

ABSTRAK

Skripsi dengan judul "Pengaruh Penerapan Manajemen Risiko Operasional Terhadap Volume Penjualan Norilya's Cake and Bakery Tulungagung". Ditulis oleh Viinaa Alva Alvi Chasanah, NIM. 12640520216, Jurusan Manajemen Bisnis Syariah, Pembimbing Sri Eka Astutiningsih, S.E., M.M.

Manajemen risiko merupakan faktor penting yang harus diperhatikan dalam manajemen operasional perusahaan karena dapat menyelamatkan pengusaha dari suatu kegagalan. Permasalahan yang sering muncul dalam perusahaan adalah pengendalian risiko operasional. Pengendalian risiko ini mencakup risiko bisnis yang meliputi risiko sumber daya manusia, risiko teknis, risiko sistem, dan risiko eksternal. Penerapan manajemen risiko yang tepat berdampak baik bagi usaha yang dijalankan, salah satunya yaitu meningkatnya volume penjualan.

Tujuan Penelitian (1) Untuk mengetahui pengaruh penerapan manajemen risiko sumber daya manusia terhadap volume penjualan Norilya's Cake and Bakery Tulungagung. (2) Untuk mengetahui pengaruh penerapan manajemen risiko teknis terhadap volume penjualan Norilya's Cake and Bakery Tulungagung. (3) Untuk mengetahui pengaruh penerapan manajemen risiko sistem terhadap volume penjualan Norilya's Cake and Bakery Tulungagung. (4) Untuk mengetahui pengaruh penerapan manajemen risiko faktor eksternal terhadap volume penjualan Norilya's Cake and Bakery Tulungagung. (5) Untuk mengetahui pengaruh penerapan manajemen risiko operasional secara keseluruhan terhadap volume penjualan Norilya's Cake and Bakery Tulungagung.

Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan metode analisis regresi linier berganda karena variabel bebasnya terdiri lebih dari satu. Data diperoleh melalui kuesioner. Teknik analisis data yang digunakan yakni uji instrumen data, uji asumsi klasik, uji F, uji T, uji regresi linier berganda, dan uji koefisien determinasi. Lokasi penelitian pada Norilya's Cake and Bakery Tulungagung.

Hasil penelitian menunjukkan manajemen risiko sumberdaya manusia, manajemen risiko teknis, manajemen risiko sistem, dan manajemen risiko faktor eksternal ssecara bersama-sama atau simultan berpengaruh positif dan signifikan terhadap volume penjualan pada Norilya's Cake and Bakery Tulungagung. Maka manajemen risiko operasional berpengaruh positif dan signifikan terhadap volume penjualan Norilya's Cake and Bakery Tulungagung.

Kata Kunci: Manajemen Risiko Operasional, Volume Penjualan

ABSTRACT

Thesis with the title "The Effect of Implementing Operational Risk Management on Sales Volume of Norilya's Cake and Bakery Tulungagung". Written by Viinaa Alva Alvi Chasanah, NIM. 12640520216, Department of Sharia Business Management, Supervisor Sri Eka Astutiningsih, S.E., M.M.

Risk management is an important factor that must be considered in company operational management because it can save entrepreneurs from failure. A problem that often arises in companies is operational risk control. This risk control covers business risks which include human resource risks, technical risks, system risks and external risks. Implementing appropriate risk management has a good impact on the business being run, one of which is increasing sales volume.

Research Objectives (1) To determine the effect of implementing human resource risk management on the sales volume of Norilya's Cake and Bakery Tulungagung. (2) To determine the effect of implementing technical risk management on the sales volume of Norilya's Cake and Bakery Tulungagung. (3) To determine the effect of implementing system risk management on the sales volume of Norilya's Cake and Bakery Tulungagung. (4) To determine the effect of implementing external factor risk management on the sales volume of Norilya's Cake and Bakery Tulungagung. (5) To determine the effect of implementing overall operational risk management on the sales volume of Norilya's Cake and Bakery Tulungagung.

The type of research used is quantitative research using multiple linear regression analysis methods because the independent variable consists of more than one. Data was obtained through a questionnaire. The data analysis techniques used are data instrument test, classical assumption test, F test, T test, multiple linear regression test, and coefficient of determination test. The research location is Norilya's Cake and Bakery Tulungagung.

The research results show that human resource risk management, technical risk management, system risk management, and external factor risk management together or simultaneously have a positive and significant effect on sales volume at Norilya's Cake and Bakery Tulungagung. So operational risk management has a positive and significant effect on the sales volume of Norilya's Cake and Bakery Tulungagung.

Keywords: Operational Risk Management, Sales Volume