**ANALISIS SUASANA RUANGAN DAN HARGA YANG MEMPENGARUHI KEBERLANGSUNGAN USAHA KEDAI ZEVIN DI TENGGARONG**

**USUSLAN PENELITIAN**

**OLEH :**

**RATNA ZULI YANTI**

**NPM : 190214816**



**PROGRAM STUDI MANAJEMEN**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS KUTAI KARTANEGARA**

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**RANCANGAN USULAN PENELITIAN SKRIPSI**

**Blangko Lampiran 2: Rancangan Usulan Penelitian**

**Diajukan Oleh:**

**Nama : Ratna Zuli Yanti**

**NPM : 190214816**

**Judul : Analisis suasana ruangan dan harga yang mempengaruhi keberlangsungan usaha kedai zevin di tenggarong**

1. **Latar Belakang**

Generasi *millenials* saat ini, memiliki gaya hidup dalam menikmati aktifitasnya dengan cara santai seperti *nongkrong*. *Nongkrong* adalah aktifitas berkumpul yang dilakukan oleh seseorang pada suatu tempat tertentu dan dengan tujuan tertentu.Semakin tingginya tingkat antusias pengunjung dan pertumbuhan kedai atau cafe akan menimbulkan kompetisi yang semakin ketat dan tingkat keinginan konsumen juga semakin meningkat. Tak bisa dipungkiri memang, bahwa lingkungan bisnis akan terus berubah dengan cepat, persaingan baik domestik maupun global meningkat tajam, dan dalam waktu yang sama tuntutan pelanggan pun akan terus berubah dan meningkat (Hasan, 2013) dalam Hakim (2016).

Human resources are seen as one of the most important assets that must be maintained, especially the existence

of employees’ performance, which is needed for the sustainability of organizational performance. Factors which may

affect the employees’ performance, are information and communication technology (ICT) and empowerment.

Therefore, there is a need for human resources that are able to master technology quickly, adaptively and

responsively to changing technologies. Also, it is necessary to empower employees that operate useful information

and communication technology to effectively and efficiently complete their work. This study aims to determine the

relationship of empowerment toward the organizational performance, to determine the role of ICT as a mediator of

empowerment toward the organizational performance. A total of 200 questionnaires were distributed to employees

Regional Drinking Water Company East Java Indonesia, and finally 128 questionnaires were collected and used as

a sample in this study. The data were examined using smart Partial Least Squares (PLS). The results showed that

empowerment has a direct effect on employee performance. In addition, information and communication technology

mediated the effect of empowerment on employee performance.(Ekowati et al., 2021)

This study aimed to investigate the effects of leadership styles on counterproductive work behavior, quality of

working life, and psychological empowerment. The target population was employees in SOE Islamic banks in

Malang Raya, Indonesia. A proportional random sampling was used to obtain a sample size of 160 from the 310

bank employees. SEM-PLS, a measurement and structural equation model was employed to explain the

relationship between variables. The results showed that transformational leadership could reduce employee

counterproductive work behavior through quality of work-life, while transactional leadership increases this behavior.

Furthermore, the quality of work-life cannot mediate the effect of transactional leadership on counterproductive work

behavior, while psychological empowerment cannot moderate the impact of transformational leadership on quality

of work-life.(Sabran et al., 2022)

The aim of this study was to analyze the impact of 900 VA electricity tariff adjustments on household

consumption patterns in East Borneo. This policy potentially increased the poverty, considering that

in the last few years, East Borneo had experienced a contraction in economic growth. The analysis

of this study used the Linear Approximation of Almost Ideal Demand System (LA/ AIDS), and the

concept of elasticity to reach the objectives of this study using Susenas in 2016 and 2017. The results

of the analysis showed that the policy indirectly had more impact on all residential electricity

customers rather than on 900 VA and above customers. The residential electricity customers would

generally be more responsive to reduce the non-staple consumption in addition to respond the

subsidies revocation, compared to 900 VA and above users. This circumstance was certainly related

to the economic condition of 900 VA and above residential electricity customers who were more

capable, so the food needs were no longer a household staple. Meanwhile, the middle economic

households would continue to maintain the nutritional status of the household by continuing to

consume high protein food sources (fish / meat / eggs / milk). Meanwhile, based on the type of

region, the revocation of 900 VA subsidies and the increase in household non-subsidized tariffs for

rural was more responsive than urban households. This was understandable since the level of

electricity dependence of the urban community was quite high than the rural area.(Sari & Adawiyah, 2019)

The purpose of this study was to examine the influence of job satisfaction and organizational

commitment towards organizational citizenship behavior. The study was a case study on

employees of local water company “Tirta Mahakam” located in Kutai Kartanegara Regency.

