THE DIFFERENCE IN SALES LEVELS DURING THE COVID-19 PANDEMIC AND AFTER THE COVID-19 PANDEMIC AT KEDAI LEMBAYUNG SURABAYA.

Wahyu Ratnasari, Mochammad Daffa Rizal Mahendra
Monas Pasifik Culinary Academy Surabaya, Indonesia
E-mail: wratnasari81@yahoo.com, daffarizalm@gmail.com

Kata kunci	Abstrak
Tingkat Penjualan, Masa Pandemi Covid-19, Pasca Pandemi Covid-19	Studi ini mengevaluasi dampak pandemi Covid-19 terhadap Usaha Mikro, Kecil, dan Menengah (UMKM) dengan fokus pada sektor penjualan makanan khususnya di Kedai Lembayung Surabaya. Menyikapi pandemi, pemerintah menerapkan Pembatasan Sosial Berskala Besar (PSBB) yang berdampak signifikan terutama pada sektor informal dan UMKM. Kedai Lembayung Surabaya yang berdiri sejak Desember 2020 mengalami kemunduran pendapatan, kelangkaan bahan baku, dan permodalan akibat pandemi. Tujuan dari penelitian ini adalah untuk mengevaluasi tingkat penjualan di Kedai Lembayung Surabaya selama pandemi Covid-19 dan setelahnya, dengan tujuan utama untuk memahami kemungkinan dampaknya terhadap kinerja penjualan. Metode penelitian menggunakan Analisis Regresi untuk mengevaluasi pengaruh berbagai variabel terhadap kinerja bisnis. Hasil penelitian menunjukkan adanya perbedaan yang signifikan dalam jumlah penjualan menu makanan selama pandemi dan pasca pandemi. Ada adaptasi pelanggan dengan peningkatan pembelian online melalui aplikasi. Jam sibuk restoran tetap pada pola yang sama, fokus pada jam makan siang. Penelitian ini memberikan wawasan mendalam tentang dampak pandemi terhadap UMKM kuliner, mengidentifikasi perubahan pola penjualan, dan menunjukkan perlunya adaptasi strategi bisnis selama situasi krisis.
Keywords Sales Level, Covid-19 Pandemic Period, Post Covid-19 Pandemic	**Abstract** *This study evaluates the impact of the COVID-19 pandemic on Micro, Small, and Medium Enterprises (MSMEs), focusing on the food sales sector, especially at Kedai Lembayung Surabaya. In response to the pandemic, the government implemented Large-Scale Social Restrictions (PSBB), which significantly impacted the informal sector and MSMEs. Kedai Lembayung Surabaya, established in December 2020, suffered setbacks in revenue, scarcity of raw materials, and capital due to the pandemic. The purpose of this study is to evaluate the level of sales at Kedai Lembayung Surabaya during the COVID-19 pandemic and after, with the main aim of understanding the possible impact on sales performance. The research method uses Regression Analysis to evaluate the influence of various variables on business performance. The results*

showed a significant difference in food menu sales during the pandemic and post-pandemic. There is customer adaptation with an increase in online purchases through applications. Restaurant peak hours remain on the same pattern, focused on lunch hours. This research provides deep insights into the impact of the pandemic on culinary MSMEs, identifies changes in sales patterns, and shows the need for business strategy adaptation during crises.

*Correspondent Author: Wahyu Ratnasari
Email : wratnasari81@yahoo.com

INTRODUCTION

Corona disease was first detected in Indonesia on March 2, 2020, and WHO officially designated it as a COVID-19 pandemic on March 9, 2020. According to the World Health Organization (WHO), a pandemic is a condition where there is an increase in disease transmission (Syapitri, Siregar, & Saragih, 2020) (Teguh, Sahay, & Adji, 2020) (Fitri, 2020). The spread of the virus occurs suddenly and spreads to various countries can affect many people the determination of Corona disease as a pandemic requires the government to take policies quickly to prevent the spread of the virus. One of the policies taken by the Government is Large-Scale Social Restrictions (PSBB). This PSBB has a huge influence on people's lives because people are not free to carry out activities both social, educational, economic, cultural, health, and so on (Ilyas, 2021) (Nasruddin & Haq, 2020). Economic transactions that are usually carried out directly become limited and this has a major impact on people who depend on daily income. In Indonesia, many people who work in the informal sector such as online motorcycle taxis, construction workers, market traders, street vendors, and others are directly affected by this restriction. Not only in the informal sector, this pandemic also affects the tourism industry, airline industry, manufacturing industry, MSMEs, and others (Hernikawati, 2022) (Yusuf, 2021) (Entitlement, 2022).

