

Pengaruh Fasilitasi Promosi Dan Pemasaran Terhadap Kinerja Usaha Mikro, Kecil Dan Menengah = The Effect Of Promotion And Marketing Facilitation On The Performance Of Micro, Small And Medium Enterprises

Tito Luthfi Novianto Rizaldi, author

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Abstrak

Penelitian ini bertujuan untuk menyelidiki pengaruh fasilitasi promosi dan terhadap kinerja UMKM yang diukur melalui omzet penjualan selama setahun. Fasilitasi promosi dan pemasaran UMKM dilakukan melalui SMESCO, yaitu satuan kerja dibawah Kementerian Koperasi dan UKM yang bertujuan untuk memperluas akses pasar UMKM baik secara nasional maupun global. Kegiatan fasilitasi promosi dan pemasaran terdiri dari promosi dan pemasaran secara intensif melalui media Offline dan Online, pelaksanaan Event promosi, kerja sama kemitraan pemasaran serta didukung melalui peningkatan kapasitas sumber daya manusia UMKM dan fasilitasi pinjaman pembiayaan. Studi terdahulu menunjukkan bahwa terdapat pengaruh positif dan signifikan antara promosi, pemanfaatan media Online serta kemitraan dengan peningkatan omzet UMKM. Melalui metode analisa regresi data panel menggunakan model estimasi fixed effect, dapat diperoleh hasil yang menyatakan bahwa terdapat pengaruh positif dan signifikan antara intensitas promosi baik secara Offline maupun Online, pelaksanaan Event promosi serta pelaksanaan kerja sama kemitraan pemasaran yang dilakukan oleh SMESCO terhadap kinerja UMKM yang diukur melalui omzet. Selain itu, peningkatan kapasitas sumber daya manusia, pinjaman pembiayaan dan jumlah instansi lain yang juga melakukan pembinaan terhadap UMKM sebagai variabel control juga memberikan pengaruh yang positif dan signifikan terhadap omzet UMKM. Namun demikian, kebijakan Pembatasan Sosial Berskala Besar (PSBB) selama pandemi COVID-19 memiliki pengaruh negatif dan signifikan terhadap omzet UMKM.

.....This study aims to investigate the effect of promotion and marketing facilitation on the performance of MSMEs as measured by revenue streams for a year. Promotion and marketing facilitation of MSMEs is carried out through SMESCO, which is a work unit under the Ministry of Cooperatives and SMEs which aims to expand MSME market access both nationally and globally. Promotion and marketing facilitation activities consists of intensive promotion and marketing through Offline and Online media, implementation of promotional Events, marketing partnership cooperation and is supported by increasing the capacity of MSMEs human resources and financing loan facilities. Previous studies have shown that there is a positive and significant influence between promotion, use of Online media and partnerships with increasing MSMEs revenue. Through the panel data regression analysis method using the fixed effect estimation model, results can be obtained which state that there is a positive and significant influence between promotion intensity both Offline and Online, the implementation of promotional Events and the implementation of marketing partnership cooperation carried out by SMESCO on the performance of MSMEs as measured by revenue streams. In addition, increasing the capacity of human resources, financing loans and the number of other agencies that also provide guidance to MSMEs as a control variable also has a positive and significant influence on MSMEs revenue. However, the Large-Scale Social Restrictions (PSBB) policy during the COVID-19 pandemic had a negative and significant impact on MSMEs revenue.