

ABSTRAK

Sri Wahyu Latri. Optimalisasi Program Pelayanan Masjid Dalam Meningkatkan Kualitas Jamaah (Studi Deskriptif Pada Masjid Agung Al-Imam Kabupaten Majalengka).

Masjid Agung Al-Imam dengan tampilannya yang megah mempunyai karakteristik dalam meningkatkan kualitas pelayanan terhadap jamaah. Salah satu upaya agar masjid dapat berperan menjadi *central activity* atau pusat kegiatan keagamaan sebagaimana yang terjadi pada zaman Nabi Muhammad SAW, sepanjang sejarah bahwa masjid ialah pusat peradaban, keilmuan dan peribadatan kaum muslim. Pengurus masjid dituntut untuk menguasai dan melaksanakan manajemen masjid yang baik, dengan kata lain mengelola masjid yang benar dan professional.

Tujuan dari penelitian ini (1) Untuk mengetahui proses program pelayanan pengurus Masjid Agung Al-Imam dalam meningkatkan kualitas jamaah agar efektif dan efisien, (2) Untuk mengetahui pelaksanaan program pelayanan pengurus Masjid Agung Al-Imam dalam meningkatkan kualitas jamaah, (3) Untuk mengetahui evaluasi program pelayanan pengurus Masjid Agung Al-Imam dalam meningkatkan kualitas jamaah.

Teori yang digunakan dalam penelitian ini adalah teori tentang kualitas pelayanan, menurut Zeithaml yang dikutip Hardiyansyah bahwa suatu pelayanan dapat diukur dari lima dimensi, antara lain: (1) *Tangibles* (Bukti Fisik), (2) *Reliability* (Kehandalan), (3) *Responsive* (Daya Tanggap), (4) *Assurance* (Jaminan), (5) *Empathy* (Empati). Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif dan teknik dalam pengumpulan data melalui observasi, wawancara dan studi dokumen, sebagai bukti adanya optimalisasi program pelayanan masjid dalam meningkatkan kualitas jamaah.

Berdasarkan hasil penelitian ini: Pertama, pelayanan pengurus masjid dalam program layanan keilmuan dan layanan sosial. Kedua, pelaksanaan pelayanan pengurus masjid dalam meningkatkan kualitas jamaah yang diaplikasikan dalam pelayanan bukti fisik, pelayanan kehandalan, pelayanan ketanggapan, pelayanan jaminan dan pelayanan empati dalam program layanan keilmuan dan layanan sosial. Ketiga, adanya hambatan dan tantangan yaitu kurangnya konsisten jadwal pengisi kuliah subuh dan dari jamaahnya sendiri terkadang kurang aktif dalam memanfaatkan program-program layanan yang diberikan oleh pengurus masjid. Hal ini yang dijadikan sebagai bahan evaluasi DKM dan pengurus masjid dengan melakukan pertemuan secara langsung maupun melalui media sosial.

Kata Kunci: Optimalisasi, Pelayanan, Masjid, Kualitas Jamaah

ABSTRACT

Sri Wahyu Latri. Optimization of Mosque Service Programs in Improving the Quality of Congregation (Descriptive Study at the Al-Imam Grand Mosque, Majalengka Regency).

The Great Mosque of Al-Imam with its magnificent appearance has characteristics in improving the quality of service to worshipers. One of the efforts is that the mosque can play a role as a central activity or center of religious activity as it happened during the time of the Prophet Muhammad SAW, throughout history that the mosque is the center of civilization, science and worship of Muslims. Mosque administrators are required to master and carry out good mosque management, in other words managing mosques that are correct and professional.

The purpose of this study (1) To find out the service program process for the management of the Great Al-Imam Mosque in improving the quality of the congregation so that it is effective and efficient, (2) To find out the implementation of the service program for the management of the Great Al-Imam Mosque in improving the quality of the congregation, (3) To find out the evaluation of the service program of the management of the Great Al-Imam Mosque in improving the quality of the congregation.

The theory used in this study is the theory of service quality, according to Zeithaml quoted by Hardiyansyah that a service can be measured from five dimensions, including: (1) *Tangibles* (Physical Evidence), (2) *Reliability* (Reliability), (3) *Responsive* (Responsiveness), (4) *Assurance* (Assurance), (5) *Empathy* (Empathy). This study uses a descriptive method with a qualitative approach and techniques in collecting data through observation, interviews and document studies, as evidence of the optimization of the mosque's servant program in improving the quality of the congregation.

Based on the results of research, it can be concluded: First, the services of mosque administrators in scientific service programs and social services. Second, the implementation of mosque caretaker services in improving the quality of worshipers which is applied in physical evidence services, reliability services, responsiveness services, guarantee services and empathy services in scientific service programs and social services. Third, there are obstacles and challenges, namely the lack of consistency in the schedule of the dawn lectures and the congregation themselves are sometimes less active in utilizing the service programs provided by mosque administrators. This is used as material for evaluating DKM and mosque administrators by holding meetings in person or through social media.

Keyword : Optimization, Service Programs, Mosque, Quality of Congregation.