

The Influence of Infaq and Shodaqoh Fundraising on Donors' Satisfaction at Lazis MD UIN Jakarta

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Abstract

The fundraising activity conducted by LAZIS MD (Laboratory of Amil Zakat Infaq Shodaqoh of Da'wah Management) was a learning medium carried out by UIN Jakarta students in the Da'wah Management study program, Faculty of Da'wah and Communication Sciences in the Fundraising Management course. It was different from zakat institutions that are official and recognized by zakat institutions in Indonesia. It was called a laboratory because it was a learning medium, not an official institution and was not included in the category of fraudulent institutions. The problem in this laboratory was whether it had given satisfaction to the donors in terms of service, management, and the system. From the issues above, it could be emphasized that the formulation of the main problem in this research was how was the influence of infaq shodaqoh fundraising on donor satisfaction at LAZIS MD UIN JAKARTA? The purpose of this research was to find out if the program could be achieved adequately, could increase donors, and increase donors' satisfaction. As an analytical tool, this study used a descriptive quantitative method, using a purposive sampling technique, in which the researcher took samples from all donors of LAZIS MD UIN Jakarta who matched their characteristics (100 people). The research instrument used a Likert Scale, to measure attitudes and opinions. The data collection technique used in this study was by filling out a questionnaire. This research provided an answer that donors were satisfied with the fundraising of infaq and shodaqoh carried out by LAZIS MD UIN JAKARTA. It could be proven by obtaining a score of 88.33% which of the 100 people who filled out the questionnaire, there were 75 people who chose the satisfied category.

Keyword: LAZIS MD UIN JAKARTA, fundraising, infaq, shodaqoh, donor satisfaction

Abstrak

Kegiatan penggalangan dana yang dilakukan oleh LAZIS MD (Laboratorium Amil Zakat Infaq Shodaqoh Manajemen Dakwah) ini merupakan media pembelajaran yang dilakukan oleh mahasiswa UIN Jakarta program studi Manajemen Dakwah Fakultas Dakwah dan Ilmu Komunikasi dalam Penggalangan Dana Kursus manajemen. Berbeda dengan lembaga zakat yang resmi dan diakui oleh lembaga zakat di Indonesia. Disebut laboratorium karena merupakan media pembelajaran, bukan lembaga resmi dan tidak termasuk dalam kategori lembaga penipu. Permasalahan di laboratorium ini adalah apakah sudah memberikan kepuasan kepada donatur baik dari segi pelayanan, manajemen, dan sistemnya. Dari permasalahan diatas dapat ditegaskan bahwa rumusan masalah utama dalam penelitian ini adalah bagaimana pengaruh penggalangan dana infaq shodaqoh terhadap kepuasan donatur di LAZIS MD UIN JAKARTA? Tujuan dari penelitian ini adalah untuk mengetahui apakah program dapat dicapai secara memadai, dapat meningkatkan jumlah donor, dan meningkatkan kepuasan donor. Sebagai alat analisis, penelitian ini menggunakan metode deskriptif kuantitatif dengan menggunakan teknik purposive sampling, dimana peneliti mengambil sampel dari seluruh donatur LAZIS MD UIN Jakarta yang sesuai dengan karakteristiknya (100 orang). Instrumen penelitian menggunakan Skala Likert, untuk mengukur sikap dan pendapat. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah dengan mengisi kuesioner. Penelitian ini memberikan jawaban bahwa para donatur merasa puas dengan penggalangan dana infaq dan shodaqoh yang dilakukan oleh LAZIS MD UIN JAKARTA. Hal tersebut dibuktikan dengan memperoleh skor sebesar 88,33% dimana dari 100 orang yang mengisi kuesioner terdapat 75 orang yang memilih kategori puas.

Kata Kunci: LAZIS MD UIN JAKARTA, penggalangan dana, infaq, shodaqoh, kepuasan donatur

Introduction

In its nature, humans are the most perfect creatures created by Allah SWT. This perfection is due to the intelligence and passion given by the Creator to His noble creatures. Understanding religion as an intellect, therefore, can control human behavior in interaction by considering reason and passion to produce harmonious and balanced relationships in achieving life enlightenment (Harjoni, 2012). In this modern and digital era, people in Indonesia have carried out many activities with or without being involved directly, whether the activities are carried out at home or at work.

