

ABSTRAK

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Program Studi : Kewirausahaan

Judul : Pengaruh Kreativitas, Lokasi Usaha dan Label Halal Terhadap Pendapatan Pelaku Usaha Pisang Sale di Aceh Timur

Penelitian ini bertujuan untuk mengetahui pengaruh kreativitas, lokasi usaha, dan label halal terhadap pendapatan pelaku usaha pisang sale di Aceh Timur. Sampel penelitian berjumlah 35 responden pelaku usaha pisang sale. Data dianalisis menggunakan regresi linier berganda dan hasil penelitian menunjukkan bahwa variabel kreativitas (X1) berpengaruh secara positif dan signifikan, lokasi usaha (X2) dan label halal (X3) tidak berpengaruh signifikan terhadap pendapatan pelaku usaha pisang sale di Aceh Timur. Maka penelitian ini berkontribusi pada upaya peningkatan pendapatan pelaku usaha pisang sale melalui penguatan kreativitas secara optimal. Implikasi penelitian ini yaitu semakin tinggi kreativitas pelaku usaha dalam produk, layanan, dan inovasi, semakin besar potensi untuk meningkatkan pendapatan usaha pisang sale di Aceh Timur.

Kata Kunci: Kreativitas, Lokasi Usaha, Label Halal, Pendapatan Pelaku Usaha

ABSTRACT

Name : Rahmatillah

Study Program : Entrepreneurship

Title : The Effect of Creativity, Business Location and Halal Label on the Income of Sale Banana Business Actors in East Aceh

This study aims to determine the effect of creativity, business location, and halal labeling on the income of banana sale business actors in East Aceh. The research sample amounted to 35 respondents of banana sale business actors. The data were analyzed using multiple linear regression and the results showed that the creativity variable (X1) had a positive and significant effect, business location (X2) and halal label (X3) had no significant effect on the income of banana sale business actors in East Aceh. So this research contributes to efforts to increase the income of banana sale business actors through strengthening creativity optimally. The implication of this research is that the higher the creativity of business actors in products, services, and innovation, the greater the potential to increase banana sale business income in East Aceh.

Keywords: *Creativity, Business Location, Halal Label, Business Income*