

ABSTRAK

STUDI KOMPARASI KEUNGGULAN USAHA KULINER MITRA DAN
NONMITRA LAYANAN *GO-FOOD* DI YOGYAKARTA 2019

Birgita Delly Adelina
Universitas Sanata Dharma
2019

Penelitian ini bertujuan untuk menguji dan menganalisis perbedaan keunggulan dari usaha kuliner mitra dan nonmitra layanan *Go-Food* di Yogyakarta ditinjau dari: (1) jumlah pelanggan, (2) kepuasan pelanggan, dan (3) laba bersih.

Penelitian ini adalah penelitian kuantitatif komparatif. Penelitian dilaksanakan di dua warung makan gudeg malam yaitu warung makan Gudeg Ibu Kota dan warung makan Gudeg Batas Kota. Populasi penelitian meliputi seluruh pelanggan dari kedua warung makan tersebut. Sampel penelitian berjumlah 50 orang untuk masing-masing warung makan dan diambil menggunakan teknik *purposive sampling*. Data dalam penelitian ini dikumpulkan dengan melakukan wawancara mendalam kepada pemilik masing-masing warung makan dan dengan menggunakan kuesioner untuk pelanggan masing-masing warung makan. Analisis data menggunakan uji *Independent Sample t*.

Hasil penelitian menunjukkan bahwa: (1) terdapat perbedaan keunggulan usaha kuliner antara mitra dan nonmitra layanan *Go-Food* ditinjau dari jumlah pelanggan; (2) tidak terdapat perbedaan keunggulan usaha kuliner mitra dan nonmitra layanan *Go-Food* ditinjau dari kepuasan pelanggan; dan (3) terdapat perbedaan keunggulan usaha kuliner mitra dan nonmitra layanan *Go-Food* ditinjau dari laba bersih.

Kata kunci: keunggulan usaha, mitra, nonmitra, layanan *Go-Food*, jumlah pelanggan, kepuasan pelanggan, dan laba bersih.

ABSTRACT

***THE COMPARATIVE STUDY OF CULINARY BUSINESS ADVANTAGE
BETWEEN PARTNERS AND NON-PARTNERS OF GO-FOOD SERVICES
IN YOGYAKARTA 2019***

Birgita Delly Adelina
Sanata Dharma University
2019

This research aimed to examine and analyze the difference of the culinary business advantage between partners and non-partners of Go-Food services in Yogyakarta in terms of: (1) the number of customers, (2) customer satisfaction, and (3) net profit.

This study is a comparative quantitative research. The research was conducted in two gudeg stalls, which were Gudeg Ibu Kota and Gudeg Batas Kota. The research population were customers of those stalls. The research sample consisted of 50 people for each food stall and taken using purposive sampling technique. The data in this research were collected by conducting indepth interview with the owners of each gudeg stall and using a questionnaire for the customers of each gudeg stall. The data analysis technique was Independent Sample t test.

The results of data analysis showed that: (1) there was a difference of business advantage between partners and non-partners of Go-Food services in terms of number of customers; (2) there was no difference of business advantage between partners and non-partners of Go-Food services in terms of customer satisfaction; and (3) there was of difference of business advantage between partners and non-partners of Go-Food services in terms of net profit.

Keywords: *business advantage, partners, non-partners, Go-Food services, the number of customers, customer satisfaction, and net profit.*