ABSTRACT

ANALYSIS ON MUZZAKI’S PERCEPTION AND ATTITUDE TOWARD BADAN AMIL ZAKAT NASIONAL (BAZNAS) IN JAKARTA

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The purposes of this study were to identify (1) the characteristic of Institution’s Muzzaki (BAZNAS and Non-BAZNAS), and Non-Institution’s Muzzaki in Jakarta, (2) identify the differences of perception and attitude of Institution’s Muzzaki (BAZNAS and Non-BAZNAS), and Non-Institution’s Muzzaki in Jakarta, (3) identify models factors that associated with Muzzaki who pay Zakat through the Institution and Non-Institution.

Data was collected from 100 respondent from Institution’s Muzzaki, and 100 respondents from Non-Institutions Muzzaki. The primary data using a descriptive and survey method approach through questionnaires and interviews. The samples were determined using purposive convenience sampling (non probability sampling). Tabulation Descriptive, Multi atribut Fishbein, and Discriminant were used to analyze the data.

The results of this study showed that all dimensions had significantly contributed in influencing perception and attitude. Multiatribut Fishbein showed that all score for Institution’s Muzzaki are 97.37, and Non-Institution’s Muzzaki are 90.41. thus showed that Institution’s Muzzaki are prefers BAZNAS as Zakat Institution compared Non-Institution’s Muzzaki.

Discriminant Analysis showed that Institution Muzzaki have highers score (Aware Zakat, Aware BAZNAS, Attitude, Product, Gender, Age) compared with Non-Institution’s Muzzaki. There are the differences score of Aware Zakat, Aware BAZNAS, Attitude, Product, Gender, and Age between Institution’s Muzzaki and Non-Institution’s Muzzaki. Significant score for Aware Zakat is 0.001, and 0.000 for Aware BAZNAS, Attitude, Product, and Age, 0.013 for Gender. Significant score that less than 0.05 (<0.05) can be categorized that score are significant different.

Keywords: BAZNAS, Muzzaki, Perception, Attitude, Tabulation Descriptive, Multiatribut Fishbein, Discriminant Analysis.