PERAN *PROSOCIAL VALUE DELIVERING CAPACITY* DALAM MEMEDIASI PENGARUH *SOCIAL CAPITAL* DAN STRATEGI *E-CRM* TERHADAP KINERJA MANAJEMEN ZAKAT

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ABSTRAK

PERAN *PROSOCIAL VALUE DELIVERING CAPACITY* DALAM MEMEDIASI PENGARUH *SOCIAL CAPITAL* DAN STRATEGI *E-CRM* TERHADAP KINERJA MANAJEMEN ZAKAT

Ira Murweni (NIM.1707309)

Di bawah bimbingan Prof. Dr. H. Nanang Fattah.,M.Pd, Dr. Kusnendi.,M.S, dan Dr. H. Mokh. Adib Sultan.,S.T.,M.T

Lembaga Amil Zakat (LAZ) sebagai entiti dalam sektor ekonomi inklusi keuangan syariah di Indonesia memiliki potensi besar untuk membantu pemerintah dalam mengurangi tingkat kemiskinan di Indonesia, karena secara makro ekonomi mampu memberikan kontribusi positif bagi peningkatan PDB secara nasional berupa peningkatan pendapatan domestik bruto, peningkatan penyerapan tenaga kerja, dan peningkatan kewirausahaan mikro. Dalam pertumbuhan LAZ di Indonesia, kinerja secara mikro ini berbanding terbalik dengan kinerja secara makronya. Hal ini ditandai dengan rendahnya LAZ dalam membangun kapasitas penyaluran dana ZIS yang tidak memberikan dampak signifikan terhadap penurunan tingkat kemiskinan di Indonesia. Tujuan penelitian adalah untuk menemukan model peningkatan kinerja manajemen zakat pada LAZ dengan menggunakan pendekatan strategi *E-CRM* agar peningkatan tersebut mampu memberi dampak signifikan terhadap tingkat kesejahteraan ekonomi masyarakat miskin. Desain penelitian ini menggunakan pendekatan kuantitatif, dengan jenis penelitiannya berupa deskriptif survei dan *explanatory survey*. Objek penelitian ini melibatkan kinerja manajemen, startegi E-CRM, kapasitas menyampaikan nilai-nilai prososial, sumber daya khusus organisasi, dan layanan inovasi terbuka. Survei dilakukan terhadap 100 LAZ di Kota Bandung. Teknik pengambilan data dilakukan dengan *simple random sampling*. Analis data menggunakan statistika deskriptif dan statistika inferensial dengan pendekatan model *Partial Least Square - Structural Equation Modeling* (*PLS-SEM*). *Grand theory* yang dipergunakan untuk membangun model peneltian ini adalah *Resources Based Theory* (*RBT*) dan *Stewardship/Agency Theory* sebagai *middle theory*. Sedangkan perspektif manajemen stratejik digunakan dan konsep hubungan pelanggan (*CRM*) sebagai *applied theory*. Hasil analisis secara empiris pada penelitian ini berhasil menemukan bahwa peran kapasitas penyampaian nilai-nilai kepedulian sosial (*PVDC*) mampu memediasi modal sosial (*SOC*) dan strategi *E-CRM* melalui layanan inovasi terbuka (*IOS*) yang berpengaruh signifikan terhadap peningkatan kinerja manajemen (*MP*) ZIS pada LAZ. *Novelty* dari penelitian ini adalah ditemukannya model peningkatan kinerja manajemen zakat, dimana peran konsep kapasitas meyampaikan nilai-nilai prososial (*prosocial value delivering capacity*) berhasil memediasi strategi *E-CRM* pada model peningkatan kinerja manajemen ZIS; serta pengujian teoritikal menemukan bahwa kapasitas untuk membangun kinerja manajemen yang dapat menghasilkan inovasi (*second order capability*) jauh lebih penting dibandingkan kemampuan inovasi itu sendiri (*first order capability*).

Kata kunci: Modal Sosial, Strategi *E-CRM*, Sumber Daya Khusus Organisasi, Kapasitas Penyampaian Nilai-nilai Kepedulian Sosial, Layanan Inovasi Terbuka

ABSTRACT

ROLE OF PROSOCIAL VALUE DELIVERING CAPACITY IN MEDIATION THE INFLUENCE OF SOCIAL CAPITAL AND E-CRM STRATEGY ON ZAKAT MANAGEMENT PERFORMANCE

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Dissertation suprvisor; Prof. Dr. H. Nanang Fattah.,M.Pd, Dr. Kusnendi.,M.S, dan Dr. H. Mokh. Adib Sultan.,S.T.,M.T

The Alms Institution (LAZ) as an entity in the sharia financial inclusion economic sector in Indonesia has great potential to assist the government in reducing poverty levels in Indonesia, because macro economically it is able to make a positive contribution to increasing GDP nationally in the form of increasing gross domestic income, increasing absorption of workforce, and increasing micro-entrepreneurship. In the growth of LAZ in Indonesia, the micro performance is inversely proportional to the macro performance. This is indicated by the low LAZ in building the capacity for disbursing ZIS funds which does not have a significant impact on reducing poverty in Indonesia. The purpose of the study was to find a model for improving the performance of zakat management in LAZ by using an E-CRM strategy approach. This research design uses a quantitative approach, with the types of research in the form of descriptive surveys and explanatory surveys. The object of this research involves management performance, E-CRM strategy, and capacity to deliver prosocial values, specific organizational resources, and open innovation services. The survey was conducted on 100 LAZ in the city of Bandung. The data collection technique was done by simple random sampling. Data analysis used descriptive statistics and inferential statistics with the approach of Partial Least Square - Structural Equation Modeling (PLS-SEM). The grand theory used to develop this research model is Resources Based Theory (RBT) with Agency Theory as the middle theory, and the concept of customer relations (CRM) as applied theory. The results of the empirical analysis in this study found that the role of capacity to convey prosocial values was able to mediate social capital and E-CRM strategies through open innovation services and had a significant effect on improving zakat management performance in LAZ. The novelty of this research is the discovery of a model for improving the performance of zakat management, namely the role of the concept of capacity to deliver prosocial values (prosocial value delivering capacity) in mediating the E-CRM strategy on the model of improving the performance of zakat management; and theoretical testing found that the capacity to build management performance that can generate innovation (second order capability) is much more important than the innovation capability itself (first order capability).

Keywords: *Social Capital, E-CRM Strategy, Firm Specific Resources, Prosocial Value Delivering Capacity, Open Innovation Services*

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