, and alms are better done independently without going through zakat amil institutions, this happens because the community's understanding has not yet been formed (Norholisah, n.d.). Therefore, it is the duty of zakat amil institutions, especially Baznas, to socialize this segment of society, so that they have confidence and are interested in paying zakat, infaq, and alms through zakat amil institutions so that they can be managed optimally and the distribution is right on target (Kusmanto, 2014).

From the existence of a management system and efforts to provide space for the public to demonstrate good management, in this case LAZ or BAZNAS. With the public's perception of the Baznas institution, people want to pay zakat according to Islamic provisions and know the importance of paying it (Yarham & Siregar, 2021). Because Zakat cannot handle poverty independently, even though it has a strategic role. As a result, zakat must be carried out based on economic principles based on sharia, namely not recognizing usury, unlimited ownership, permissible means, and other tricks, so that the results are maximum. Zakat will only make capital owners richer if it is implemented following conventional economic concepts (Hafidhuddin, 1998).

So that zakat management can run optimally, of course, it must be supported by qualified human resources and an optimal management system. Good distribution starts from the management, use, and responsibility of community zakat to the good service provided to the community, thereby motivating the community to pay zakat to the zakat management organization, in this case, Baznas (Yuliani et al., 2018). Because in reality, the public is not very interested in distributing their zakat to existing institutions, namely Baznas. Since the majority of the Muslim community is poor, the government must take responsibility for addressing the burden of poverty imposed on its people (Yuliani et al., 2018).

Based on the results of initial observations of one of the people of Cilegon City, it was said that the majority of the people of Cilegon City were Muslims and had enormous potential, the results were still very below expectations (sarmudi,

2023). People still give zakat to Mustahik personally rather than through BAZNAS Cilegon City. Several factors cause this problem, one of which is low public awareness about the fact that many people only receive zakat *fitriah*. Apart from that, due to a lack of knowledge and understanding about zakat management institutions and zakat amil bodies (BAZ/LAZ) (Baznas, 2023a). Thus, they believe that paying zakat through BAZNAS does not fulfill zakat obligations, and they even worry that the funds provided are not distributed properly.

Table 1. The Poor Population in Cilegon City (People)

Number of Poor People	2018	2019	2020
Number of Poor People	13.964	13.200	16.310
Percentage of Poor Population	3.25 %	3.03 %	3.69 %

Source: <https://cilegonkota.bps.go.id/>, 2021

From the table above it can be seen that the number of poor residents in Cilegon City fluctuates every year. This can be seen from the fact that in 2018 the number of poor people was 13,964 people or 3.25%, in 2019 it decreased to 13,200 people or 3.03%. However, in 2020 there was an increase of 0.66% to 16,310 people or 3.69%. For the management of *Zakat* to run well, of course, it must be supported by professional human resources and supported by a good management system. Starting from the management, use, and responsibility of community zakat to the good services provided to the community, this will motivate the community to pay zakat to the zakat management organization, in this case, Baznas.

To attract public interest in carrying out *ziswaf*, the Cilegon City Baznas created innovative programs, one of which is the 2000 Alms Movement per day, which movement is also supported by the Cilegon city government through the issuance of the Cilegon Mayor's Circular Letter Number: 451/1240/kesra regarding the Alms Movement 2000. Apart from that, to make it easier for the public to pay zakat, *inafaq*, and alms, Baznas Cilegon City has provided zakat, *inafaq*, and alms payment services through QRIS. This of course aims to attract public interest and trust in providing zakat, *inafaq*, and alms through the Cilegon City Baznas (Baznas, 2023a).

Furthermore, research related to public perceptions of Baznas services has been carried out by many previous researchers. As far as the author observes, previous research is divided into three trends. First. Some ulama support and agree with the obligation to pay zakat to the Baznas Institution. Second, Mustahik assessed Baznas' services as quite satisfactory. Third, when choosing a healthy house, Baznas assesses the coefficient of efficiency (Abidin & Haryono, 2022; Emrizal, 2023; Mustikasari et al., 2023; Rahim, 2019; Yarham & Siregar, 2021). Therefore, researchers share previous research as a form of comparison to complement each other. If previous research focused on three tendencies, in this case, the author adds and focuses on the perceptions and preferences of the people of Cilegon City towards BAZNAS services in Cilegon City based on the data that has been obtained.