There are so many impacts arising from the COVID-19 pandemic, but this time the author will focus on one of the sectors affected by COVID-19, namely Micro, Small, and Medium Enterprises commonly called MSMEs. This paper also tries to see how much impact COVID-19 has had on MSMEs, especially in the Food sales sector. With a very large number of MSMEs, which is 64.19 million and dominated by Micro and Small Enterprises (MSEs) of 63.13 million or equivalent to 99.92% of all existing business sectors, the existence of these MSMEs is needed. Therefore, the impact of COVID-19 on MSMEs is quite interesting to be studied more deeply to find out how much MSMEs, especially in the culinary sector, have regressed both in terms of income, scarcity of raw materials, capital, and various other factors. To get some data and facts in the field which will certainly facilitate and clarify the following study, the author tried to interview one of the figures who felt firsthand the impact of COVID-19 on his business, Kedai Lembayung Surabaya.

Kedai Lembayung Surabaya itself was established in December 2020, by one of the catering entrepreneurs from the city of Surabaya. Kedai Lembayung Surabaya is located on Jl. Manyar Kertoadi no.333 which is right opposite the Surabaya Hajj Dormitory, is a very strategic location to establish a business in the culinary field, knowing the many events held at the Surabaya Hajj Dormitory. Unfortunately, the establishment of the PSBB by the government made all these potentials disappear instantly, the Surabaya Hajj Dormitory was completely closed for large-scale events at that time, and the dreams of the shop owner, which was originally crowded, became deserted. The shop was also established based on income from the catering business which had previously been run 10 years ago experiencing many setbacks thanks to COVID-19, one of which was in the income sector, then expensive and scarce production of raw materials.

Previous research conducted by Sri Isworo Ediningsih on "Differences in Financial Performance Before and During the Covid-19 Pandemic in Food and Beverage Companies on the Indonesia Stock Exchange" (Ediningsih & Satmoko, 2022). What distinguishes between previous research and research carried out lies in the object of research carried out.

The formulation of this research problem includes two main aspects. First, how the sales level at Kedai Lembayung Surabaya during the COVID-19 pandemic and how it changed after the pandemic ended. Second, what factors affect fluctuations in sales and profits at Kedai Lembayung Surabaya, both causing increases and decreases? This study aims to understand the impact of the COVID-19 pandemic on business performance and identify variables that are driving changes in sales and profits at the store.

The purpose of this study is to evaluate the level of sales at Kedai Lembayung Surabaya during the COVID-19 pandemic and after, with the main aim of understanding the possible impact on sales performance. In addition, this study aims to examine several factors that can affect fluctuations in the number of sales and profits at the store, to provide in-depth insight into the factors that need to be considered in managing a business during crises such as the Covid-19 pandemic.

RESEARCH METHODS

Kedai Lembayung Surabaya is located on Jl. Manyar Kertoadi no.333 which is right opposite the Surabaya Hajj Dormitory. Kedai Lembayung Surabaya itself was established in December 2020, by one of the catering entrepreneurs from the city of Surabaya. a very strategic location to establish a business in the culinary field, knowing the many events held at the Surabaya Hajj Dormitory. The shop was also established based on income from the catering business that had previously been run 10 years ago

The research method is a process or way specifically chosen to solve a problem posed in a study. While research methodology can be defined as a science that explains how research should be carried out (Ismayani, 2019) (Azhari, Al Fajri Bahri, Asrul, & Rafida, 2023).

This research uses the Regression Analysis Research Method, which is an Analysis Method that aims to determine the influence of a variable or factor on one another. For example, the influence of exchange rates on product selling power, and the influence of choosing a business location with public attraction to a particular product. The analytical method that can answer the research is the Regression Analysis Method.

In a simple concept, regression is nothing but a tool used to approach empirical facts that are sometimes difficult to explain. Regression is a method or way of fitting an empirical fact that in geometric mathematical concepts is described in the Scatter Graph. In simple terms, it can be said that regression is a way to be able to describe more closely (approach) the facts (Rajagukguk, 2022) (Janna, 2020) (Wardani, 2020). Since regression is an approximation and a fitting, it is impossible for the approach to accurately describe the actual event. The best fitting process or result is to give a result (in the geometric sense is a line) whose intersection (error) is small. How we know that the results of the fitting are the smallest intersection, most by empirical facts and best suited lines, requires understanding various statistical concepts, one of which is the coefficient of determination and correlation. The magnitude of the Coefficient of Determination (R^2) is often used as a reference to see the accuracy of the regression fittings that we do. The greater (maximum 100%) the value will be the more precise the line (geometric meaning) of regression with empirical facts. However, the question often arises, how to prove that it is really fit. The question arises because the assumption of the concept of the coefficient of determination is seen as the magnitude of variation that can explain one variable with another. In other words, the coefficient of determination is more viewed as an ascending or falling variable that will have an impact on the rise or fall of other variables. Before discussing regression analysis in more depth, it is necessary to provide a preview of various problems in the concept of causality research.

