

ABSTRAK

DAMPAK KUALITAS PELAYANAN MASJID JOGOKARIYAN TERHADAP PERILAKU BERWIRAUSAHA JAMA'AH

Muhammad Wahyu Nurcahya
13423039

Perkembangan masjid saat ini terbilang sangat pesat dan setiap muslim memiliki tugas yaitu untuk memakmurkannya. Pada zaman Rasulullah masjid menjadi pusat segala pusat kegiatan. Masjid menjadi *point of development* di masa itu. Di era modern ini, masjid yang sistem pengelolaannya masih tradisional membuat umat islam akan sulit berkembang. Namun, tetap ada pengecualian terhadap fakta-fakta serta kegelisahan dan keprihatian mengenai kondisi masjid-masjid di tanah air yang belum bisa berfungsi secara maksimal, walaupun jumlahnya masih sedikit bila di bandingkan total seluruh masjid yang ada di Indonesia. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis secara komperhensif serta tuntas tentang masjid yang telah di kelola secara modern dan mengaplikasikan nilai-nilai dari masjid yang berdiri di zaman Rasulullah dahulu. Penelitian akan di lakukan pada salah satu masjid yang ada di Yogyakarta yaitu masjid Jogokariyan. Berdasarkan riset awal di masjid Jogokariyan peneliti melihat sebuah fenomena dimana di sekitar masjid Jogokariyan terdapat banyak wirausaha yang berdiri mulai dari kuliner hingga jasa penginapan. Fokus penelitian akan tertuju kepada kualitas pelayanan yang di sediakan oleh masjid Jogokariyan serta dampak dari kualitas pelayanan tersebut terhadap perilaku jamaahnya dalam berwirausaha. Jenis penelitian yang akan digunakan penulis adalah penelitian deskriptif kualitatif. Penelitian ini menggunakan data primer. Metode analisis data dilakukan dengan metode analisis deskriptif peneliti mencoba untuk mendeskriptifkan informasi apa adanya sesuai dengan variabel-variabel yang akan diteliti. Hasil penelitian menunjukkan bahwa Masjid Jogokariyan telah sukses memaksimalkan potensi masjid dengan pelayanan yang di suguhkannya saat ini dan memenuhi peranan masjid dalam masyarakat islam. Serta memberikan dampak positif bagi jamaah pelaku wirausaha melalui pelayanan yang di sediakan oleh masjid Jogokariyan.

Kata Kunci: Dampak, Kualitas Pelayanan, Masjid, Jamaah, Wirausaha.

ABSTRACT

Impact Of The Service Quality Of Jogokariyan Mosque to Jamaah entrepreneurial behavior

**Muhammad Wahyu Nurcahya
13423039**

The development of mosques at this time is fairly rapid and every Muslim has a duty that is to prosper it. At the time of the Prophet the mosque became the center of all activity centers. The mosque became a point of development at that time. In this modern era, mosques whose management systems are still traditional make it difficult for Muslims to develop. However, there are still exceptions to the facts as well as anxiety and concern about the condition of mosques in the country that have not been able to function optimally, although the number is still small when compared to the total number of mosques in Indonesia. This study aims to describe and analyze comprehensively and thoroughly about the mosques that have been managed in a modern way and apply the values of the mosques that stood at the time of the Prophet. Research will be conducted on one of the mosques in Yogyakarta, namely the Jogokariyan mosque. Based on preliminary research at the Jogokariyan mosque researchers see a phenomenon where around the Jogokariyan mosque there are many entrepreneurs who stand from culinary to lodging services. The focus of the research will be on the quality of services provided by the Jogokariyan mosque and the impact of the quality of the service on the behavior of its pilgrims in entrepreneurship. The type of research the author will use is a qualitative descriptive study. This study uses primary data. The method of data analysis is done by descriptive analysis method researchers try to describe the information as it is in accordance with the variables to be studied. The results of the study show that Masjid Jogokariyan has succeeded in maximizing the potential of the mosque with the services it presents today and fulfilling the role of mosques in Islamic societies. As well as providing a positive impact on the pilgrims of entrepreneurs through services provided by the Jogokariyan mosque.

Keywords: Impact, quality of services, mosques, worshipers, entrepreneurs.