

ABSTRAK

Nama : Cut Mislayanti
Program studi : Kewirausahaan
Judul : Analisis Fasilitas, Citra Destinasi Dan *Perceived Value* Terhadap Pendapatan Pedagang Di Destinasi Wisata Halal Pantai Bantayan Kabupaten Aceh Utara

Penelitian ini bertujuan untuk menganalisis pengaruh Fasilitas, Citra Destinasi, dan *Perceived Value* terhadap Pendapatan Pedagang pada destinasi wisata halal Pantai Bantayan, Kabupaten Aceh Utara. Latar belakang penelitian ini didasarkan pada potensi wisata halal yang berkembang di Aceh Utara, khususnya Pantai Bantayan, yang menjadi salah satu tujuan wisata unggulan bagi wisatawan lokal. Penelitian menggunakan metode kuantitatif dengan pendekatan deskriptif. Data diperoleh melalui penyebaran kuesioner kepada 70 responden pedagang di kawasan wisata, kemudian dianalisis menggunakan regresi linier berganda dengan bantuan SPSS. Uji instrumen menunjukkan bahwa seluruh item kuesioner valid dan reliabel. Uji asumsi klasik juga membuktikan bahwa data berdistribusi normal, bebas multikolinearitas, dan tidak terjadi heteroskedastisitas, sehingga model layak digunakan. Hasil penelitian menunjukkan bahwa variabel Fasilitas berpengaruh positif dan signifikan terhadap pendapatan pedagang. Sementara itu, variabel Citra Destinasi dan *Perceived Value* tidak berpengaruh signifikan. Secara simultan, ketiga variabel hanya mampu menjelaskan 2,6% variasi pendapatan pedagang, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Temuan ini mengindikasikan bahwa peningkatan kualitas dan kelengkapan fasilitas wisata merupakan faktor utama yang dapat mendorong peningkatan pendapatan pedagang. Dengan demikian, pengelola wisata halal perlu memprioritaskan pengembangan fasilitas sebagai strategi penguatan ekonomi masyarakat lokal.

Kata Kunci: Fasilitas, Citra Destinasi, *Perceived Value*, Pendapatan Pedagang, Wisata Halal.

ABSTRACT

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Study Program : Entrepreneurship.
*Title : Analysis Of Facilities, Destination Image, And Perceived Value
On Merchant Income In The Halal Tourism Destination Of
Bantayan Beach, North Aceh Regency*

This study aims to analyze the effect of Facilities, Destination Image, and Perceived Value on Merchant Income at the halal tourist destination of Bantayan Beach, North Aceh Regency. The reason for this research is based on the growing potential of halal tourism in North Aceh, especially Bantayan Beach, which is one of the top tourist destinations for local tourists. The study uses a quantitative method with a descriptive approach. Data were obtained by distributing questionnaires to 70 merchant respondents in the tourist area, then analyzed using multiple linear regression with the help of SPSS. Instrument testing showed that all questionnaire items were valid and reliable. Classical assumption testing also proved that the data were normally distributed, free of multicollinearity, and did not exhibit heteroscedasticity, so the model was suitable for use. The results showed that the Facilities variable had a positive and significant effect on merchant income. Meanwhile, the Destination Image and Perceived Value variables had no significant effect. Simultaneously, the three variables only explain 2.6% of the variation in merchant income, while the rest is influenced by other factors outside this study. These results indicate that improving the quality and completeness of tourism facilities is a key factor that can boost traders' income. Therefore, halal tourism managers need to prioritize facility development as a strategy to strengthen the local economy.

Keywords: *facilities, destination image, perceived value, vendors' income, halal tourism.*