

## ABSTRAK

Sebagaimana tercantum dalam undang-undang No. 23 Tahun 2011 Tentang Pengelolaan Zakat, yang dimaksud dengan pengelolaan zakat adalah kegiatan perencanaan, dan pengoordinasian dalam pengumpulan, pedistribusian, dan pendayagunaan zakat. Penelitian ini bertujuan untuk mengetahui pengaruh pembayaran zakat secara virtual terhadap pelayanan pada Badan Amil Zakat Nasional Kota Medan. Metode penelitian yang digunakan adalah metode kuantitatif dengan analisis regresi linear sederhana. Data dikumpulkan melalui kuesioner yang dibagikan kepada 100 responden yang membayar zakat secara virtual di BAZNAS Kota Medan.

Dalam pelaksanaan zakat secara virtual sebenarnya sangat membantu masyarakat agar lebih mudah menyalurkan dana zakatnya sehingga tidak perlu lagi untuk bertatap muka atau membayarnya secara langsung. Namun pada kenyataannya pelaksanaan zakat secara virtual tidak semulus yang diharapkan. Masyarakat pun menunjukkan pro dan kontra mengenai pembayaran zakat daring dan masih banyak masyarakat juga yang belum memanfaatkan fasilitas pembayaran zakat online yang telah disediakan oleh pihak Baznas.

Hasil penelitian menunjukkan bahwa pembayaran zakat secara virtual memiliki pengaruh positif dan signifikan terhadap pelayanan pada BAZNAS Kota Medan. Semakin baik sistem pembayaran zakat virtual, maka semakin baik pula pelayanan yang diberikan oleh BAZNAS Kota Medan. Penelitian ini juga menemukan bahwa kemudahan, kecepatan, dan keamanan dalam pembayaran zakat virtual menjadi faktor penting dalam meningkatkan pelayanan BAZ Kota Medan.

Penelitian ini diharapkan dapat memberikan kontribusi pada pengembangan sistem pembayaran zakat virtual yang lebih baik dan meningkatkan kualitas pelayanan BAZ Kota Medan.

**Kata Kunci :** pembayaran zakat virtual, pelayanan, Badan Amil Zakat Nasional

## ABSTRACT

As stated in Law No. 23 of 2011 concerning Zakat Management, zakat management is defined as planning and coordinating activities in the collection, distribution, and utilization of zakat. This study aims to determine the effect of virtual zakat payments on services at the Medan City National Zakat Agency. The research method used is a quantitative method with simple linear regression analysis. Data were collected through questionnaires distributed to 100 respondents who paid zakat virtually at BAZNAS Medan City

In the implementation of virtual zakat, it actually helps the community to more easily distribute their zakat funds so that they no longer need to meet face to face or pay directly. However, in reality, the implementation of virtual zakat is not as smooth as expected. The community also shows pros and cons regarding online zakat payments and there are still many people who have not utilized the online zakat payment facilities provided by Baznas.

The results of the study indicate that virtual zakat payments have a positive and significant impact on services at BAZNAS Medan City. The better the virtual zakat payment system, the better the services provided by BAZNAS Medan City. This study also found that convenience, speed, and security in virtual zakat payments are important factors in improving BAZ Medan City services.

Regarding the online zakat facility that has been provided by Baznas, many people still cannot use their mobile phones to pay zakat via MBanking, do not have a savings account and do not know about the virtual zakat payment system because they do not understand it and there are also those who are of the opinion that they do not want to use the facility because they are worried that there is uncertainty regarding the payment of the contract so that they are afraid that it is not valid to pay zakat and by paying zakat directly they can be more free by meeting face to face, the contract is clear and the process of distributing zakat funds is explained on the spot between the committee on duty so that there will be no worries about the contract. This research is expected to contribute to the

development of a better virtual zakat payment system and improve the quality of BAZ Medan City services.

**Keywords:** virtual zakat payments, services, National Zakat Collection Agency