ABSTRAK

Penelitian ini dilatar belakangi bahwa apakah Optialisasi Media Online dapat mempengaruhi Optimalisasi kualitas pendapatan 53 UMKM daerah Wonocolo Surabaya.Tujuan penelitian ini adalah Untuk mengetahui Pengaruh Optimalisai Media Online Terhadap Kualitas Pendapatan 53 UMKM daerah wonocolo surabaya Selama Masa Pendem Covid-19.Penelitian ini merupakan penelitian kuantitatif regresi sederhana dan jenis penelitian ini menggunakan metode survey dengan tehnik pengumpulan data menggunakan angket/kuesioner. Populasi dalam penelitian ini adalah 53 pelaku usaha UMKM di daerah Kecamatan Wonocolo Surabaya yang masi aktif selama masa pandemic covd-19. Sampel ditentukan dengan random sampling dimana semua invidu dalam populasi baik secara sendiri-sendiri diberi kesempatan yang sama untuk dipilih sebagai anggota sampel. Teknik analisa data yang digunakan adalah analisis deskriptif, analisis regresi linier Sederhana dan analisis koefisien determinasi. Hasil penelitian yang dilakukan dengan regresi linier sederhana diperoleh nilai t_{hitung} 8,885 dengan tingkat signifikansi 0,000. Berdasarkan hasil tersebut dapat disimpulkan bahwa penelitian ini menggambarkan bahwa persamaan regresi linear sederhana adalah diterima. Melalui analisis koefesien determinasidiketahui bahwa variabel Optimalisasi media Online berpengaruh secara signifikan terhadap kualitas pendapatan 53 UMKM Daerah Wonocolo Surabaya Selama masa Pandemi covid-19 nila signifikan Rsquare sebesar 0,608 yang mana nilai tersebut dapat disimpulkan bahwa 60,8% Optimalisasi media online berpengaruh terhadap kualitas pendapatan 53 UMKM daerah wonocolo Surabaya selama masa pandemic covid-19 sisahnya 39,2% dipegaruhi oleh variabel lain.

Kata kunci : Optimalisasi,Media,Online,Kualitas pendapatan

ABSTRACT

This research is motivated by whether Online Media Optimization can affect the optimization of the income quality of 53 SMEs in the Wonocolo area of Surabaya. The purpose of this study is to determine the Effect of Online Media Optimization on the Income Quality of 53 SMEs in the Wonocolo Surabaya area during the Covid-19 pandemic. This study is a quantitative study. simple regression and this type of research uses a survey method with data collection techniques using a questionnaire/questionnaire. The population in this study were 53 MSME business actors in the Wonocolo District, Surabaya who were still active during the COVID-19 pandemic. The sample is determined by random sampling where all individuals in the population both individually are given the same opportunity to be selected as sample members. The data analysis technique used is descriptive analysis, simple linear regression analysis and coefficient of determination analysis. The results of research conducted with simple linear regression obtained tcount value of 8.885 with a significance level of 0.000. Based on these results, it can be concluded that this study illustrates that the simple linear regression equation is accepted. Through the analysis of the coefficient of determination, it is known that the Online media optimization variable has a significant effect on the income quality of 53 SMEs in the Wonocolo Region of Surabaya During the Covid-19 pandemic, the significant value of Rsquare is 0.608, which can be concluded that 60.8% Optimization of online media affects the quality of income 53 MSMEs in the Wonocolo Surabaya area during the COVID-19 pandemic, the remaining 39.2% was influenced by other variables.

Keywords: Online, Media,Optimization,Revenue Quality