

ABSTRAK

Wiranti, Meilisa Ayu. 2021. Skripsi. **Pengaruh Social Media Marketing, Motivasi Usaha dan Peran Pemerintah Terhadap Keberhasilan Usaha UMKM Kecamatan Kraksaan Kabupaten Probolinggo di Era Pandemi Covid-19.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh secara simultan, parsial dan dominan antara *social media marketing*, motivasi usaha dan peran pemerintah terhadap keberhasilan usaha UMKM Kecamatan Kraksaan di era pandemi covid-19.

Jenis penelitian yang digunakan adalah kuantitatif dan asosiatif kausal. Pada penelitian ini, teknik pengambilan sampel yang digunakan adalah *sampling purposive* dengan jumlah sampel sebanyak 93 responden yang terdiri dari pelaku UMKM makanan dan minuman di Kecamatan Kraksaan Kabupaten Probolinggo. Teknik pengumpulan data menggunakan kuesioner dengan pengukuran skala likert, dengan metode analisis data menggunakan uji validitas, uji reliabilitas, analisis regresi linier berganda, koefisien determinasi (*adjusted R square*), uji hipotesis simultan (F), parsial (t) dan dominan (*standardized beta*) dengan bantuan program IBM SPSS versi 22.0.

Hasil penelitian menunjukkan bahwa: (1) *Social media marketing*, motivasi usaha dan peran pemerintah berpengaruh secara simultan terhadap keberhasilan usaha UMKM yang dibuktikan dengan nilai $F_{hitung} > F_{tabel}$ ($25,373 > 2,14$); (2) *Social media marketing* tidak berpengaruh secara parsial terhadap keberhasilan usaha UMKM yang dibuktikan dengan nilai $t_{hitung} < t_{tabel}$ ($0,14 < 1,291$), motivasi usaha berpengaruh secara parsial terhadap keberhasilan usaha UMKM yang dibuktikan dengan nilai $t_{hitung} > t_{tabel}$ ($8,012 > 1,291$), dan peran pemerintah tidak berpengaruh secara parsial terhadap keberhasilan usaha UMKM yang dibuktikan dengan nilai $t_{hitung} < t_{tabel}$ ($0,192 < 1,291$); (3) Motivasi usaha berpengaruh dominan terhadap keberhasilan usaha UMKM memiliki koefisien beta ($0,672$) yang lebih besar dari variabel *social media marketing* ($0,001$) dan peran pemerintah ($0,019$). Hasil uji analisis determinasi diperoleh nilai *Adjusted R Square* $44,3\%$, sedangkan sisanya $55,7\%$ dipengaruhi oleh variabel lain yang tidak diteliti saat ini.

Kata Kunci : *Social Media Marketing*, Motivasi Usaha, Peran Pemerintah, Keberhasilan Usaha.

ABSTRACT

*Wiranti, Meilisa Ayu. 2021. Thesis. **The Influence of Social Media Marketing, Business Motivation and the Role of the Government on the Success of MSME Businesses in Kraksaan District, Probolinggo Regency in the Era of the Covid-19 Pandemic.** Management Study Program, Faculty of Economics, Panca Marga University, Probolinggo.*

This research was conducted with the aim to determine the simultan, partial and dominant influence between social media marketing, business motivation and the role of government on the business success in Kraksaan District in the covid-19 pandemic era.

The type of research used is quantitative and associative causal. In this study, the sampling technique used was purposive sampling with a total sample size of 93 respondents consisting of food and beverage SMEs in Kraksaan District, Probolinggo Regency. Data collection techniques using a questionnaire with Likert scale measurement, with data analysis methods using validity test, reliability test, multiple linear regression analysis, coefficient of determination (adjusted R square), simultan hypothesis test (F), partial (t) and dominant (standardized beta with the help of the IBM SPSS version 22.0).

The results showed that : (1) Social media marketing, business motivation and the role of government simultan influence the success of MSME businesses as evidenced by the value of $F_{count} > F_{table}$ ($25.373 > 2.14$); (2) Social media marketing has no partial effect on the success of MSME businesses as evidenced by the value of $t_{count} < t_{table}$ ($0.14 < 1.291$), business motivation has a partial effect on the success of MSME businesses as evidenced by the value of $t_{count} > t_{table}$ ($8.012 > 1.291$), and the role the government does not have a partial effect on the success of MSME businesses as evidenced by the value of $t_{count} < t_{table}$ ($0.192 < 1.291$); (3) Business motivation has a dominant effect on the success of MSME businesses, it has a beta coefficient (0.672) which is greater than the social media marketing variable (0.001) and the role of government (0.019). The results of the determination analysis test showed that the Adjusted R Square value was 44.3%, while the remaining 55.7% was influenced by other variables which were not currently studied.

Keywords : *Social Media Marketing, Business Motivation, the Role of Government, Business Success.*