The following is the data obtained by the author during the observation period for this journal:

Total Sales Figures

Here is a chart of the difference in the number of sales at Kedai Lembayung Surabaya in January 2021
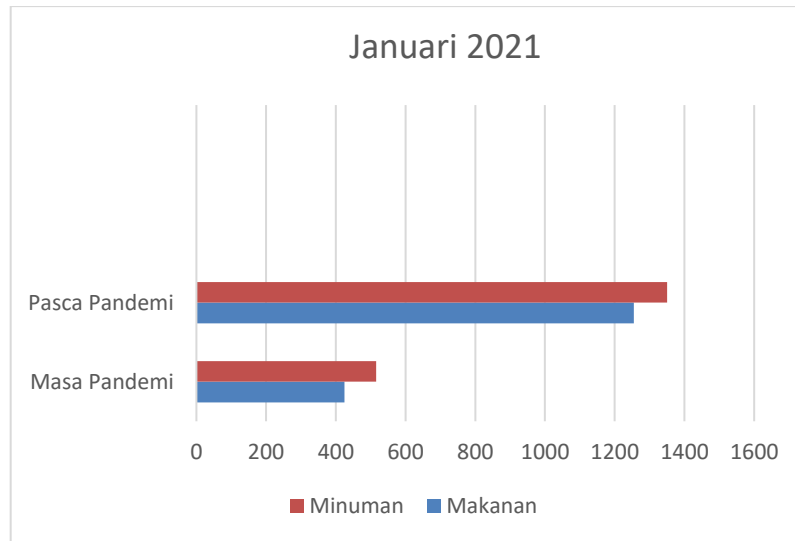
Number of Offline Visitors and Online Shoppers

The Covid-19 pandemic has also made a significant impact on the number of visitors who come directly to Kedai Lembayung Surabaya. This is none other than the impact of the imposition of Large-Scale Social Restrictions implemented by the government. But on other things, customers who are limited to being able to come directly to Kedai Lembayung Surabaya, can also buy food through online applications. The following is a chart of the difference in the number of offline visitors and online buyers at Kedai Lembayung during January 2020.

Data Analysis Techniques

Maryville University defines data analysis as the process related to collecting, cleaning, and organizing data. The purpose of this analysis is to process raw data into insights or useful information in making business decisions. While data analysis techniques are a series of ways to carry out various processes. There are several different ways to perform data analysis, depending on the needs of the company.

There are various kinds of techniques in collecting data, namely quantitative data analysis techniques and qualitative data analysis techniques. Reporting from NSW Government Education, quantitative data is information in the form of a set of numbers that can be calculated and compared on a numerical scale. This includes averages, total amounts, difference in amounts, and others. Quantitative data tends to be structured and suitable for statistical analysis. This data is used by researchers to answer questions about the "what" and "how much" aspects. In other words, quantitative data is used to answer questions in general.

While Qualitative Data Analysis Techniques are information about objects or subjects that cannot be calculated by numbers, but can be seen or felt. This data is usually collected through text, images, audio, to video (Jaya, 2020). Qualitative data is also commonly called "categorical data". That is, this data is used to categorize something based on adverbs and adjectives. Qualitative data collection itself is carried out in various ways, including interviews with direct sources, observation, distributing several questionnaires, or it can also be through audio or video recordings.

After the author further studied Data Analysis Techniques, the author decided to use quantitative data analysis techniques to compile this journal. Due to the large amount of data obtained through reality experienced by the author himself, and also the results of the data collected are mostly in the form of statistical data.

