

## DAFTAR ISI

|                                                                   |      |
|-------------------------------------------------------------------|------|
| LEMBAR PENGESAHAN .....                                           | iii  |
| PERNYATAAN ORISINALITAS SKRIPSI.....                              | iv   |
| KATA PENGANTAR.....                                               | v    |
| <i>ABSTRACT</i> .....                                             | vii  |
| ABSTRAK .....                                                     | viii |
| DAFTAR ISI.....                                                   | ix   |
| DAFTAR TABEL .....                                                | xi   |
| DAFTAR GAMBAR .....                                               | xii  |
| DAFTAR LAMPIRAN .....                                             | xiii |
| <b>BAB I PENDAHULUAN</b>                                          |      |
| 1.1 Latar belakang Penelitian.....                                | 1    |
| 1.2 Identifikasi Masalah.....                                     | 13   |
| 1.3 Tujuan Penelitian.....                                        | 13   |
| 1.4 Kegunaan Hasil Penelitian .....                               | 14   |
| 1.4.1 Pengembangan Ilmu.....                                      | 14   |
| 1.4.2 Penerapan Ilmu.....                                         | 14   |
| 1.5 Lokasi dan Waktu Penelitian.....                              | 14   |
| 1.5.1 Lokasi Penelitian.....                                      | 14   |
| 1.5.2 Jadwal Penelitian.....                                      | 14   |
| <b>BAB II TINJAUAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS</b> |      |
| 2.1 Tinjauan Pustaka .....                                        | 16   |
| 2.1.1 <i>Long Term Relationship</i> .....                         | 18   |
| 2.1.2 <i>Internet of Things</i> .....                             | 24   |
| 2.1.3 Kinerja Operasional .....                                   | 32   |
| 2.1.4 Penelitian Terdahulu.....                                   | 40   |
| 2.2 Kerangka Pemikiran.....                                       | 49   |
| 2.3 Hipotesis Penelitian.....                                     | 51   |
| <b>BAB III METODE PENELITIAN</b>                                  |      |
| 3.1 Objek Penelitian .....                                        | 52   |

|                                       |            |
|---------------------------------------|------------|
| 3.2 Metode Penelitian.....            | 52         |
| 3.2.1 Operasionalisasi Variabel ..... | 53         |
| 3.2.2 Jenis Penelitian.....           | 56         |
| 3.2.3 Teknik Pemngumpulan Data .....  | 56         |
| 3.2.3.1 Jenis dan Sumber Data .....   | 57         |
| 3.2.3.2 Populasi Sasaran.....         | 58         |
| 3.2.3.3 Penentuan Sampel .....        | 58         |
| 3.2.4 Model Penelitian .....          | 59         |
| 3.6 Teknik Analisis Data .....        | 60         |
| <b>BAB IV HASIL DAN PEMBAHASAN</b>    |            |
| 4.1 Hasil Penelitian .....            | 67         |
| 4.2 Pembahasan.....                   | 81         |
| <b>BAB V SIMPULAN DAN SARAN</b>       |            |
| 5.1 Simpulan .....                    | 86         |
| 5.2 Saran.....                        | 86         |
| <b>DAFTAR PUSTAKA.....</b>            | <b>89</b>  |
| <b>LAMPIRAN.....</b>                  | <b>93</b>  |
| <b>BIODATA PENULIS.....</b>           | <b>113</b> |

## DAFTAR TABEL

| No   | Judul                                                                     | Halaman |
|------|---------------------------------------------------------------------------|---------|
| 1.1  | Jumlah UMKM kota Tasikmalaya Per Desember 2024.....                       | 6       |
| 1.2  | Jumlah UMKM minuman kota tasikmalaya .....                                | 7       |
| 1.3  | Hasil pra-survey .....                                                    | 8       |
| 2.1  | Hasil penelitian terdahulu .....                                          | 41      |
| 3.1  | Operasionalisasi variabel .....                                           | 53      |
| 4.1  | Frekuensi berdasarkan lama usaha.....                                     | 67      |
| 4.2  | Distribusi frekuensi berdasarkan jumlah karyawan .....                    | 68      |
| 4.3  | Analisis statistik deskriptif .....                                       | 68      |
| 4.4  | Hasil uji validitas LTR .....                                             | 70      |
| 4.5  | Hasil uji validitas IOT .....                                             | 70      |
| 4.6  | Hasil uji validitas kinerja operasional .....                             | 71      |
| 4.7  | Hasil uji reliabilitas .....                                              | 72      |
| 4.8  | Hasil uji normalitas .....                                                | 73      |
| 4.9  | Hasil uji multikolinearitas .....                                         | 73      |
| 4.10 | Analisis regresi linier berganda .....                                    | 75      |
| 4.11 | Kriteria hubungan korelasi .....                                          | 76      |
| 4.12 | Hubungan <i>internet of things</i> terhadap kinerja operasional .....     | 76      |
| 4.13 | Hubungan <i>long term relationship</i> terhadap kinerja operasional ..... | 77      |
| 4.14 | Uji koefisien determinasi .....                                           | 78      |
| 4.15 | Hasil uji F .....                                                         | 79      |
| 4.16 | Hasil uji t .....                                                         | 80      |

## DAFTAR GAMBAR

| No  | Judul                                                  | Halaman |
|-----|--------------------------------------------------------|---------|
| 3.1 | Model penelitian.....                                  | 60      |
| 4.1 | Hasil uji heteroskedastisitas .....                    | 74      |
| 4.2 | Hubungan struktural antara variabel X terhadap Y ..... | 80      |

## DAFTAR LAMPIRAN

| No  | Judul                                | Halaman |
|-----|--------------------------------------|---------|
| 1.1 | Jadwal penelitian.....               | 93      |
| 1.2 | Lembar kuesioner.....                | 92      |
| 1.3 | Output SPSS.....                     | 97      |
| 1.4 | Surat penelitian.....                | 110     |
| 1.5 | Lembar revisi proposal skripsi ..... | 111     |
| 1.6 | Bio data penulis.....                | 113     |