

ABSTRACT

***THE EFFECT OF ONLINE TRANSACTIONS, PROMOTIONS, AND
GOVERNMENT ASSISTANCE MSME'S INCOME***

(CASE STUDY OF MSME IN SALAWU TASIKMALAYA)

By:

Wulan Eka Fatonah

Guide by:

Aso Sukarso

Apip Supriadi

Micro, Small, and Medium Enterprises (MSME) scale have an important role for the national income in Indonesia. They were proved – could be survive while the country had economic crisis. This study aims to determine online transaction, promotion, and government assistance to MSME's income (case study to MSME of Salawu Tasikmalaya). This research used 70 samples with purposive random sampling technique. Data were collected through observation, interview, and questionnaires. The analysis method of this research is linear multiple regression. The results of the analysis indicate that partially and simultaneously independent variables affect MSMEs income.

Keywords: online transactions, promotion, government assistance, capital, and MSME's income.

ABSTRAK

PENGARUH TRANSAKSI ONLINE, PROMOSI, DAN BANTUAN PEMERINTAH TERHADAP PENDAPATAN UMKM DI TASIKMALAYA (STUDI KASUS UMKM DI KECAMATAN SALAWU TASIKMALAYA)

Oleh:

Wulan Eka Fatonah

Pembimbing:

Aso Sukarso

Apip Supriadi

Skala Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran penting bagi pendapatan nasional di Indonesia. Mereka terbukti – bisa bertahan saat negara mengalami krisis ekonomi. Penelitian ini bertujuan untuk mengetahui transaksi online, promosi, dan bantuan pemerintah terhadap pendapatan UMKM (studi kasus pada UMKM Salawu Tasikmalaya). Penelitian ini menggunakan 70 sampel dengan teknik purposive random sampling. Pengumpulan data dilakukan melalui observasi, wawancara, dan angket. Metode analisis penelitian ini adalah regresi linier berganda. Hasil analisis menunjukkan bahwa secara parsial dan simultan variabel bebas berpengaruh terhadap pendapatan UMKM.

Kata kunci: transaksi online, promosi, bantuan pemerintah, dan UMKM