

ABSTRAK

Skripsi dengan judul “Analisis Faktor yang Menghambat Keberhasilan Usaha Warung Kopi di Area Kampus IAIN Tulungagung Perspektif Manajemen Bisnis Syariah” ditulis oleh Erwin Sugiantoro, NIM. 12402173365, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, Pembimbing Dr. H. Asmawi, M.Ag.

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan warung kopi di Tulungagung yang membuat persaingan antar pelaku usaha warung kopi semakin ketat. Persaingan ketat ini terjadi di area kampus IAIN Tulungagung sebagai kampus yang terus bertransformasi dan memiliki ribuan mahasiswa. Persaingan ini tak lepas dari berbagai faktor yang mempengaruhi, dampak positif dan negatif, serta kendala dan solusi.

Rumusan masalah penelitian ini terdiri dari (1) Apa faktor-faktor yang menghambat atau menunjang keberhasilan usaha Warung kopdi area kampus IAIN Tulungagung? (2) Apa dampak positif dan negatif dari faktor yang menghambat keberhasilan usaha warung kopi di area kampus IAIN Tulungagung? (3) Apa saja kendala dan solusi dari faktor-faktor yang menghambat keberhasilan usaha warung kopi di area kampus IAIN Tulungagung?

Metode penelitian yang digunakan adalah pendekatan kualitatif dengan jenis penelitian lapangan (*field research*). Sumber data terdiri dari sumber data primer dan sekunder. Teknik pengumpulan data menggunakan wawancara, observasi, dan dokumentasi. Teknik analisis data menggunakan analisis situs tunggal yang terdiri dari reduksi data, penyaian ataupan verifikasi serta analisis lintas situs. Teknik pemeriksaan data menggunakan triangkulasi sumber, triangkulasi metode, dan triangkulasi waktu.

Hasil penelitian menunjukkan bahwa (1) Faktor-faktor yang menghambat usaha warung kopi di area kampus IAIN Tulungagung adalah ketersediaan modal, lokasi usaha, daya saing, fasilitas sarana, kecermatan mengambil peluang, serta promosi yang dilakukan oleh tempat usaha. (2) Dampak positif dan negatif dari faktor yang menghambat usaha warung kopi di area kampus IAIN Tulungagung adalah membantu jalannya perekonomian masyarakat sekitar, membantu para pelajar untuk melangsungkan pembelajaran virtual. (3) Kendala faktor yang menghambat keberhasilan serta tingkat persaingan antar pemilik warung kopi di areakampus IAIN Tulungagung adalah kendala modal untuk pengembangan fasilitas tempat usaha, omset turun ketika terdampak pandemi, sedangkan solusinya yakni mengupayakan modal tambahan, meningkatkan pelayanan, serta memangkas biaya operasional.

Kata Kunci: *faktor penghambat, usaha warung kopi, area kampus*

ABSTRACT

The thesis entitled "The Analysis of Factors Inhibiting the Success of Coffee Shops in the IAIN Tulungagung Area in Perspective of Sharia Business Management" written by Erwin Sugiantoro, Register Number. 12402173365, Department of Islamic Economics, Faculty of Islamic Economics and Business, IAIN Tulungagung, Advisor Dr. H. Asmawi, M.Ag.

This research is motivated by the rapid development of coffee shops in Tulungagung which makes competition between coffee shop business actors increasingly tight. This tight competition takes place in the IAIN Tulungagung campus area as a campus that continues to transform and has thousands of students. This competition cannot be separated from various influencing factors, positive and negative impacts, as well as obstacles and solutions.

The formulations of the problem were (1) What are the factors that inhibit or support the success of the coffee shop business in the IAIN Tulungagung campus area? (2) What are the positive and negative impacts of the factors that inhibit the success of the coffee shop business in the IAIN Tulungagung campus area? (3) What are the obstacles and solutions to the factors that inhibit the success of the coffee shop business in the IAIN Tulungagung campus area?

The research method used qualitative approach with the type of field research. The data sources consist of primary and secondary data sources. The data collection techniques using interviews, observation, and documentation. The data analysis technique used single site analysis which consisted of data reduction, data presentation and verification as well as cross-site analysis. The data checking technique uses source triangulation, method triangulation, and time triangulation.

The results showed that:(1) The factors that inhibit the coffee shop business in the IAIN Tulungagung campus area were the availability of capital, business location, competitiveness, facilities, accuracy in taking opportunities, and promotions carried out by the place of business. (2) The positive and negative impacts of the factors that inhibit the coffee shop business in the IAIN Tulungagung campus area are helping the economy of the surrounding community, helping students to carry out virtual learning. (3) The constraints factors that inhibit success and the level of competition between coffee shop owners in the IAIN Tulungagung campus area are capital constraints for the development of business premises, turnover decreases when affected by the pandemic, while the solution is to seek additional capital, improve services, and cut operational costs.

Keywords: Inhibiting Factors, Coffee Shop Business, Campus Area