The zakat management system in Indonesia is mentioned in Republic of Indonesia Law No. 23 of 2011 concerning zakat management which regulates zakat management starting from planning, organizing, implementing and supervising the fundraising up to the stage of distribution and utilization. The collection of zakat is carried out by *amil zakat* which consists of the society elements and government whose formation is adjusted to the regional level. Zakat is one of the Islam pillars. Moreover, zakat has an essential position in the religious economic structure of the Islamic financial mechanism (Azmi, 2005). Management of an organization which manages zakat, *infaq*, and *shodaqoh* can be measured by three keywords: trustworthy, professional, and transparent. The three keywords are called “Good Organization Governance” principle. By applying these three principles, a zakat management organization will be more trusted by public (Sholahuddin, 2006).

The fundraising activity conducted by LAZIS MD (*Amil Zakat Infaq Shodaqoh Laboratory for Da’wah Management*) is a learning medium carried out by UIN Jakarta students in the Da’wah Management study program, Faculty of Da’wah and Communication Sciences in the Fundraising Management course. It differs from zakat institutions that are official and recognized by zakat institutions in Indonesia. It is called a laboratory because it is a learning medium, not an official institution, and is not included in the category of fraudulent institutions. This effort makes it easier for donors to channel some of their wealth through fundraising management carried out by LAZIS MD UIN JAKARTA, which is collected once a year. This fundraising is carried out by inviting donors to share their good fortune and happiness with the beneficiaries. LAZIS MD UIN JAKARTA has a different activity program each year to attract the donors’ interest.

The existence of LAZIS MD is 50% known to many people, especially at UIN Jakarta internally, as it only applies to the Da’wah Management study program. However, the fundraisings have involved all UIN Jakarta residents to participate to realize it well and efficiently.

There has been no previous research on fundraising of shodaqoh infaq at LAZIS MD. The information regarding the fundraising is provided in this article so that LAZIS MD can be known by many people as it is a platform for the people's benefit. It is in accordance with the institution's vision, which is to become a zakat management laboratory that always spreads awareness, creates togetherness, and always serves the community to benefit the ummah.

The aim of carrying out this fundraising is that the program can be achieved well so that it can increase the donors' numbers who are moved to set aside their fortune; build and improve the characteristics of the fundraising carried out by LAZIS MD; gather relations and supporters; and increase donor satisfaction. The latter goal is the highest goal and has long-term value even though the implementation of the activity is technically carried out on a daily basis. Why is donors' satisfaction important? It is because donors' satisfaction will influence the value of donations given to the institution. They will donate funds to the institution repeatedly and even positively report their satisfaction to other people. Thus, automatically, fundraising activities must also aim to satisfy donors.

The problem that will be examined are how satisfied the donors are with LAZIS MD fundraising with the various methods and strategies implemented and what factors make donors entrust LAZIS MD to be a place for channeling their shodaqah and infaq funds with its programs. Based on the identification of the problem above, the problem limitation that will be studied further is the influence of fundraising of shodaqoh and infaq on the satisfaction of LAZIS MD UIN JAKARTA donors.

Literature Review

Hugiono and Poerwantana stated, "influence is encouragement or persuasion and has the character of forming or is an effect." Meanwhile, according to Badudu and Zain, "influence is the power that causes something to happen, something that can shape or change something else and submit or follow because of others' power" (Badudu and Zain, 2001).

According to the *Kamus Besar Bahasa Indonesia* (KBBI), quoted by the researchers, collection (*penghimpunan*) comes from *himpun* which means gathering. It is the process of collecting funds or fundraising from donors. Hence, fundraising of zakat infaq shodaqoh is the activity of fundraising fundraising of zakat infaq shodaqoh from muzzaki to zakat management organizations which are then distributed to those entitled to receive them (mustahik) according to their respective sizes. Collection can also be called fundraising. In the English dictionary, it is translated as fundraising

money. Fundraising money is necessary to finance an institution's work programs and operations. The survival of an institution depends on the extent to which it collects funds. Fundraisings are usually carried out by institutions or non-profit organizations. (Purwanto, 2009).

