

ABSTRACT

Agnia Rahmawati, 2024. *Factors Affecting the Success of Mustahik Business in the Productive Zakat Program at BAZNAS, Tasikmalaya Regency. Thesis. Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.*

The National Amil Zakat Agency (BAZNAS) has the task and function of collecting and distributing zakat, infaq and alms at the national level. BAZNAS Tasikmalaya Regency presents productive zakat programs with efforts to improve the economic conditions of the underprivileged community through business assistance and the provision of business capital to mustahik who are entitled to receive it. The purpose of this study is to find out the factors that affect the success of the mustahik business in the productive zakat program in BAZNAS Tasikmalaya Regency.

The research method used in this study is a quantitative method with a purposive sampling technique. Data were collected using a skla likert questionnaire. The population in this study is mustahik who receive business capital assistance in the productive zakat program at BAZNAS Tasikmalaya Regency, namely BMM (BAZNAS Microfinance Mosque), Z-chicken, (Zakat Fried Chicken) and also Z-mart, with a sample of 71 mustahik.

The results of this study show that Business Assistance partially has a positive and significant effect on Business Success with a determination value of 0.670 or 67%, Business Capital partially has a positive and significant effect on Business Success with a determination value of 0.268 or 26.8%, Business Motivation partially has a positive and significant effect on Business Success with a determination value of 0.495 or 49.5%. The Business Environment partially has a positive and significant effect on Business Success with a determination value of 0.210 or 21%. So it is stated that Business Assistance, Business Capital, Business Motivation, and Business Environment simultaneously have a positive and significant effect on Business Success with a determination value of 0.794 or 79.4%, the remaining 25.1% is influenced by other variables that are not examined in this study.

Keywords: Business Assistance, Business Capital, Business Success, Mustahik, Productive Zakat.