

ABSTRAK

Debiya Inayatun Jamilah 1224030021. “Pelayanan Prima Takmir Masjid Melalui “Komunitas Masjid Makan-Makan” dalam Meningkatkan Partisipasi Jemaah (Studi Kasus di Masjid Besar Baitul Muttaqin Antapani Bandung)”

Penelitian ini dilatarbelakangi oleh pentingnya penerapan pelayanan prima dalam meningkatkan partisipasi jemaah pada berbagai kegiatan masjid. Komunitas Masjid Makan-Makan sebagai bagian dari pengelolaan Masjid Besar Baitul Muttaqin Antapani Bandung telah menyelenggarakan berbagai program pelayanan yang berorientasi pada kebutuhan masyarakat. Namun, penerapan pelayanan prima oleh takmir masjid dalam meningkatkan partisipasi jemaah perlu dikaji untuk mengetahui sejauh mana penerapan setiap dimensi pelayanan prima.

Penelitian ini bertujuan untuk mengetahui pelayanan prima takmir masjid Komunitas Masjid Makan-Makan dalam meningkatkan partisipasi jemaah, melalui penerapan dimensi *Ability* dan *Attitude*, *Appearance* dan *Attention*, serta *Action* dan *Accountability*. Berdasarkan tujuan tersebut, penelitian ini merujuk pada teori pelayanan prima yang dikemukakan oleh Atep Adya Barata

Pendekatan yang digunakan adalah pendekatan kualitatif dengan metode studi kasus dan paradigma konstruktivisme. Data diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan teknik analisis data yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa dimensi *Ability*, *Attitude*, *Appearance*, *Attention*, *Action*, dan *Accountability* secara umum telah diterapkan dengan baik dalam pelayanan kepada jemaah. Meskipun demikian, masih terdapat beberapa aspek yang perlu dioptimalkan, khususnya peningkatan kompetensi pengurus dan transparansi publikasi laporan pengelolaan dana. Penelitian ini menyimpulkan bahwa peningkatan partisipasi jemaah tidak hanya dipengaruhi oleh penerapan masing-masing dimensi pelayanan prima secara terpisah, tetapi oleh keterpaduan keenam dimensi pelayanan prima yang dilandasi nilai amanah, kepedulian, dan keikhlasan sehingga mampu membangun kepercayaan, kenyamanan, dan keterlibatan jemaah dalam berbagai kegiatan Komunitas Masjid Makan-Makan.

Kata Kunci: Pelayanan Prima, Takmir Masjid, Komunitas Masjid Makan-Makan, Partisipasi Jemaah.

ABSTRACT

Debiya Inayatun Jamilah 1224030021. “Excellent Service by Mosque Caretakers Through the “Makan Masjid Makan-Makan” Community in Increasing Congregation Participation (Case Study at the Baitul Muttaqin Antapani Grand Mosque, Bandung)”

This research is motivated by the importance of implementing excellent service in increasing congregational participation in various mosque activities. The Makan-Makan Mosque Community, as part of the management of the Baitul Muttaqin Antapani Grand Mosque, Bandung, has organized various service programs oriented to community needs. However, the implementation of excellent service by mosque caretakers in increasing congregational participation needs to be examined to determine the extent to which each dimension of excellent service is implemented.

This study aims to determine the excellent service of the Makan-Makan Masjid Community in increasing congregational participation, through the application of the dimensions of Ability and Attitude, Appearance and Attention, and Action and Accountability. Based on these objectives, this study refers to the theory of excellent service proposed by Atep Adya Barata.

The approach used was a qualitative one, using a case study method and a constructivist paradigm. Data were obtained through interviews, observation, and documentation, then analyzed using data analysis techniques including data reduction, data presentation, and conclusion drawing.

The results of the study indicate that the dimensions of Ability, Attitude, Appearance, Attention, Action, and Accountability have generally been implemented effectively in serving the congregation. However, several aspects still need to be optimized, particularly improving the competence of management and transparency in the publication of fund management reports. This study concludes that increased congregation participation is not solely influenced by the implementation of each dimension of excellent service separately, but by the integration of all six dimensions of excellent service, grounded in the values of trust, care, and sincerity, thus building trust, comfort, and congregational involvement in various activities of the Makan-Makan Mosque Community.

Keywords: Excellent Service, Mosque Takmir, Makan-Makan Mosque Community, Congregational Participation.