

ABSTRAK

Penelitian ini dimaksudkan agar para produsen atau pemilik usaha mengetahui bahwa daya saing, inovasi dan juga standar mutu suatu produk berpengaruh terhadap tingkat penjualan resto ayamnelongsodi daerah Wiyung kota Surabaya, khususnya pada saat pandemi covid 19. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif yaitu, penelitian yang menitik beratkan pada pengujian hipotesa dengan alat analisa metode statistik dan menghasilkan kesimpulan yang dapat digeneralisasikan. Sampel pada penelitian ini adalah konsumen yang pernah berkunjung atau membeli di wilayah restoran kecamatan Wiyung. Sampel responden dalam penelitian ini menggunakan metode teknik sampel acak sederhana (*simple random sampling*). Alat uji yang diguakan adalah teknik analisis regresi linier berganda dengan software SPSS 25.0. setelah dilakukan pengujian atas hipotesis yang dilakukan, maka dari hasil uji regresi secara parsial diketahui bahwa variabel standar mutu (X3) memiliki pengaruh yang signifikan terhadap tingkatpenjualan dengan nilai regresi yaitu, $X3 t \text{ hitung} > t \text{ tabel } 4.494 > 2.01290$ maka H1 diterima dan H0 ditolak. Sedangkan variabel daya saing (X1) dan inovasi (X2) tidak memiliki pengaruh yang signifikan terhadap penjualan resto ayamnelongsodi kecamatan Wiyung saat terjadi pandemi COVID 19. Nilai F hitung sebesar $24.601 > F \text{ tabel sebesar } 2,80$. Maka model regresi menunjukkan bahwa secara simultan daya saing, inovasi, dan standar mutu mempengaruhi konsumen terhadap tingkat penjualan restoayamnelongso di kecamatan Wiyung saat terjadi pandemi COVID 19hipotesis diterima. Dari hasil koefisien determinasi diketahui bahwa nilai R Square sebesar 0,591 yang artinya 59,1% daya saing, inovasi, dan standar mutu mempengaruhi konsumen terhadap tingkat penjualan resto di kecamatan wiyung, sedangkan sisanya ($100\% - 59,1\% = 40,9\%$) dipengaruhi sebab-sebab lain yang tidak diteliti pada penelitian ini.

Keywords : daya saing, inovasi, standar mutu, penjualan.

ABSTRACT

This study is intended so that producers or business owners know that the competitiveness, innovation and quality standards of a product affect the sales level of nelongso chicken restaurants in the Wiyung area of Surabaya, especially during the COVID-19 pandemic. This research was conducted using a quantitative approach, namely, research that focuses on hypothesis testing using statistical analysis tools and produces generalizable conclusions. The sample in this study are consumers who have visited or bought in the restaurant area of Wiyung sub-district. The sample of respondents in this study used a simple random sampling technique. The test instrument used is the multiple linear regression analysis technique with SPSS 25.0 software. After testing the hypothesis carried out, the results of the regression test partially show that the quality standard variable (X3) has a significant effect on the level of sales with the regression value, namely, $X3 t \text{ count} > t \text{ table } 4.494 > 2.01290$ then H1 is accepted and H0 is rejected. . Meanwhile, the competitiveness (X1) and innovation (X2) variables did not have a significant effect on the sales of nelongso chicken restaurants in Wiyung sub-district during the COVID 19 pandemic. The calculated F value was $24,601 > F \text{ table was } 2.80$. Then the regression model shows that simultaneously competitiveness, innovation, and quality standards affect consumers on the level of sales of nelongso chicken restaurants in Wiyung sub-district

during the COVID 19 pandemic, the hypothesis is accepted. From the results of the coefficient of determination, it is known that the value of R Square is 0.591, which means that 59.1% of competitiveness, innovation, and quality standards affect consumers on the level of restaurant sales in the wiyung district, while the rest ($100\% - 59.1\% = 40.9\%$) is influenced by other causes which were not examined in this study.

Keywords: competitiveness, innovation, quality standards, sales.