

Community Preference in Paying Zakat, Infaq and Sadaqah in Zakat Management Organizations (OPZ)
(A Case study at Lazismu Pamekasan Madura)

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ABSTRACT

This study aims to determine the attitude of *muzakki* (zakat payer) in the submission of zakat, infaq and sadaqah (voluntary charity) funds and their perspective on Lazismu Pamekasan. This study uses a qualitative approach, with nine main respondents. The research findings showed that the habits of *muzakki* (zakat payer) and *munfiq* (infaq and sadaqah payer) Lazismu Pamekasan channeled their zakat, infaq and sadaqah in three ways, namely: (1) directly to self-chosen *mustahiq* (receiver), (2) channeling to OPZ, and (3) channeling to *takmir* (mosque management). However, according to *muzakki* and *munfiq*, paying zakat, infaq and sadaqah to OPZ is more ideal, practical, and programmed. In this study it was also found that *muzakki* and *munfiq* preference factors vary in style. They claimed that psychological factor was the main reason they chose Lazismu Pamekasan rather than other OPZs. Then, other factors are social factors, which are influenced by family relationships and reference groups. The last factor is a cultural factor.

Keywords: preferences, muzakki and munfiq, OPZ, psychological, social, cultural