The following are the data that have been collected from the author's observations at Kedai Lembayung Surabaya:

Data Statistics on the Number of Menus Sold
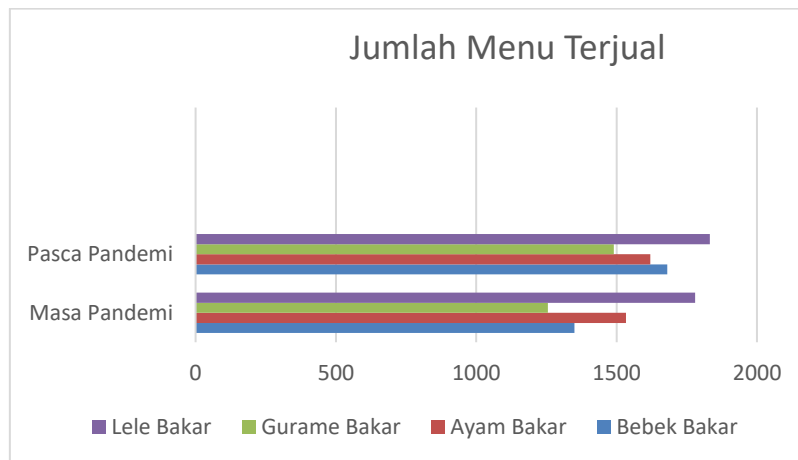
Statistic of the clock data of many restaurants in one day
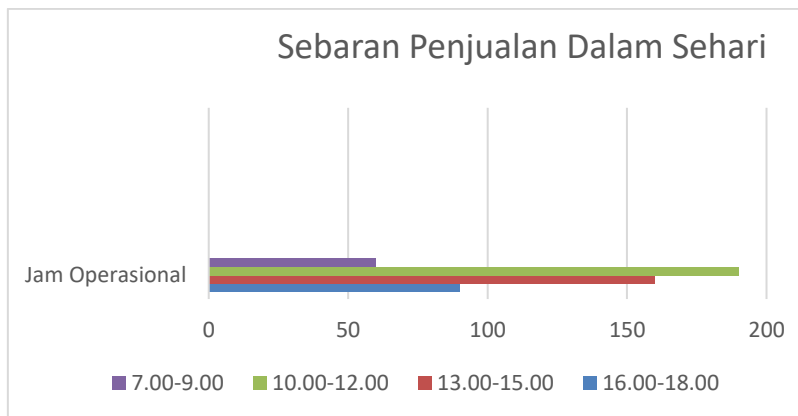

RESULTS AND DISCUSSION
Result

From the results of the research conducted, data were obtained that have been collected from the author's observations at Kedai Lembayung Surabaya:

The covid-19 pandemic period referred to in this study is August 2021-December 2022 and the post-covid-19 pandemic period referred to in this study is August 2023-December 2023
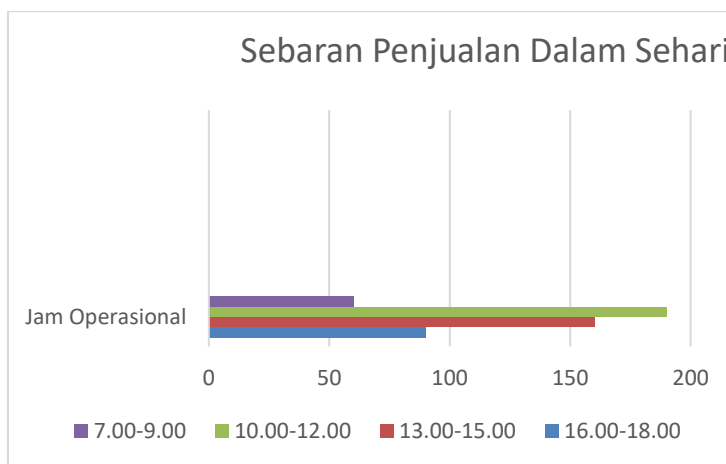
Data Statistics on the Number of Menus Sold
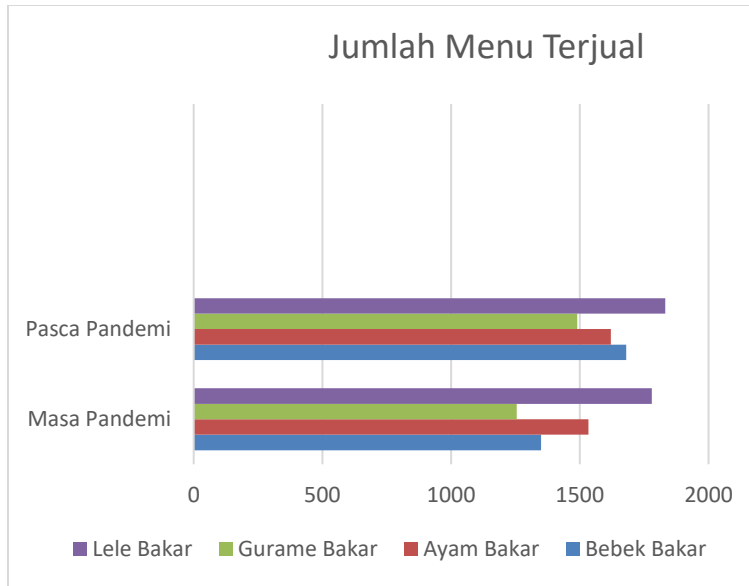
Based on the diagram above, it can be seen the difference in the number of menus sold during the Covid-19 pandemic and after the Covid-19 Pandemic. During the Covid-19 pandemic, the grilled catfish menu sold 1780 portions, the grilled gourami menu sold 1230 portions, the grilled chicken menu sold 1550 portions, and the grilled duck menu sold 1346 portions. Meanwhile, after the Covid-19 pandemic, the grilled catfish menu sold 1870 portions, the grilled gourami menu sold 1480 portions, the grilled chicken menu sold 1615 portions, and the grilled duck menu sold 1687 portions.