So, therefore this study aimed to explore the quality of service and the assumptions of the community so that different public perceptions about paying

zakat, infaq, and alms through zakat amil institutions. This is like what happened in Cilegon City, where the Muslim community believes that paying zakat infaq and alms to those who are entitled to it is more important than going through amil zakat institutions (Hamzah & Kurniawan, 2020).

LITERATURE REVIEW

Zakat

Zakat is generally divided into two parts. The first refers to Zakat Mal, namely the mandatory portion of assets given to Mustahik. The second part includes zakat other than mal and consists of infaq, almus, and zakat *fitriah*. Zakat is the masdar form of the word "clean" (Hafidhuddin, 2002). While Imam Syafii said that zakat is an expression for releasing the body or property specifically, Imam Hambali said that zakat is an obligatory right (issued) from assets specifically for eight special groups (Al-Zuhayli, 2008).

Legal zakat is categorized as things that must be known and obligatory. Zakat helps the people's economy. The fact that zakat is mentioned explicitly in the Qur'an shows how important the zakat law is in Islam. The order to enforce prayer is mentioned 28 times before the order to pay zakat. Thus, the position of zakat is parallel to the establishment of prayer. It cannot be denied that zakat plays an important role in alleviating poverty, both in the lives of Muslims and others (Al-Qaradhawi et al., 2005).

Badan Amil Zakat Nasional

According to Presidential Decree No. 8 of 2001, the National Zakat Amil Agency (BAZNAS) is the only official body formed by the government to manage zakat. Its task is to collect and distribute zakat, infaq, and alms (ZIS) throughout the country (Afandi et al., 2022). With the issuance of Law No. 23 of 2011 concerning Zakat Management, BAZNAS is the institution authorized to manage BAZNAS nationally (Hayatika & Suharto, 2021).

BAZNAS' performance will show the development of its achievements. If the performance is good, BAZNAS' goals will be realized and by BAZNAS' goals, vision and mission. Otherwise, the goal will not be realized. BAZNAS' goal is to become a trustworthy Zakat management institution. Although the aim is to increase public awareness of zakat, the aim is to encourage society to achieve physical and non-physical prosperity through the use of zakat (Syahrullah, 2018).

Perception

Perception is a process that begins with sensing, namely the process of receiving a stimulus by someone through their senses or can be said to be a sensory process. However, this process does not immediately stop, but the stimulation lasts a long time and the next phase is called the perception process. The process consists of sensing after information is obtained by the senses, the information is processed and translated into perfect perception (Walgito, 2005).

Meanwhile, perception (Schiffman et al., 1951) is the process by which people select, manage, and interpret input to form a meaningful and cohesive image (Gifford, 2007) also stated that a person's perception is influenced by various things, including the following:

1. Personal Effect. In this scenario, it is argued that individual qualities will be associated with differences in environmental perceptions. Many aspects

will be involved, including perceptual aptitude and experience or exposure to environmental situations. Each person's perceptual aptitude is unique, and several factors influence the background perception that emerges.

2. Cultural Effect. Culture is closely related to a person's place of birth or residence. Where population or origin culture will change the perspective on everything.
3. Physical Effect. The perspective of someone who sees, knows, and is present in a certain context is influenced by the natural conditions of that environment.

One of the psychological components that is very important for humans is perception, which helps them respond to various aspects and symptoms of their surroundings. The focus of the problem faced is described as perception (H. Muliati & Rasyid, 2019). Mentioning that perception in the broadest sense is view, namely how someone views or interprets something; However, in a narrow sense, perception is vision, namely how someone sees something. Human perception or cognition can be divided into two parts: object cognition (physical environment) and human cognition. Human cognition is often referred to as social cognition. Awareness of the physical environment. People's perceptions of the physical environment are not the same and have different meanings because they are influenced by several factors. Human cognition, human cognition, or social cognition is the process of capturing meaning from objects and social events that we experience in our living environment (Bintoro & Daryanto, 2017). The perceptions that will be conveyed by individuals in receiving stimulation before they carry out purchasing behavior are influenced by four things, namely: cultural factors, social actors, personal factors, and psychological factors (H. Muliati & Rasyid, 2019).

