

ABSTRACT

Poverty is one of the social problems faced by Indonesia that must be resolved. Zakat is the third pillar of Islam that must be carried out by every Muslim who can afford to pay it. Zakat has the potential as a way to overcome poverty by channeling productive funds. Distribution of productive funds is carried out by zakat institutions by providing capital to mustahik who have potential. This study aims to analyze the factors that influence the success of mustahik businesses in the productive zakat program conducted by LAZISMU Kota Depok.

This research uses quantitative methods of multiple regression analysis with data testing and factor analysis with the Confirmatory Factor Analysis (CFA). Data collection in this study used a questionnaire by taking the entire population as the object of research, namely as many as 35 respondents, who are mustahik productive zakat recipients in the UMKM LAZISMU program in Depok City. The data analysis process was carried out using the SPSS Statistics 25 program.

The results showed that zakat capital and entrepreneurial characteristics had a positive and significant effect on the success of a mustahik's business, while managerial ability, business location and assistance did not affect the success of a mustahik.

Keywords: Poverty, Productive Zakat, Mustahik Business, Business Success