

ANALYSIS OF MSME PERFORMANCE TO IMPROVE CONSUMER SATISFACTION

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ABSTRACT

The aim of carrying out this research is to analyze the internal performance of Mojokkopi MSMEs within Begawan Apartments, which highlights the best side of Mojokkopi's internal performance as a business strategy. Data collection for this research was carried out using interview methods and direct observation of MSMEs, which are described in qualitative research methods.. The results of this research are that Mojokkopi has an interesting internal aspect, the developments they have made have experienced very significant differences from when they were founded until now. And currently Mojokkopi can compete with well-known internal tenants in Begawan Apartments.

Keywords: MSMEs, Performance, Business Strategy.

INTRODUCTION

The development of Micro, Small, and Medium Enterprises (MSMEs) is increasingly advanced from time to time. In general, MSMEs (Micro, Small and Medium Enterprises) are a productive business unit that stands alone and is carried out by individuals or business entities in all economic sectors. Quoted from the book MSMEs and Cooperatives by Rosalinda Septiani Sitompul, et al., the definition of MSMEs has been regulated in Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises. The law states that MSMEs are productive businesses that meet business criteria with certain limitations, net assets, and annual sales results.

Rudjito in his understanding (2019) said that MSMEs are small businesses that are used as a means of assistance to improve the nation's economy. This is because to increase employment and increase the country's foreign exchange supply through taxes issued by the agency. over time, society is required to be more creative in developing ideas and have the intelligence to adapt to the environment quickly, with these ideas and adaptations, society can achieve the desired goals with effort. The rapid development of the business world is marked by various competitions in business including Micro, Small and Medium Enterprises (MSMEs), the MSME industry is experiencing a difficult situation with tight competition

accompanied by the flow of trade in Indonesia, this competition spurs MSME players to think logically and creatively in facing the challenges of competition.

MSMEs aim to be the largest distributor of foreign exchange in the country, where MSMEs themselves are established because of public awareness to support independent life, but unknowingly the community that has MSMEs also contributes the largest foreign exchange. The growth and development of the MSME sector is often interpreted as an indicator of the success of development, especially in countries with low per capita income. MSMEs can survive and compete if they manage their business well. Business management generally covers the fields of marketing, production, human resources (HR), and finance. Special concepts and designs at the strategic level are determining factors for success.

In a complex world, analyzing markets, customers, and products is very important. Strategic analysis includes the strategic triangle, or customers, competitors, and companies. Having a tenant at Begawan Apartment is a very extraordinary thing for MSME players. Because, the competition in tenants in Begawan Apartment has many factors. With several factors that have been studied, Yogi Nur Triono as the owner of an UMKM named Mojokkopi must have an extraordinary idea in developing this business idea. Apart from having an extraordinary idea, in the competition of tenants in Begawan Apartment, you must also have a steel mentality where competition does not only come from consumers, but also from tenants who are neatly lined up. In their efforts, UMKM owners must brand/market their businesses more strongly. According to Kotler and Armstrong (2016) marketing is a process in which the creation of company value for customers and the building of strong relationships with customers in order to capture value from customers as a marketing reward is carried out in order to influence consumers to capture what has been marketed by the producer. Therefore, producers/owners need to understand Marketing Management well. According to the explanation said by Ginting (2017) Marketing management is the analysis, planning, implementation and control of programs designed to create, shape and maintain and maintain profitable exchanges with target buyers with the aim of achieving operational goals. In addition, marketing strategy is also an important thing that must be owned by the owner, as explained by (esterlina hutabarat, 2017: 114). Marketing strategy is the marketing logic where the company hopes to create customer value and achieve profitable relationships. Meanwhile, from (Kotler and Armstrong, 2016). Swasta (2018) argues that marketing strategy can be interpreted as a grand design that describes how a company should operate to achieve its goals. Marketing strategy is a series of goals and objectives, policies and rules that provide direction

to the company's marketing efforts from time to time, at each level, references and allocations, especially as a company response to the environment and competitive conditions that are always changing In research.

Marketing strategies can change over time, therefore, actors must be alert to changes in market conditions, and must remain loyal to branding their business. By branding, MSMEs will continue to survive in the tight competition between tenants. Branding itself can be done online or offline, the online form of branding is marketing using social media, or branding by uploading on certain sites or websites. While offline branding can be done by creating an impression on consumers carried out by employees.

METHODS

Qualitative analysis of research methods involves selecting appropriate methods for data collection in the study. Commonly used qualitative data collection methods include interviews, participant observation, case studies, document analysis, or a combination of these methods.

Choosing the right data collection method will help in obtaining relevant and comprehensive data to understand the phenomenon being studied.