From the data above, it can be seen that the comparison of sales levels during the Covid-19 pandemic and after the Covid-19 pandemic there are differences, namely: grilled catfish menu as many as 90 portions, grilled gourami menu as many as 250 portions, grilled chicken menu as many as 65 portions, grilled duck menu as many as 341 portions. The difference in the sales level of grilled catfish and grilled chicken during the pandemic and post-pandemic did not show a significant difference, but the grilled gourami and roasted duck menus showed a significant difference.

Statistics on Restaurant Peak Hours in One Day During the Covid-19 Pandemic and Post Covid-19 Pandemic

From the diagaram above, it shows that the peak hours of restaurants during the Covid-19 pandemic and after the Covid-19 pandemic are the same, which is the most crowded at 10.00-12.00, this is because consumers are time for lunch, and many order online at the hour before lunch. The second peak hour is at 13.00-15.00, at this time some consumers are still able to eat lunch.

Discussion

Researchers observed and analyzed food menu sales data at Kedai Lembayung Surabaya during the Covid-19 pandemic (August 2021-December 2022) and after the Covid-19 pandemic (August 2023-December 2023). The results showed a significant difference in the number of menus sold between the two periods.

The Grilled Catfish Menu experienced an increase in sales by 90 servings, while the Grilled Gourami Menu showed an increase of 250 servings. The menu of Grilled Chicken and Grilled Duck, although not showing a significant difference, still showed an increase in sales of 65 servings and 341 servings, respectively. Comparative analysis shows that sales of Grilled Catfish and Grilled Chicken menus are relatively stable, while Grilled Gourami and Roasted Duck Menu have increased considerably, likely influenced by changes in consumer preferences or effective marketing strategies post-pandemic.

In the second part of the study, the author observed the peak hours of restaurants during the Covid-19 pandemic and after the Covid-19 pandemic. The results of the analysis showed that the peak hours of restaurants remained relatively stable between the two periods, especially at 10:00-12:00 and 13:00-15:00. This pattern may be influenced by consumers' habits in ordering online before lunch time or the availability of lunch time for some consumers at that time.

In conclusion, this study provides an overview of changes in food menu sales and consumer visit patterns at Kedai Lembayung Surabaya during the pandemic and post-pandemic period. Significant differences in sales of some menus indicate changes in consumer preferences, while relatively steady restaurant peak hours show stability in consumer visit patterns during the two periods. This data can be the basis for restaurant managers to adjust marketing strategies and menu offerings according to the development of consumer preferences and habits.

CONCLUSION

Based on the data and information contained in the journal, several conclusions can be drawn. First, there are differences in the number of sales at Kedai Lembayung Surabaya in January 2021, and further information is needed about factors that might affect sales fluctuations, such as promotions, seasonality, or policy changes. Secondly, the impact of the Covid-19 pandemic was significant on the number of offline visitors to the store due to the implementation of Large-Scale Social Distancing, although online shoppers through the application increased, showing adaptation to the pandemic situation. Third, the authors used quantitative data analysis techniques to answer the questions of "what" and "how much," especially in analyzing the number of sales, menu sold statistics, and restaurant peak hours. Finally, the conclusion of the analysis technique suggests choosing a more structured and statistical approach because the majority of data are numerical and measurable, although for a thorough understanding, further information and in-depth analysis are needed regarding certain factors that might affect the results obtained.

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