ABSTRACT

Village Economic Hall (VEH) is one of the efforts to increase the development of the tourism sector by providing tourism accommodation. This study aims to examine the impact of the MSME sector which merges into a business component in VEH, such as the homestays, restaurants and souvenirs. VEH are built in areas that have high tourism potential such as in the tourist area of Borobudur Temple which is located in Borobudur District, Magelang Regency.

This study uses primary data with a questionnaire technique. The number of samples in this study were 84 respondents with 20 homestay units, 23 restaurant units and 41 souvenir units in Borobudur District, Magelang Regency. Furthermore, in this study, paired sample t-test analysis was used to find out whether there is a difference due to the impact of VEH, and also measured about MSME performance.

The results of this study indicate that of the 84 respondents studied using paired sample t-test analysis, there is a significance level which indicates <0.05, which means that there is a significant difference. The difference were namely in the number of visitors, sales turnover and profit variables resulting from joining the VEH business component in the homestay, restaurant and souvenir business units. This difference is in the form of an increase in the average number of homestay visitors by 162 percent, restaurant sales turnover by 113 percent and souvenir profits by 41 percent.

Keywords: MSME performance, number of visitors, sales turnover, profit.

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