The data collection stage is a process for collecting relevant information or facts to answer research questions or solve the problems faced. This stage can be carried out in various fields, such as scientific research, surveys, data analysis, or product development. (Julkarnain & Rizki Ananda, 2020)

This research used a qualitative research method, namely the data analysis method. The data obtained is data obtained from direct research in the field using interview and observation methods.

DISCUSSION

- ***Building Condition***



Building condition refers to the physical and structural status of a building at a certain time. This includes factors such as structural soundness, damage or wear, safety, cleanliness, and overall building function. Evaluating the condition of a building is important in maintaining, renovating, or rebuilding a building to ensure its safety, comfort, and usability for its occupants. Factors that influence the condition of a building can include the age of the building, the quality of construction, maintenance carried out, as well as environmental factors such as weather and the condition of the soil where the building stands. The physical condition of the buildings in Mojokkopi is very good, so customers can visit Mojokkopi safely and comfortably. The beginning of building this place was that the owner, Mas Yogi Nur Triono, rented it to Begawan Apartment around March 2023 last year, so that at this time, thank God, the physical condition is still well maintained due to efficient maintenance by Mojok's friends and the owner. At the beginning of this building, it was still a tenant plot which still didn't contain anything, but the owner hired an architect to design the area so that it looked aesthetically pleasing as seen in the picture. From the architect you hire you can also get information on how to repair certain parts as well as regular maintenance and complete consultations. The architect was called because Begawan himself needed area mapping to examine the sanitation and disposal of these SMEs.

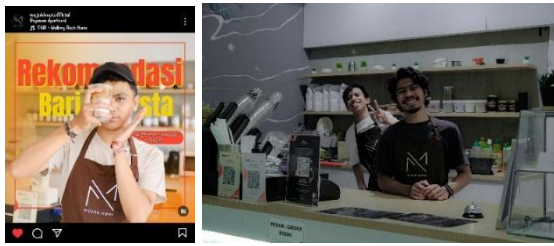
- ***Condition of Facilities and Infrastructure***



The condition of facilities and infrastructure refers to the physical status and functionality of infrastructure, equipment and facilities that support a particular activity or operation. This includes various elements such as roads, bridges, waterways, electricity systems, transportation systems, buildings, and so on that are needed to support human activities or certain activities.

Evaluation of the condition of facilities and infrastructure is very important in planning, managing and maintaining infrastructure, because it can help determine the need for repair, maintenance or replacement. Factors that influence the condition of facilities and infrastructure include age, maintenance performed, level of use, reliability, safety, and environmental impact. Evaluation of the condition of facilities and infrastructure can be carried out periodically to ensure that the infrastructure continues to function well and meets the needs of its use. The facilities and infrastructure in this cafe are quite adequate to support SMEs. From the explanation of the owner himself, the initial conditions of the facilities in Mojokkopi were previously not as complete, this has increased due to the increase in turnover and the number of visitors coming one after another. change. This is a form of capable and efficient work efficiency.

- **HR Conditions**



HR managers or business actors refer to the Human Resources involved in managing or running a business. They are individuals or teams who are responsible for decision making, planning, organizing, implementing and controlling business activities to achieve company goals. HR managers or business people are very important because they are the ones who run the daily operations of the business and contribute to the success and growth of the company. Effective HR management, including skills development, rewards and recognition of their contributions, can play a key role in improving overall business performance. The condition of human resources owned by Mojokkopi has increased due to having professional staff according to their respective expertise, where from the beginning of Mojokkopi's establishment until now, with the passage of time and the knowledge and experience that has been gained in the last year, Mojokkopi has been able to build quality and increasing human resources. There are sections managed by Mojokkopi itself, namely the barista, kitchen, supervisor, marketing manager and owner itself. In this case, Mojokkopi has managed to survive together until now.

- **Production Aspect**

Production aspects refer to the various elements or factors involved in the process of making or creating goods or services. These aspects include everything from human resources, raw materials, technology, production facilities, operational management, and production methods used. Production aspects are very important in running successful business operations because they determine the efficiency, quality and competitiveness of the products or services produced. By paying close attention to production aspects, companies can improve their operational performance and better achieve their business goals. In the daily production aspect of Mojokkopi, this has experienced a significant increase, because the turnover received by these MSMEs has gradually increased over time, although sometimes there are problems. However, in the production aspect itself, Mojokkopi strives to provide the best products to customers, and Mojokkopi itself has received almost 1,000 orders in the last 6 months, which includes event orders which contribute the most to production, production area reservation

orders every month, final event production a very strong year and daily production that is not inferior to other production.

This improvement started with the latest menu innovation which was added to the Mojokkopi menu so that production experienced various variations according to the demands of Mojokkopi customers. This is in line with the law of production demand where if demand increases, production increases, then sales will also increase. And new menu diversification is expected to come as time goes by and customer demand helps build this MSME well.