Preference

Preference in the Indonesian Dictionary (KBBI) is defined as a liking (tendency) towards something (Daring, 2016). According to (Faisal & Mappiare, 1981) "Preferences" are mental constructs that combine various emotions, hopes, beliefs, biases, fears, and other tendencies to lead people to make certain decisions or choices. Apart from that, Nugroho et al., (2021) stated that four things influence people's choices of products and services: (a) Cultural factors (b) Social factors (c) Personal factors, and (d) Psychological factors (Srikandi, 2017).

Preferences are objects that are assessed based on desired needs, preferences are explained as attitudes towards goods or services as an evaluation of a person's cognitive characteristics, and preference theory is used to analyze consumer satisfaction (Aliah, 2010).

Service quality

Service quality refers to a company's ability to meet its customers' needs (Rizqa & Haryono, 2023). In this situation, the services or services provided by the service owner in terms of convenience, speed, rapport, capability, and friendliness are characterized as services or services offered by the service for customer satisfaction. owner friendliness, simplicity of use, speed of response, and connection (Amuz et al., 2023). The quality of a company's service can be measured by looking at how customers perceive the service they receive or obtain compared to what they expect or want from the company. The quality of service

capacity to meet customer needs is measured (Tjiptono, 2008). (Sedarmayanti, 2004) also explained that the quality of public services includes:

1. Human resource aspects, this aspect includes skills, knowledge, and attitudes. Improved service quality can be achieved through the use of quality human resources and more professional performance of tasks as a result of these factors.
2. Aspects of appropriate management of facilities and infrastructure. If the facilities and infrastructure are managed appropriately, effectively, and under tourist expectations, a higher level of service quality will be achieved.
3. Aspects of implementation procedures, each activity must be carried out with accuracy, speed, and ease of procedure to improve service quality to a higher level than before.
4. Aspects of ease of information and speed of service, increasing customer satisfaction will be possible by increasing accessibility to information and speed of services provided.

RESEARCH METHOD

The approach taken in this research uses a quantitative approach with a survey method, namely to generalize the population from several samples so that conclusions can be made (Creswell, 2002). The data sources used in this research use primary and secondary data. Primary includes informants from several communities distributed through questionnaire data. Meanwhile, secondary is a source of research data obtained indirectly or through intermediary media such as BAZNAS databases, e-books, and journal articles that support and strengthen primary data sources (Sugiyono, 2022). The population in this study is the people of Cilegon City who have distributed their zakat to Baznas Cilegon City, the amount of which has not been determined, which could be said to be unlimited. Meanwhile, data collection techniques in this research use questionnaires, observations, and interviews which are then used as a way to obtain accurate and precise information (S. Sugiyono, 2018).

Table 2. Research Instrument

No	Variables	Indicators	Questions/statements	References
1	Knowledge	1.1 Knowledge about the function of zakat 1.2 Knowledge of Zakat provisions	a. I know the main purpose of the zakat collection at Baznas Cilegon City, Banten. b. I understand how zakat is managed and distributed by Baznas. a. I know the terms and conditions for giving zakat.	(Baznas, 2023a) (M. KH. Ardawi, personal communication, 2023).
2	Trust	2.1 Trust in Baznas	a. I believe Baznas can manage Zakat well and	(BPK, 2023)

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		2.2 Trust in Transparency	transparently. a. I am sure that Baznas provides clear and transparent information about zakat management.	(Putra, 2019).
3	Participation	3.1 Participation in the Baznas program 3.2 Involvement in the zakat collection	a. I have participated in activities or programs organized by Baznas. b. a. I am active in giving zakat to Baznas.	(Baznas, 2023b). (Survey, 2022)
4	Satisfaction	4.1 Satisfaction with BAZNAS services 4.2 4.2 Satisfaction with the use of Zakat	a. I am satisfied with the service I received from Baznas. b. a. I am satisfied with the way Baznas uses Zakat to help the community.	(Syahidah, 2022)

Source: Data processed by the author, 2023

Data Analysis

From the results of the research instrument as a data collection technique, the data analysis technique used in this research was continued. Meanwhile, the data analysis technique used is Importance Performance Analysis (IPA). In this analysis, there are two calculations to find gaps using the SPSS V 26 application (Riyanto & Hatmawan, 2020).

RESULTS AND DISCUSSION

The results and discussion in this research will first describe the data regarding the perceptions and preferences of several dimensions that he observed along with the data and descriptions:

Based on the results of a survey from the Cilegon City Community regarding their perception of the management of Zakat by the Cilegon City Baznas, shows that the level of trust is very good, especially reinforced by a statement from one of the residents who stated that we are very satisfied with the management and services of the Cilegon City Baznas because after all the government has Facilities in terms of Baznas make things easier for the community, but some people are still very primitive in their knowledge of what Baznas is and how it is managed (sarmudi, 2023).