Fundraising activities can be interpreted as activities to collect zakat, infaq, shodaqoh and other community resources, including individuals, groups, organizations, and companies which will be distributed to and utilized by mustahik. Fundraisings do not only collect money but also in other forms. If a mustahik needs a set of computers, the community can distribute a set of computers. If a mustahik needs a free-charged room or place, it is also included in the fundraising framework. (Juawaini, 2007).

Infaq, etymologically, means giving something to someone else. Meanwhile, according to the terminology, infaq means spending or giving a portion of income for a purpose that is ordered in Islamic teachings. Infaq has a comprehensive scope to help people. Hence, the amount is not determined, nor is the distribution target determined. (Sumadi, 2017).

According to etymology, shodaqoh is a gift that is prescribed by the Sunnah. Meanwhile, according to the terminology, it means a gift from someone sincerely to those who are entitled to receive it and accompanied by a reward from Allah. Shodaqoh has a wider scope than zakat or infaq, because it does not only involve spending or donating one's wealth but also all deeds or good deeds of every person. (Hasan, 2011).

The word satisfaction (*kepuasan*) comes from the words "*statis*", which means good enough or adequate and "*facio*", which means doing or making. Consumers' satisfaction is the level of someone's feelings after comparing the perceived performance or results to their expectations. According to Kotler, quoted again by Fandy Tjiptono (2012:312), a consumer satisfaction is the level of a person's feelings after comparing the performance or results he perceives to his expectations.

Donors are people or parties who make regular donations. Donors are people or parties who are involved in making donations for the public's needs. Therefore, for every donation given to a party, the donors have the right to know clear information regarding the use of the donation or contribution made.

Research Methods

The aim of this research was to determine the effect of shodaqoh and infaq fundraising (X1) on donor satisfaction (Y1). Following this aim, this research used a descriptive quantitative approach. This research was conducted at the Faculty of

Da'wah and Communication Sciences. The data used in this research was primary data. The researchers used a questionnaire technique, where questionnaires were distributed to 100 respondents, to obtain primary data. The questionnaire in this study used a choice scale between the answers Yes = agree/3 points, No = Disagree/1 point, and Maybe = Undecided or neutral/2 points.

Result and Discussion

The discussion that has been researched regarding the satisfaction of donors giving part of their wealth was proven by a questionnaire of 100 LAZIS MD donors.

The results of the questionnaire in the survey can be seen as follows:

Yes / Satisfied	1 Point	75 people
Maybe / Just normal	1 Point	15 people
No / Not satisfied	1 Point	10 people

The calculation formula is:

T = Total Respondents

Pn = Choice of Likert Score Numbers

Answer "Yes/Satisfied"	:	3 x 75 people = 225
Answer "Maybe / Normal"	:	2 x 15 people = 30
Answer "No/Not Satisfied"	:	1 x 10 people = 10

Hence, the total score is 265. The next way to calculate the Likert scale research questionnaire is to get the interpretation results. The assessment is based on the following formula:

Y = highest Likert score x number of respondents, so 3 x 100 = 300

X = lowest Likert score x number of respondents, so 1 x 100 = 100

Then, the previous total score found is 265, so the calculation results are as follows:

Index Formula % =

$$\frac{\text{Total Skor}}{Y} \times 100$$

However, before entering the formula, the interval and percent interpretation need to be found first to discover the assessment using the Percent Score Interval (I) method. The operation can be seen below:

- $I = 100 / \text{Total Score (Likert)}$
- Then = $100 / 3 = 33.3$
- Result (I) = 20, is the distance interval from 0% to 100%

Thus, the score interpretation criteria based on the interval that has been searched for is found, it can be seen as follows:

- 0% – 32.33 : (not satisfied/not very satisfied)
- 33.33 % – 66.66% : undecided / Neutral
- 66.66% – 100% : Satisfied

The final solution is Total score / Y x 100, so:

265 x 100

33.33

= 88.33%, the results of calculating the Likert scale research questionnaire above are in the “Satisfied” category.

Conclusion

The conclusion obtained from the results of research conducted at LAZIS MD UIN JAKARTA regarding the effect of infaq and shodaqoh fundraising on donors' satisfaction at LAZIS MD UIN JAKARTA is that donors were satisfied with the infaq and shodaqoh fundraising carried out by LAZIS MD UIN JAKARTA. It can be proven by obtaining a score of 88.33% where out of 100 people filling out the questionnaire, there were 75 people who chose the satisfied category.

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