- ***Market Aspect***

Market aspects refer to the various factors and elements that influence demand, supply, and consumer behavior in a particular market. The market aspect involves everything related to the economic environment in which a product or service is offered and traded. Market aspects are important things that companies must consider in planning their business strategies. By understanding market aspects well, companies can identify opportunities, overcome challenges, and develop effective strategies to achieve their business goals. From the market aspect itself, Mojokkopi prioritizes WOM (Word of Mouth) marketing. Quoted from Wikipedia (2021): “Word of mouth (WoM) is the process by which information or recommendations about a product, service, brand, or event are spread from individual to individual orally. This term comes from the way it spreads, which is similar to a virus, where information is spread from one person to another like a virus that spreads through human contact. Word of mouth can be a very powerful marketing tool, because information conveyed by known people is considered more trustworthy than information conveyed through advertising or other media. In the digital era, word of mouth can also occur through social media and other online platforms.

The impact of WOM itself is that mojokkopi is marketed by customers who have visited, by building good branding so that mojokkopi can be widely known by the public, and this is marketing that is considered free without costing money. Apart from that, the market aspect, namely embracing customers as friends, is a marketing aspect that is done well, by providing 3S services (smile, greeting, greeting) so that customers can get along well so that customers do not hesitate to spread marketing for free to their friends.

From the market aspect itself, Mojokkopi markets via Instagram and TikTok, this is to attract the hot market in Malang, namely the student market, the target of this cafe is students studying in Malang and apartment renters, most of whom are students too. Therefore, the market aspects developed by Mojokkopi itself are traditional and digital based, so that Mojokkopi can continue to live in this era.

- **Financial Aspects**

Financial aspects include various factors and elements related to the management of money and financial resources of an entity, be it a company, organization or individual. This includes everything related to income, expenses, investments, financing and financial risk management. Financial aspects are very important in running healthy and sustainable business operations. By understanding and managing financial aspects well, an entity can optimize its financial performance, make the right decisions, and achieve its long-term financial goals. In the financial aspect, the improvement in services carried out by cashiers is the transfer of applications used, where the initial application used was QASIR switching to ESB, in this case due to policy changes and innovation updates (operational updates) carried out by Mojokkopi for efficient use of cashiers and customer service. The ESB application itself can quickly summarize the results of employee daily turnover obtained for one day and can prepare monthly financial reports well. As well as being able to recap daily turnover and being able to prepare the cashier's finances quickly. And this was echoed in order to more accurately track the input and output of Mojokkopi's own finances.

LAPORAN LABA RUGI FEBRUARI 2024	
PENDUPATAN	
Penjualan	Rp12.045.261
HARGA POKOK PENJUALAN	
Bahan Baku	Rp12.816.112
DEBIT OPERASIONAL	
Rent & Gaji	Rp26.000
Perdagangan	Rp21.000
Transportasi	Rp20.000
DEBIT ADMINISTRASI	
Gaji Karyawan	Rp4.400.000
Listrik, air, internet	Rp5.587.729
Konsumsi Karyawan	Rp454.000
Pembelian & Perawatan	Rp173.333
Administrasi	Rp21.500
Marketing	Rp1.200.000
Sewa Tempat	Rp5.866.886
TOTAL	Rp187.640 (Rugi)

In monthly recording, there are 2 things done by the Mojokkopi owner, namely shop shopping and kitchen shopping, where the results of these purchases are recorded and shared in the Mojokkopi employee WhatsApp group so that spending transparency can be conveyed properly.

- ***Company performance***

Company performance refers to how effective and efficient a company is in achieving its business goals and objectives. Company performance is evaluated based on various metrics and indicators that reflect the company's health and success in various operational, financial and strategic aspects. Company performance is often evaluated periodically, both by internal management and by external parties such as investors, financial analysts and rating agencies. Evaluation of company performance helps management in identifying strengths and weaknesses, taking necessary corrective actions, and planning long-term strategies for company growth and success. In terms of the influence of company performance, Mojokkopi has experienced monthly increases, in which case Mojokkopi is continuously scaling upgrading both in area, menu and service. Over time, the performance of the Mojokkopi company is considered good by the leadership of Begawan Apartment. It is said that in the current conditions, Mojokkopi has experienced a significant increase, beating other tenants such as Nomaden, Bendino, Omen Chicken and so on.

