

ABSTRAK

STUDI KOMPARASI PRODUKTIVITAS, PROFITABILITAS DAN
BIAYA OPERASIONAL SEBELUM DAN SESUDAH KENAIKAN TARIF
DASAR LISTRIK TAHUN 2013 PADA SENTRA USAHA KONVEKSI
KAUMAN KECAMATAN GONDONANAN YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui perbedaan produktivitas, profitabilitas dan biaya operasional sebelum dan sesudah kenaikan tarif dasar listrik tahun 2013 pada Sentra Usaha Konveksi Kauman Kecamatan Gondomanan Yogyakarta.

Penelitian ini merupakan studi komparatif yang dilaksanakan di sentra usaha konveksi Kauman Kecamatan Gondomanan Yogyakarta. Populasi dalam penelitian ini semua usaha konveksi Kauman, Kecamatan Gondomanan, Yogyakarta. Teknik pengambilan sampel menggunakan *Sampling Jenuh* yang berjumlah 25 unit usaha. Data dikumpulkan menggunakan kuesioner wawancara. Data dianalisis dengan menggunakan *paired sample t-test*, dengan taraf kesalahan 5 % serta pengolahan data menggunakan *SPSS versi 19.00 for windows*.

Hasil penelitian menunjukkan bahwa (1) terdapat perbedaan produktivitas tenaga kerja sebelum dan sesudah kenaikan tarif dasar listrik ($\text{sig} = 0,028 < \alpha 0,05$). Rata-rata produktivitas sebelum kenaikan tarif dasar listrik 2013 adalah 16,72 pcs/orang per hari sedangkan rata-rata produktivitas sesudah kenaikan tarif dasar listrik 2013 adalah 19,48 pcs/orang per hari, dengan peningkatan produktivitas sebesar 2,76 pcs/orang per hari; (2) tidak terdapat perbedaan profitabilitas usaha sebelum dan sesudah kenaikan tarif dasar listrik ($\text{sig} = 0,442 > \alpha 0,05$). Rata-rata profitabilitas sesudah kenaikan tarif dasar listrik 2013 adalah 38,65% per hari, dengan peningkatan profitabilitas sebesar 11,6% per hari; (3) tidak terdapat perbedaan biaya operasional sebelum dan sesudah kenaikan tarif dasar listrik ($\text{sig} = 0,258 > \alpha 0,05$). Rata-rata biaya operasional sebelum kenaikan tarif dasar listrik adalah Rp 9.358.295,00 per hari sedangkan rata-rata biaya operasional sesudah kenaikan tarif dasar listrik adalah Rp 10.435.725,00 per hari, dengan peningkatan biaya operasional sebesar Rp 1.077.430 per hari.

Kata kunci: Produktivitas, Profitabilitas, Biaya operasional, TDL, *Paired sample t-test*

ABSTRACT

**THE COMPARATIVE STUDY OF PRODUCTIVITY, PROFITABILITY
AND OPERATING COSTS BEFORE AND AFTER THE INCREASE OF
ELECTRIC BASIC RATES IN 2013 OF CONVECTION BUSINESS
CENTER KAUMAN GANDOMANAN DISTRICT YOGYAKARTA**

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The aims of this research are to know : the difference of productivity, profitability and operating costs before and after the increase electric tariff in 2013 at the Business Center Convection Kauman Gondomanan District Yogyakarta.

This research is a comparative study in the business center of convection Kauman Gondomanan District Yogyakarta. The population in this research were all Kauman convection business centres, Gondomanan District Yogyakarta. The sampling technique was saturated sampling, with 25 respondents. The techniques of gathering data were interview and questionnaire. The data were analysed by paired sample t-test, with 5 % error level and the processing of data using SPSS of windows version 19.00.

The results of this research show : (1) there are differences of productivity before and after the increase of electricity tariff in 2013 with ($\text{sig} = 0.028 < \alpha = 0,05$), the average productivity before the increase electric tariff in 2013 was 16.72 pcs/people per day while the average productivity increase electric tariff after 2013 was 19.48 pcs/people per day, with the increase of productivity is 2,76 pcs/people per day; (2) there is no difference profitability of the business before and after the increase of electric tariff in 2013 with ($\text{sig} = 0,442 > \alpha = 0,05$), the average profitability before the increase of electric tariff in 2013 was 27,05% per day while the average profitability after electric tariff in 2013 was 38.65% per day, with increase profitability is 11,6% per day; (3) there is no difference operating costs before and after the increase of the electric tariff in 2013 with ($\text{sig} = 0.258 > \alpha = 0.05$), the average of the operating cost before the increase electric tariff in 2013 was Rp 9,358,295.00 per day while the average operational costs after the electric tariff in 2013 was Rp 10,435,725.00 per day, with increase of the operational costs is Rp 1.077.430 per day.

Keywords: Productivity, Profitability, Operating costs, TDL, Paired sample t-test, Saturated sampling.