The level of suitability is the result of a comparison between the implementation performance score and the importance score, so it can be used to determine the priority scale (Yola & Budianto, 2013). So that the level of public trust can be seen in their perceptions and preferences towards Baznas Institutions both in terms of facilities and respect for the management of Baznas:

Table 3. Perceived Value and Preference

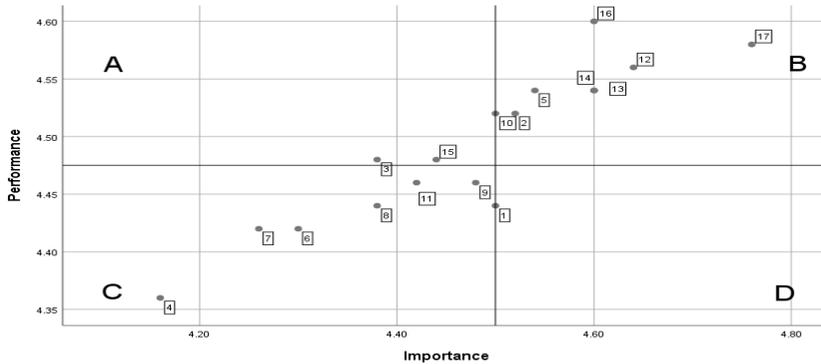
No	Dimension	Attribute	Persepsi	Preference	Conformity Level	GAP
1	Human resource aspects	A1	4.50	4.44	99%	-0.06
2		A2	4.52	4.52	100%	0.00
3		A3	4.38	4.48	102%	0.10
4		A4	4.16	4.36	105%	0.20
5		A5	4.54	4.54	100%	0.00
6	Aspects of facilities and infrastructure management	B1	4.30	4.42	103%	0.12
7		B2	4.26	4.42	104%	0.16
8		B3	4.38	4.44	101%	0.06
9		B4	4.48	4.46	100%	-0.02
10	Aspects of implementation procedures	C1	4.50	4.52	100%	0.02
11		C2	4.42	4.46	101%	0.04
12		C3	4.64	4.56	98%	-0.08
13		C4	4.60	4.54	99%	-0.06
14	Aspects of ease of information and speed of service	D1	4.60	4.54	99%	-0.06
15		D2	4.44	4.48	101%	0.04
16		D3	4.60	4.60	100%	0.00
17		D4	4.76	4.58	96%	-0.18
Total			76.08	76.36		
Average			4.48	4.49	100%	0.02

Source: Data processed by the author, 2023

Based on the results of data processing, it was found that the perception and preference level values were with an average value of perception level of 4.48 and preference level of 4.49 (Wahidullah & Istiqomah, 2023). Apart from that, based on the table above, it can be seen that through data processing the level of conformity between the level of perception and the level of preference, an average level of conformity is obtained 100%, which means that the level of quality of Cilegon City Baznas services perceived by the community is by what is expected (Suharjo, 2008).

Analysis of Levels of Importance and Performance

Figure 1. Cartesian diagram



Each quadrant describes its situation. By matching according to interests and performance, Bazans Cilegon City can make improvements to attributes that are considered important for service users. Based on the Cartesian diagram above, it can be seen or explained as follows:

1. Quadrant A (Top Priority)

Quadrant A is the quadrant where satisfaction is still low so it must be a top priority in terms of improvement. As for quadrant A, the attributes that are priorities for service users are as follows: a) Human resources aspect, responsive officers in responding to community needs; b) Aspects of ease of information and speed of service, complete information instructions are available.

Apart from that, the service procedure aspect with the attribute "Officers wear neat uniforms when carrying out their duties" is on the line between Quadrant A (main priority) and Quadrant B (Maintain Achievement)(Danang, 2009).

2. Quadrant B (Maintain Achievement) Preference

Quadrant B is the quadrant expected by service users, which is the community, and these attributes are per what the community experiences. The attributes in Quadrant B are as follows:

- a. Human resource aspects
 - Officers have good ethics
 - The officers on duty can carry out their duties wellAspek
- b. implementation procedures,
 - Officers carry out their duties well and politely
 - Officers always maintain comfort and security convenience
- c. Information and speed of service,
 - Officers hear requests and complaints
 - Officers provide helpful information for the community
 - Officers can communicate well with the public

Just like Quadrant A, Quadrant B can also be sorted according to the priorities you want to maintain, as in the following table.

