

ABSTRAK

Rif'at 'Izzatulloh Algiffary: Optimalisasi Pelayanan Prima Masjid Al-Lathiif dalam Peningkatan Kualitas Ibadah (Studi Fenomenologi Program I'tikaf di Masjid Al-Lathiif Kota Bandung)

Masjid Al-Lathiif, sebagai salah satu pusat kegiatan keagamaan di Kota Bandung, menghadapi tantangan signifikan terkait keterbatasan fasilitas dan rendahnya respons pengurus dalam memenuhi kebutuhan jama'ah. Permasalahan ini semakin terasa ketika jumlah jama'ah meningkat drastis, terutama pada saat malam ganjil di akhir Bulan Suci Ramadhan. Situasi tersebut berdampak pada menurunnya kenyamanan dan kekhusyukan ibadah, sekaligus menghambat efektivitas pelaksanaan berbagai kegiatan keagamaan yang seharusnya dapat berjalan optimal.

Penelitian ini bertujuan untuk mengetahui optimalisasi pelayanan prima masjid Al-Lathiif. Fokus penelitian ini mengacu kepada teori yang dikemukakan oleh Parasuraman, Zeithaml dan Berry (1988) mencakup kehandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), kepedulian (*emphaty*), dan bukti nyata (*tangible*) pengurus Masjid Al-Lathiif dalam upaya peningkatan kualitas ibadah pada program I'tikaf.

Penelitian ini menggunakan paradigma fenomenologi dengan pendekatan kualitatif dan metode yang digunakan dalam penelitian ini yaitu metode fenomenologi untuk memahami makna dan hakikat pengalaman jama'ah. Teknik pengumpulan yaitu melalui wawancara mendalam, observasi partisipatif, dan studi dokumentasi yang relevan dengan Masjid Al-Lathiif Kota Bandung. Teknik analisis data fenomenologi melibatkan identifikasi fenomena, pengumpulan data, reduksi data, dan penyusunan deskripsi esensial. Triangulasi data (metode, peneliti, sumber, teori) digunakan untuk memverifikasi hasil.

Hasil penelitian menunjukkan bahwa pelayanan prima di Masjid Al-Lathiif dalam program i'tikaf dijalankan dengan mengandalkan manajemen adaptif yang bertumpu pada pengalaman lapangan, bukan semata-mata pada prosedur formal tertulis. Pengurus secara konsisten menjaga kualitas layanan melalui evaluasi berkelanjutan, respons cepat terhadap kebutuhan jama'ah, serta komunikasi yang bersifat inklusif sehingga semua kalangan merasa dilibatkan. Kesigapan pengurus tercermin dari kemampuannya memenuhi kebutuhan jama'ah, bahkan ketika terjadi lonjakan jumlah peserta i'tikaf. Aspek keamanan dan kenyamanan terjamin melalui pemasangan CCTV, penyediaan loker, serta perhatian khusus bagi jama'ah lansia dan penyandang disabilitas. Fasilitas yang bersih dan tertata rapi, ditambah dengan kehadiran imam dan penceramah berkualitas, semakin memperkuat citra layanan. Sinergi antara respons cepat, komunikasi terbuka, dan pengabdian yang tulus menjadikan masjid ini tidak hanya sebagai pusat ibadah, tetapi juga ruang sosial yang inklusif dan ramah bagi semua.

Kata kunci: I'tikaf; kualitas ibadah; masjid al-lathiif; pelayanan prima.

ABSTRACT

Rif'at 'Izzatulloh Algiffary: Optimizing Excellent Service at Al-Lathiif Mosque to Improve the Quality of Worship (A Phenomenological Study of the I'tikaf Program at Al-Lathiif Mosque in Bandung City)

Al-Lathiif Mosque, as one of the centers of religious activity in Bandung City, faces significant challenges related to limited facilities and the low responsiveness of the management in meeting the needs of the congregation. This problem becomes more pronounced when the number of congregants increases drastically, especially during the odd nights at the end of the holy month of Ramadan. This situation reduces the comfort and solemnity of worship, while also hampering the effectiveness of various religious activities that should be running optimally.

This study aims to determine the optimization of excellent service at Al-Lathiif Mosque. This research focuses on the theory proposed by Parasuraman, Zeithaml, and Berry (1988), which encompasses the reliability, responsiveness, assurance, empathy, and tangible evidence of the Al-Lathiif Mosque management's efforts to improve the quality of worship during the I'tikaf program.

This research employs a phenomenological paradigm with a qualitative approach. The method employed is phenomenology to understand the meaning and essence of the congregation's experiences. Data collection techniques include in-depth interviews, participant observation, and documentation studies relevant to the Al-Lathiif Mosque in Bandung. Phenomenological data analysis involves identifying phenomena, collecting data, reducing data, and compiling essential descriptions. Data triangulation (method, researcher, source, theory) is used to verify the results.

The results indicate that excellent service at the Al-Lathiif Mosque during the I'tikaf program is implemented through adaptive management based on field experience, rather than solely on formal written procedures. The management consistently maintains service quality through ongoing evaluation, rapid response to congregational needs, and inclusive communication, ensuring everyone feels included. The management's responsiveness is reflected in its ability to meet the congregation's needs, even when the number of i'tikaf participants increases. Security and comfort are guaranteed through the installation of CCTV, the provision of lockers, and special attention for elderly and disabled congregants. Clean and well-organized facilities, combined with the presence of qualified imams and preachers, further enhance the service's reputation. The synergy between rapid response, open communication, and sincere devotion makes this mosque not only a center of worship but also an inclusive and welcoming social space for all.

Keywords: I'tikaf; quality of worship; al-lathiif mosque; excellent service.