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EFFECT OF DISTRIBUTION OF ZAKAT AND PROMOTIONAL FEES AMOUNT IN AMIL ZAKAT PEDULI UMMAT WASPADA AGENCY

MUHAMMAD ABDULLAH AMIN HASIBUAN

Program Economics of Sharia

State Islamic University of North Sumatra

Email: abduallahamin85@yahoo.com

ABSTRACT

In this research the problem is about the influence of distribution of zakat and promotion cost to Muzakki at LAZ care Ummat Waspada, which focus on how significance Influence of Zakat distribution to amount of Muzakki and and how influence of promotion cost to amount of Muzakki, then tested hypothesis in the form of influence positive or not the distribution of Zakah and promotional costs. The research methodology used is quantitative and descriptive research in descriptive and descriptive research to know the value of independent variable (independent independent variable). An associative is a study that aims to determine the relationship between two or more variables. With this research will be built a theory that can serve to explain, predict and control a symptom, while this type of research is quantitative research, where data is data in the form of numbers obtained from the field which is the secondary data, the report LAZ Cares Ummat Waspada. While the purpose of this study is to determine the effect of zakat distribution for the number of Muzakki who give zakat in LAZ care ummah Waspada, to know the effect of promotion to the amount of Muzakki who give His Zakah in LAZ care ummat Waspada and its usefulness is to give description and information about role of distribution of zakat and promotional costs to the willingness of Muzakki to submit his zakat at LAZ care Ummat Waspada. After the research, it was found that the effect of zakat distribution on the number of Muzakki was positive while the promotion cost did not significantly influence the amount of Muzakki in LAZ Care Ummat Waspada.

Keywords: *Distribution of Zakat, Promotional Costs, Muzakki, LAZ Care Ummat Waspada.*