Quality of service will always be a significant factor for organizations that focus on customer

satisfaction. It is done to improve business activity and organizational performance. To have

excellent quality services depends on the human resources of the organization. The organization

needs human resources that are performing well. Human resources/employees who show strong

OCB are believed to be able to perform better. That is why organizations need to create

employees with strong OCB. This study was a causal associative study using a quantitative

approach. Data were collected using a closed questionnaire with a total sample of 83

respondents, and the selection of respondents chosen using simple random sampling. The results

showed that job satisfaction and organizational commitment simultaneously affected

organizational citizenship. Job satisfaction partially influenced organizational citizenship

behavior. Organizational commitment partly influenced organizational citizenship behavior. Job

satisfaction was proven to have the most significant influence.(Iskandar et al., 2019)

Human Capital is undeniably a very important factor for economic growth. In this paper, we

investigate the impact of Human Capital on growth using the Neoclassical and Endogenous

Growth models. We use the Generalized Method of Moment (GMM) method with 8 different

Human Capital proxies measured in terms of quantity and quality of education. Using the

LSDV method, we find: (i) Human Capital plays a significant role in explaining growth, (ii)

Identical initial technology assumption cannot be ignored in the growth model, (iii) The

selection of proxies in terms of quantity and quality of education is very influential on the

conclusion of the impact of Human Capital. to growth. With the GMM method, it is concluded

that followers will diffuse to catch- up leader, while countries that are close to the leader will

take advantage of the power of innovation. Our results also reinforce the view that trade and

institutions are two of the most influential factors in our model. Finally, it is important to

examine the issue of income inequality in developing country growth models and the issue of

reverse causality between education and economic growth.(Soegiarto et al., 2022)

1. **Rumusan Masalah**

Dari permasalahan yang dijelaskan pada latar belakang yang menjadi pertanyaan dalam penelitian ini adalah :

1. Diantara variabel suasana toko, harga,dan promosin variabel manakah yang mempunyai pengaruh paling dominan keberlangsungan usaha kedai zevin di tenggarong?

2. Apakah suasana toko memiliki berpengaruh keberlangsungan usaha kedai zevin di tenggarong?

3. Apakah harga memliki berpengaruh keberlangsungan usaha kedai zevin di tenggarong?

1. **Tujuan**

3.1. Untuk mengetahui analisis suasana toko,harga dan promosi yang mempengaruhi keberlangsungan usaha kedai zevin di tenggarong?

3.2. Untuk mengetahui analisis suasana toko yang mempengaruhi keberlangsungan usaha kedai zevin di tenggarong

3.3. Untuk mengetahui analisis harga yang mempengaruhi keberlangsungan usaha kedai zevin di tenggarong

1. **Manfaat Penelitian**
   1. **Bagi peneliti**
2. Diharapkan penelitian ini dapat menambah pengetahuan dan pemahaman peneliti mengenai suasana ruangan dan harga yang mempengaruhi keberlangsungan pada kedai zevin tenggarong.
3. Sebagai salah satu syarat untuk menyelesaikan studi S1 pada Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Kutai Kartanegara
   1. **Bagi pihak lain**
4. Hasil penelitian ini diharapkan dapat memberikan gambaran mengenai suasana ruangan dan harga yang mempengaruhi keberlangsungan usaha kedai zevin di tenggarong sebagai bahan pertimbangan dalam pengambilan keputusan dalam pengembangan kualitas pada kedai zevin tenggarong
   1. **Bagi akademisi**
5. Hasil penelitian ini dapat dijadikan sebagai referensi dan sumber informasi mengenai ssuasana ruangan dan harga yang mempengaruhi keberlangsungan usaha kedai zevin di tenggarong dan untuk kepentingan akademis lainnya
6. **Tinjauan Pustaka**

5.1 pengertian manajemen

Kata manajemen berasal dari bahasa prancis kuno management,yang memiliki arti seni melaksanakan dan mengatur.manajemen bwlum memiliki definisi yang mapan dan diterima secara universal. Follet (dikutip Handoko,2015;3) misalnya,mendefinisikan manajemen sebagai seni menyelesaikan pekerjaan melalui orang lain.Definisi ini berarti bahwa seorang manajer bertugas mengatur dan mengarahkan orang lain untuk mencapai tujuan organisasi yang telah di tentukan.

