

ABSTRACT

One of the problems that has long occurred in Indonesia is the economic problem. From an Islamic point of view, the potential of zakat in Indonesia is still very large to help the movement of the economy. The role of the Amil Zakat Institution (LAZ) as a zakat manager must be able to serve muzakki well, have a good and trustworthy corporate image, and the muzakki have a strong bond with God where these factors can affect the interest of muzakki in paying zakat. In addition, the city of Bandung is the city with the highest ZIS implementation compared to other cities in West Java, so the potential for zakat is large. However, Rumah Zakat as LAZ receives zakat funds which are still far from the target and as a whole nationally.

The purpose of this study is to determine the effect of service quality, corporate image, and religiosity on the interest of muzakki in Bandung in paying zakat at Rumah Zakat.

The method used is a quantitative method with a strategy that is survey, unit of analysis is individual, minimal involvement, non-contrived background, and using cross sectional method. The research population is the people of Bandung City who meet the requirements as muzakki and have paid zakat at Rumah Zakat. This research uses non-probability sampling with purposive sampling technique and the number of samples is 110 respondents. The research data analysis technique uses SEM-PLS where the service quality and corporate image uses a second order whose data is processed using the SmartPLS 3 application.

The results showed that service quality and religiosity has no positive and significant effect on interest in muzakki, while corporate image have a positive and significant effect on interest in muzakki. The corporate image has the greatest influence on the interest of muzakki.

Based on the discussion of the research results, Rumah Zakat is expected to strengthen its logo branding by placing it on various media attributes to increase muzakki's interest in zakat.

Keywords: *service quality, corporate image, religiosity, interest*