

ABSTRAK

Muhamad Azizs Sopyan:. *Kualitas Pelayanan Pengurus dalam Pembentukan Citra Positif Masjid (Studi Fenomenologi Pengurus Masjid Besar Baitul Muttaqin Antapani).*

Penelitian ini dilatarbelakangi oleh fungsi masjid yang tidak hanya berfungsi sebagai tempat ibadah, tetapi juga sebagai pusat dakwah, pendidikan, pelayanan sosial, dan pemberdayaan umat. Dalam menjalankan fungsi tersebut, kualitas pelayanan yang diberikan oleh pengurus menjadi faktor penting yang memengaruhi persepsi, kepercayaan, dan penilaian masyarakat terhadap masjid. Masjid Besar Baitul Muttaqin Antapani sebagai salah satu masjid besar di Kecamatan Antapani memiliki berbagai program pelayanan keagamaan dan sosial yang melibatkan partisipasi masyarakat secara aktif.

Penelitian ini bertujuan untuk mengetahui bentuk dan kualitas pelayanan pengurus dalam pembentukan citra positif masjid berdasarkan lima dimensi menurut Parasuraman et al. dalam teorinya *service quality* (SERVQUAL), yaitu *tangibles* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), dan *empathy* (empati).

Penelitian ini menggunakan paradigma konstruktivisme, pendekatan kualitatif dengan metode fenomenologi. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam kepada informan kunci, utama, dan pendukung, serta dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan teknik triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa kualitas pelayanan pengurus Masjid Besar Baitul Muttaqin Antapani secara umum telah berjalan dengan baik pada seluruh dimensi SERVQUAL. Pada dimensi *tangibles*, kualitas pelayanan terlihat dari optimalisasi sarana dan prasarana masjid sebagai wujud pelayanan berkualitas kepada jamaah. Pada dimensi *reliability*, kualitas pelayanan terbukti dari konsistensi pelaksanaan program dan kegiatan sebagai bentuk keandalan pelayanan pengurus. Pada dimensi *responsiveness*, kualitas pelayanan terlihat dari responsivitas pengurus dalam memenuhi kebutuhan dan harapan jamaah. Pada dimensi *assurance*, kualitas pelayanan terlihat dari profesionalitas pengurus dalam membangun rasa aman dan kepercayaan jamaah. Sementara itu, pada dimensi *empathy*, kualitas pelayanan terlihat dari empati pengurus dalam menciptakan kedekatan dan kenyamanan jamaah. Kualitas pelayanan pengurus yang baik membuat jamaah mempunyai kesan positif terhadap masjid dan merasa memiliki ikatan dengan masjid.

Kata Kunci: SERVQUAL, Kualitas Pelayanan, Citra Positif, Manajemen Masjid, Pengurus Masjid

ABSTRACT

Muhamad Aziz Sopyan. *Quality of Management Services in Establishing a Positive Mosque Image (A Phenomenological Study of the Management of Baitul Muttaqin Grand Mosque, Antapani).*

This research is motivated by the fact that a mosque functions not only as a place of worship but also as a center for da'wah activities, education, social services, and community empowerment. In carrying out these functions, the quality of services provided by mosque management plays a crucial role in shaping public perceptions, trust, and evaluations of the mosque. Baitul Muttaqin Grand Mosque Antapani, as one of the major mosques in Antapani District, offers various religious and social service programs that actively involve community participation.

This study aims to identify the forms and quality of services provided by mosque management in establishing a positive mosque image based on the five dimensions of Service Quality (SERVQUAL), namely tangibles, reliability, responsiveness, assurance, and empathy.

This research employs a constructivist paradigm with a qualitative approach using a phenomenological method. Data were collected through observation, in-depth interviews with key, primary, and supporting informants, as well as documentation. Data analysis was conducted through the stages of data reduction, data display, and conclusion drawing. Meanwhile, data validity was ensured through source triangulation and technique triangulation.

The findings indicate that the service quality provided by the management of Baitul Muttaqin Grand Mosque Antapani has generally been implemented effectively across all SERVQUAL dimensions. In terms of tangibles, service quality is reflected in the optimization of mosque facilities and infrastructure as a manifestation of quality services for congregants. In the reliability dimension, service quality is demonstrated through the consistent implementation of mosque programs and activities, reflecting the management's reliability in delivering services. Regarding responsiveness, service quality is evident in the management's ability to respond to the needs and expectations of congregants. In the assurance dimension, service quality is reflected in the professionalism of the management in fostering a sense of security and trust among congregants. Meanwhile, in the empathy dimension, service quality is demonstrated through the management's concern and attentiveness in creating closeness and comfort for congregants. Good management service quality creates a positive impression of the mosque among worshippers and fosters a sense of belonging toward the mosque.

Keywords: SERVQUAL, Service Quality, Positive Image, Mosque Management, Mosque Administrators