

ABSTRAK

Penelitian ini bertujuan untuk menggambarkan faktor penghambat yang mempengaruhi pertumbuhan usaha catering di Kota Jambi dalam menghadapi pandemi covid-19. Jenis penelitian ini kuantitatif deskriptif dengan teknik pengumpulan data dilakukan melalui penyebaran kuisioner pada 461 pengusaha catering di Kota Jambi.

Berdasarkan hasil analisa data yang didapat, ditemukan bahwa hambatan pertumbuhan usaha catering di Kota Jambi tergolong rendah dikarenakan penyebaran covid-19. Ditemukan terdapat 3 hambatan utama dalam pertumbuhan usaha catering, yakni produksi (faktor internal), kebijakan pemerintah (faktor eksternal), dan faktor yang mempengaruhi faktor internal dan eksternal yaitu aspek keuangan dan kebijakan pemerintah. Dalam penelitian ini disimpulkan bahwa aspek produksi, aspek keuangan dan kebijakan pemerintah merupakan faktor penghambat dapat mempengaruhi usaha catering yang terdapat di Kota Jambi sedangkan aspek pemasaran, aspek sdm dan aspek sosial tidak termasuk faktor penghambat pertumbuhan usaha catering.

Kata Kunci: Hambatan pertumbuhan usaha, usaha catering

ABSTRACT

This study aims to describe the inhibiting factors that affect the growth of the catering business in Jambi City in the face of the covid-19 pandemic. This type of research is quantitative descriptive with data collection techniques carried out by distributing questionnaires to 461 catering entrepreneurs in Jambi City.

Based on the results of the analysis of the data obtained, it was found that the obstacles to the growth of the catering business in Jambi City were low due to the spread of covid-19. It was found that there are 3 main obstacles in the growth of the catering business, namely production (internal factors), government policies (external factors), and factors that influence internal and external factors, namely financial aspects and government policies. In this study, it was concluded that aspects of production, financial aspects and government policies are inhibiting factors that can affect the catering business in Jambi City, while marketing aspects, aspects of human resources and social aspects are not included as inhibiting factors for the growth of the catering business.

Keywords: Barriers to business growth, catering business