3. Quadrant C (Low Priority) Preference

Quadrant C is the low-priority quadrant. What this means is that this quadrant contains several attributes that are considered not very important by service users or the public, even though their performance is not highly expected, but they are not the highest priority for improvement. The attributes included in Quadrant C are as follows:

- a. Human resource aspects
 - Officers have good competence in carrying out their duties
- b. Aspects of appropriate management of facilities and infrastructure.
 - Clean and fragrant toilets are available
 - Safe and adequate parking is available
 - The waiting room is clean, neatly arranged and comfortable
 - Adequate places of worship are available
- c. Aspects of implementation procedures
 - Guarantee the safety of goods

4. **Quadrant D (Excessive)**

Quadrant D attributes are less important, but they perform better. However, the aspects included in quadrant D must also remain a concern for the Cilegon City Baznas to maintain the quality of services provided to the community. The attributes included in quadrant D are as follows:

a. Human resource aspects

- Officers have good competence in carrying out their duties

Cilegon City Baznas is a regional-level zakat management institution established by the government which is supposed to provide excellent and quality service to the community as service users. With quality service, people will be more motivated to channel their zakat funds through the Cilegon City Baznas. Apart from that, with maximum service, trust in the Cilegon City Baznas itself will increase so that the public will not have doubts about the management of the funds entrusted to them (P. Sugiyono, 2007).

Based on what has been explained previously, it can be seen that the public's perception of the services provided by the Cilegon City Baznas is very good, this is proven by the average level of conformity between the perceptions and preferences of the public who were asked for their opinion through the questionnaire distributed. The results of the questionnaire stated that the level of conformity between the community's perceptions and preferences regarding Cilegon City Baznas services was on average 100%, this indicates that the services provided by Cilegon City Baznas were what the community expected.

Even though based on the results of the level of conformity between perceptions and preferences, the average figure is 100%, based on the analysis of the results of the Cartesian diagram, it shows that there are still aspects that need to be prioritized for further improvement. This aspect is the human resources aspect, where in this case the attribute in this aspect is "responsive officers in responding to community needs", thus the Cilegon City Baznas must pay more attention to how the community can have their needs met when using services. The next aspect is the aspect of ease of information and speed of service with the attribute "complete information instructions are available", this shows that the public feels that complete information instructions in terms of services are very important, this, of course, aims to make it easier for them to use the services provided. is at Baznas Cilegon City.

Apart from the two aspects above, based on the Cartesian diagram, some attributes are right between Quadrant A and Quadrant B, however, to optimize services to the community, of course this aspect must also be a concern for the Cilegon City Baznas. This aspect is the service procedure aspect with the attribute "Officers wear neat uniforms when carrying out their duties", this attribute shows that the neatness and uniformity of service officers remain a greater concern for the public when using services at Baznas Cilegon City. This shows that the community always uses services to pay close attention to things that may be considered simple things, but for the community, they are still important things and must still be paid attention to by the Cilegon City Baznas.

Based on the public's perception regarding Cilegon City Baznas services, even though the average figures can be said to be perfect, of course, Cilegon City Baznas cannot feel sufficient and satisfied with this. Evaluation and improvement, especially in aspects that are considered priorities, must of course be carried out periodically and continuously. Understanding the needs of the community, in this case as service users, must continue to be paid attention to, because by understanding their needs, the level of community trust in Baznas Cilegon City will increase.

CONCLUSION

Based on the data description, previous discussion, and after testing 17 indicators related to Cilegon City Baznas services, the author draws the following conclusions: Based on the results of data processing, it was found that the level of conformity between the level of perception and community preferences for Cilegon City Baznas services shows an average level conformity is 100%, which means that the level of satisfaction with the quality of Cilegon City Baznas services felt by the community is very high or it could be said that the quality of Cilegon City Baznas services is very good. Based on the results of data processing and presented via a Cartesian diagram, several indicators were found to be classified in quadrant A, in which case these indicators have performance results that still need to be prioritized. The aspects that need attention are the human resources aspect with the attribute "Officers are responsive in responding to community needs" and the aspect of ease of information and speed of service with the attribute "Complete information instructions are available".

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