Apart from these good things, the Mojokkopi manager and owner emphasizes the best service for customers. Another thing that is done by the management to support the running performance of this business is general cleaning which is carried out regularly every month, this aims to maintain the building, facilities and infrastructure, sanitation, as well as monthly evaluations to straighten out things that are considered ambiguous during the year. month for each general cleaning carried out. General cleaning was hampered a bit due to several obstacles which at that time there was internal turnover in Mojokkopi so that in the current conditions general cleaning has been reactivated to support better company performance and comply with the operational standards that have been formed.

- ***Business Dynamics***

Business dynamics refer to changes, trends, and patterns that occur in the business environment that can influence a company's behavior and results. It includes various external

and internal factors that can influence a company's strategy, operations, and performance. Business dynamics are a complex and constantly changing phenomenon, and companies must be flexible and responsive to these changes to remain competitive and sustainable. Understanding business dynamics helps companies plan appropriate strategies, anticipate changes, and manage risks associated with a dynamic business environment. The business dynamics felt by the manager/owner himself, namely Mas Yogi Nur Triono, said that business dynamics definitely exist, it's hard to be happy, which in this case doesn't make you confused, because basically MSMEs based in the F&B sector themselves have weaknesses in certain conditions, so from Mojokkopi itself has developed the right strategy to keep this business going. This can be seen clearly when students return home (on holiday), where Mojokkopi's target market is the closest students in the Tlogomas area, which includes UMM, Unisma, UB, UM, Unitri, this is what sometimes causes Mojokkopi itself to experience a decline in turnover. due to reduced visitors.

The dynamics of the employees that have been felt so far have been ups and downs, but it is not too confusing because the employees are hired professionally and are willing to work, so in the end there are no significant problems with employee dynamics that occur here.

- ***Business Prospects***

Business prospects refer to estimates or evaluations of the potential success of a business in the future. It involves analyzing various factors that can influence the performance and growth of a business over a certain period of time. A business prospect is a prediction about the possible success and growth of a business in the future. A thorough analysis of the various external and internal factors that influence a business helps business owners and other stakeholders make better decisions to maximize the potential for business growth and success. The prospects for Mojokkopi itself are definitely future developments, where Mojokkopi itself has built its own Mojokkopi branding which has been done at the beginning, which is the key to the prospects for the development of Mojokkopi itself as well as the branding "Let's Collaboration with Us", which in this case will attract the interest of students who interested in collaborating with Mojokkopi, based on the history that has occurred in previous situations, Mojokkopi is not yet well known, but with the branding jargon "Let's Collaboration with Us" this will attract more prospects, for example sponsorship of internal events for celebrities such as: Isshoni Tanoshimashou , blessing month events, etc. With this, it will directly and indirectly have an impact by attracting external prospects where many organizations are interested in

collaborating with Mojokkopi by holding events in Mojokkopi such as the IIBF organization, UM campus ambassadors, Ilham Ramadhan Unisma Cooperative UKM, and so on.

However, this is different if someone is interested in organizing an event related to weddings, proposals, etc. Mojokkopi still hasn't thought about this, because Mojokkopi itself focuses on internal and external events for students and especially events held by students with a capacity of between 50 - 100 people.



- ***New Business Opportunities***

A new business opportunity is a business idea or concept that promises the potential for growth and success in a market that has not yet been widely explored or exploited. This could be a new product, a new service, a new business model, or a combination of these. New business opportunities often arise in response to market changes, new technologies, or evolving consumer needs. New business opportunities are an important source of growth and innovation in the economy. It is important for entrepreneurs and business leaders to be able to carefully identify and evaluate new business opportunities, as well as develop effective strategies to exploit them successfully. Regarding new business opportunities in the future, Mojokkopi itself has not yet thought about creating a new business in the same line or in the F&B sector, but in other fields Mojokkopi has other business opportunities.

- ***Message Effects in Mojokkopi***

The impression you get from Mojokkopi itself is quite interesting, because working in the F&B sector is quite challenging, because you need stable emotional conditioning, and you have to be able to process your feelings, body and soul in this field in order to provide comfort and loyalty to others.

The message for Mojokkopi from the owner himself is that he hopes that Mojok friends can work together well and freely, and taste even better, because Mojokkopi was built with all my heart.

CONCLUSION

From the discussion above, it can be concluded that MSMEs are productive businesses owned by individuals or business entities that meet the criteria for being a micro business. Based on what is stated in Law no. 20 of 2008 concerning micro, small and medium enterprises, the definition of MSME is a business operated by individual business actors, households or small-scale business entities. And based on what M. Kwartono said, the definition of MSMEs is a people's economic activity that has a maximum net worth of IDR 200 million, where the land and buildings where the business is located are not included in the calculation.

The conclusion from the discussion above is that MSMEs aim to be the largest foreign exchange builders in Indonesia, therefore, in order to have a good impact on the country, let's be proud of MSME products so that Indonesia is strong, Indonesia is great.

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