ABSTRAK

Penelitian ini berjudul *"Maqashid Syari'ah sebagai Solusi untuk Meningkatkan Pelayanan Ekspedisi pada CV. Barumun Jaya Medan"*. Penelitian ini dilatarbelakangi oleh pentingnya kualitas pelayanan dalam perusahaan jasa ekspedisi yang berhubungan langsung dengan kepuasan dan kepercayaan pelanggan. Dalam praktiknya, masih ditemukan beberapa permasalahan pelayanan, seperti keterbatasan sarana dan prasarana, keterlambatan pengiriman barang, kurang optimalnya penanganan keluhan pelanggan, serta belum maksimalnya penerapan nilai-nilai syariah dalam aktivitas pelayanan. Oleh karena itu, diperlukan suatu pendekatan yang tidak hanya berorientasi pada keuntungan perusahaan, tetapi juga pada kemaslahatan pelanggan melalui penerapan maqashid syari'ah. Penelitian ini bertujuan untuk menganalisis implementasi maqashid syari'ah dalam pelayanan ekspedisi pada CV. Barumun Jaya Medan, mengidentifikasi faktor-faktor yang menghambat kualitas pelayanan, serta menjelaskan bagaimana maqashid syari'ah dapat menjadi solusi dalam meningkatkan pelayanan perusahaan. Penelitian menggunakan metode deskriptif kualitatif dengan pendekatan penelitian lapangan (field research). Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap pemilik serta karyawan CV. Barumun Jaya. Teknik analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan triangulasi sumber dan metode. Hasil penelitian menunjukkan bahwa pelayanan pada CV. Barumun Jaya telah menerapkan sebagian nilai maqashid syari'ah, terutama pada aspek hifzh al-mal (menjaga harta) melalui upaya menjaga keamanan barang pelanggan, hifzh ad-din melalui penerapan nilai amanah dan kejujuran dalam pelayanan, serta hifzh al-'aql melalui pemberian informasi kepada pelanggan. Namun, implementasi tersebut belum berjalan secara optimal karena masih terdapat kendala berupa keterbatasan sarana transportasi, kurangnya sistem pendukung operasional, serta ketidaktepatan waktu pengiriman. Penerapan maqashid syari'ah terbukti dapat menjadi solusi dalam meningkatkan kualitas pelayanan melalui penguatan nilai amanah, tanggung jawab, transparansi, keadilan, dan orientasi pada kemaslahatan pelanggan. Dengan penerapan prinsip-prinsip tersebut, perusahaan dapat meningkatkan kepercayaan pelanggan, kualitas layanan, serta daya saing perusahaan di bidang jasa ekspedisi.

Kata Kunci: Maqashid Syari'ah, Pelayanan Ekspedisi, Kualitas Pelayanan, CV. Barumun Jaya, Hifzh al-Mal.

ABSTRACT

This study is entitled *"Maqashid Sharia as a Solution to Improve Expedition Service Quality at CV. Barumun Jaya Medan."* The research was motivated by the importance of service quality in expedition companies, which is closely related to customer satisfaction and trust. In practice, several service problems were identified, including inadequate facilities and infrastructure, delays in goods delivery, ineffective complaint handling, and the suboptimal implementation of Islamic values in service activities. Therefore, an approach is needed that focuses not only on company profits but also on public welfare through the implementation of Maqashid Sharia. The objectives of this study are to analyze the implementation of Maqashid Sharia in expedition services at CV. Barumun Jaya Medan, identify factors that hinder service quality, and explain how Maqashid Sharia can serve as a solution to improve company services. This research employed a descriptive qualitative method with a field research approach. Data were collected through observation, interviews, and documentation involving the owner and employees of CV. Barumun Jaya. Data analysis was conducted through data reduction, data presentation, and conclusion drawing, while data validity was ensured through source and method triangulation. The findings indicate that CV. Barumun Jaya has implemented several Maqashid Sharia principles, particularly hifzh al-mal (protection of wealth) through efforts to safeguard customers' goods, hifzh ad-din (protection of religion) through the application of honesty and trustworthiness in service delivery, and hifzh al-'aql (protection of intellect) through the provision of clear information to customers. However, the implementation has not been fully optimized due to limitations in transportation facilities, inadequate operational support systems, and delays in delivery schedules. The application of Maqashid Sharia has proven to be a viable solution for improving service quality through strengthening the values of trustworthiness, responsibility, transparency, justice, and customer welfare orientation. The implementation of these principles can enhance customer trust, service quality, and the company's competitiveness in the expedition service industry.

Keywords: Maqashid Sharia, Expedition Services, Service Quality, CV. Barumun Jaya, Protection of Wealth.