5.2 pengertian pemasaran

Pemasaran adalah proses sosial dan manajerial dimana individu dan kelompok memperoleh apa yang mereka inginkan dan butuhkan melalui penciptaan dan pertukaran barang dan nilai dengan pihak lain (kotler dan Armstrong,2004).Philip Kotler(2007),menyatakan,pemasaran adalah fungsi bisnis yang mengidentifikasikan keinginan dan kebutuhan yang belum terpenuhi sekarang dan mengukur seberapa besar pasar yang akan dilayani,menentukan pasar sasaran mana yang paling baik dilayani oleh orgnisasi,dan menentukan berbagai produk,jasa dan program yang tepat untuk melayani pasar tersebut.

5.3 pengertian suasana ruangan

Mowen dan Minor (2002) dalam Nengsih (2016) menjelaskan istilah suasana toko merupakan bagaimana para manager dapat memanipulasi desain bangunan, ruang interior, tata ruang, lorong-lorong, teksture karpet dan dinding, bau, warna, bentuk, dan suara yang dialami oleh para konsumen (yang bertujuan untuk pengaruh tertentu).

5.4 pengertian harga

Kotler,terjemahan (2008) Harga merupakan satu-satunya elemen bauran pemasaran yang menghasilkan pendapatan,elemen-elemen lainnya menimbulkan biaya.harga juga merupakan salah satu elemen bauran pemasaran yang paling fleksibel.

5.5 Keberlangsungan Usaha

(Verdu et al.2005) Keberlangsungan usaha merupakan suatu bentuk konsistensi dari kondisi suatu usaha,dimana keberlangsungan ini merupakan suatu proses berlangsungan usaha baik mencakup pertumbuhan,perkembangan,strategi untuk menjaga keberlangsungan usaha dan pengembangan usaha dimana semua ini bermuara pada keberlangsungan dan eksitensi usaha.

**6. Penelitian Terdahulu**

**1. Neni Novianti**, 2012, "**Keberlangsungan Usaha Industri Mie So'on Dan Faktor-Faktor Yang Mempengaruhinya Di Kecamatan Tulung Kabupaten Klaten**" Fakultas Geografi Universitas Muhammadiyah Surakarta

2. **Fitriawati**. 2022, judul “**Faktor-Faktor Yang Mempengaruhi Keberlanjutan Bisnis UMKM Pada Masa Pandemi Di Kelurahan Wahno**" Skripsi Fakultas Ekonomi dan Bisnis Universitas Yapis Papua**.**

**3. Vera Agustina**, (2019), judul "**Faktor Yang Mempengaruhi Keberlanjutan Usaha Mikro Kecil Menengah Di Bandung Dan Bogor**" Skripsi Fakultas EkonFakultas Ekologi Manusia, Institut pertanian Bogor.

**7. Variabel Penelitian**

7.1 variabel independent

a. suasana Ruqngan(X1)

b. harga (X2)

7.2 variabel dependent

a. Keberlangsungan (Y1)

**8. dimensi/Indikator Variabel**

8.1. suasana toko (X1)

a. Exterior

b. General interior

c. Store layout

d. Interior display

8.2 harga (X2)

a. Besarnya harga

b. Sesuai dengan kualitas

c. Sesuai dengan harapan konsumen

d. Perbandingan harga

8.3 Kerberlangsungan

a. pertumbuhan

b. perkembangan

c. strategi untuk menjaga kelangsungan usaha

**9. Alat Analisis**

Alat analisis yang digunakan adalah regresi linier berganda.

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Soegiarto, E., Palinggi, Y., Reza, F., & Purwanti, S. (2022). Human Capital, Difussion Model, And Endogenous Growth: Evidence From Arellano-Bond Specification. *Webology (ISSN: 1735-188X)*, *19*(2), 6265–6278.