

## ABSTRAK

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Program Studi : Program Studi Ekonomi Syariah  
Judul : Analisis Potensi Zakat Perniagaan Terhadap Trust Muzakki Pada Pelaku Usaha di Pasar Tradisional Dalam Membayar Zakat (Studi kasus Pasar Inpres Lhokseumawe)

Penelitian ini bertujuan untuk menganalisis pengaruh potensi zakat perniagaan terhadap trust muzakki pada pelaku usaha di Pasar Inpres Lhokseumawe. Latar belakang penelitian ini berangkat dari rendahnya realisasi zakat perniagaan melalui lembaga resmi, meskipun potensi zakat di pasar tradisional tergolong tinggi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah seluruh pelaku usaha di Pasar Inpres Lhokseumawe, sedangkan sampel ditentukan menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert. Data dianalisis menggunakan analisis statistik deskriptif dan regresi linear sederhana untuk melihat pengaruh variabel potensi zakat perniagaan (X) terhadap trust muzakki (Y). Hasil penelitian menunjukkan bahwa potensi zakat perniagaan pelaku usaha berada pada kategori tinggi, namun tingkat trust muzakki terhadap lembaga zakat masih berada pada kategori sedang. Hasil uji regresi menunjukkan bahwa potensi zakat perniagaan berpengaruh positif dan signifikan terhadap trust muzakki. Hal ini berarti semakin besar potensi zakat perniagaan yang dimiliki pelaku usaha, semakin tinggi pula tingkat kepercayaan mereka terhadap lembaga zakat, terutama bila lembaga dapat menunjukkan transparansi, kompetensi, dan akuntabilitas dalam pengelolaan zakat. Dengan demikian, penelitian ini menyimpulkan bahwa potensi zakat perniagaan menjadi salah satu faktor penting yang memengaruhi trust muzakki, sehingga lembaga zakat perlu meningkatkan pendekatan, sosialisasi, serta pelayanan kepada pelaku usaha di pasar tradisional agar minat berzakat melalui lembaga meningkat.

**Kata Kunci:** Zakat Perniagaan, Trust Muzakki, Pelaku Usaha, Pasar Tradisional, Penelitian Kuantitatif.

## **ABSTRACT**

*Name : Bunga Laura*  
*Study Program : Sharia Economics Study Program*  
*Title : Analysis of the Potential of Business Zakat on Muzakki Trust  
Among Business Actors in Traditional Markets in Paying Zakat  
(A Case Study of Inpres Market Lhokseumawe)*

*This study aims to analyze the influence of business zakat potential on muzakki trust among business owners in the Inpres Market of Lhokseumawe. The background of this research arises from the low realization of business zakat distributed through official zakat institutions, despite the high zakat potential in traditional markets. This study employs a quantitative approach using a survey method. The population consists of all business owners in the Inpres Market, and the sample was selected using purposive sampling. Data were collected through a Likert-scale questionnaire. The data analysis techniques used in this study include descriptive statistical analysis and simple linear regression to examine the effect of business zakat potential (X) on muzakki trust (Y). The results show that the business zakat potential among business owners falls into the high category, whereas the level of muzakki trust in zakat institutions is categorized as moderate. The regression analysis indicates that business zakat potential has a positive and significant effect on muzakki trust. This suggests that the greater the zakat potential owned by business actors, the higher their level of trust in zakat institutions—especially when these institutions demonstrate transparency, competence, and accountability in zakat management. In conclusion, the study affirms that business zakat potential is an important factor influencing muzakki trust. Therefore, zakat institutions need to improve their outreach, education, and service quality for business owners in traditional markets to increase their willingness to pay zakat through formal institutions.*

**Keywords:** *Business Zakat, Muzakki Trust, Business Owners, Traditional Market, Quantitative Research.*