

ABSTRAK

Penelitian ini berjudul “Pengaruh Lama Jam Kerja dan Jumlah Pembeli Terhadap Pendapatan Apotek Di Kabupaten Tulungagung Selama Pandemi Covid 19” ditulis oleh Robiatul Nur Rohmah NIM. 12403183040, pembimbing Lantip Susilowati, S.Pd., M.M

Latar belakang penelitian ini adalah faktor-faktor yang mempengaruhi pendapatan yang diperoleh apotek di Kabupaten Tulungagung selama pandemi Covid 19. Semenjak virus Covid 19 masuk ke Indonesia banyak Usaha Kecil dan Menengah terkena dampaknya baik yang berdampak positif maupun negatif. Salah satu usaha yang berdampak positif adalah dibidang farmasi dimana permintaan obat-obatan meningkat pesat sehingga pendapatan juga meningkat. Diera modern seperti ini bidang farmasi memiliki potensi besar dan banyak diminati. Oleh karena itu tetap perlu diperhatikan beberapa faktor yang mempengaruhi pendapatan sehingga mampu memiliki daya saing.

Tujuan penelitian ini adalah (1) Untuk menguji pengaruh lama jam kerja terhadap pendapatan apotek di Kabupaten Tulungagung selama pandemi Covid 19. (2) Untuk menguji pengaruh jumlah pembeli terhadap pendapatan apotek di Kabupaten Tulungagung selama pandemi Covid 19. (3) Untuk menguji pengaruh lama jam kerja dan jumlah pembeli terhadap pendapatan apotek di Kabupaten Tulungagung selama pandemi Covid 19.

Metode penelitian ini menggunakan metode penelitian kuantitatif dan jenis penelitian asosiatif. Sumber data diperoleh dari data primer dan sekunder. Teknik pengumpulan data dengan wawancara terstruktur. Jumlah populasi dalam penelitian ini sebanyak 165 apotek di Kabupaten Tulungagung yang diolah menggunakan rumus *solvin* dengan hasil 62 sampel. Metode analisis yang digunakan adalah metode analisis data regresi linier berganda.

Berdasarkan hasil pengujian hipotesis, dapat diambil kesimpulan sebagai berikut: (1) lama jam kerja memiliki pengaruh positif dan signifikan terhadap pendapatan apotek, (2) jumlah pembeli memiliki pengaruh positif dan signifikan terhadap pendapatan apotek, (3) lama jam kerja, dan jumlah pembeli berpengaruh positif dan signifikan terhadap pendapatan apotek di kabupaten Tulungagung.

Kunci: Pendapatan, Lama Jam Kerja, Jumlah Pembeli

ABSTRACT

This study entitled "The Influence of Working Hours and Number of Buyers on Pharmacy Income in Tulungagung Regency During the Covid 19 Pandemic" was written by Robiatul Nur Rohmah NIM. 12403183040, supervisor Lantip Susilowati, S.Pd., M.M

The background of this research is the factors that affect the income earned by pharmacies in Tulungagung Regency during the Covid 19 pandemic. Since the Covid 19 virus entered Indonesia, many Small and Medium Enterprises were affected, both positive and negative. One of the businesses that have a positive impact is in the pharmaceutical sector where the demand for medicines is increasing rapidly so that income also increases. In this modern era, the pharmaceutical field has great potential and is in great demand. Therefore, it is still necessary to pay attention to several factors that affect income so that they are able to have competitiveness.

The objectives of this study were (1) to examine the effect of working hours on the income of pharmacies in Tulungagung Regency during the Covid 19 pandemic. (2) To examine the effect of the number of buyers on the income of pharmacies in Tulungagung Regency during the Covid 19 pandemic. (3) To examine the effect of length of time working hours and the number of buyers on the income of pharmacies in Tulungagung Regency during the Covid 19 pandemic.

This research method uses quantitative research methods and associative research types. Sources of data obtained from primary and secondary data. Data collection techniques with structured interviews. The total population in this study were 165 pharmacies in Tulungagung Regency which were processed using the solvin formula with the results of 62 samples. The analytical method used is multiple linear regression data analysis method.

Based on the results of hypothesis testing, the following conclusions can be drawn: (1) working hours have a positive and significant effect on pharmacy income, (2) the number of buyers has a positive and significant effect on pharmacy income, (3) long working hours, and the number of buyers positive and significant effect on the income of pharmacies in Tulungagung district.

Key: Income, Hours Working, Number of Buyers