

RINGKASAN

Pandemi covid-19 yang berdampak pada konsumsi masyarakat akan barang maupun jasa salah satunya pada jasa penyewaan lapangan futsal di Kabupaten Purbalingga. Tujuan penelitian ini adalah untuk (1) menganalisis perbedaan rata-rata jam sewa lapangan futsal di Kabupaten Purbalingga pada masa sebelum dan selama pandemi covid-19, (2) menganalisis pengaruh variabel harga, jarak, pendapatan dan fasilitas terhadap permintaan jasa sewa lapangan futsal di Kabupaten Purbalingga selama pandemi covid-19.

Penelitian ini menggunakan metode kuantitatif. Teknik analisis dalam penelitian ini menggunakan Uji *Wilcoxon Signed Rank* dan Regresi Linear Berganda. Populasi dalam penelitian ini adalah pengguna jasa penyewaan lapangan futsal di Kabupaten Purbalingga. Jumlah responden yang diambil dalam penelitian ini adalah 100 responden. *Purposive sampling* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan Uji *Wilcoxon Signed Rank* dengan SPSS dan Uji Regresi Linear Berganda dengan *Eviews* dapat disimpulkan bahwa (1) terdapat perbedaan signifikan rata-rata jam sewa lapangan futsal di Kabupaten Purbalingga pada masa sebelum dan selama pandemi covid-19. Didapatkan bahwa ada 85 konsumen yang mengalami penurunan rata-rata jam sewa lapangan futsal selama pandemi covid-19, ada 15 konsumen yang mempunyai nilai yang sama antara rata-rata jam sewa lapangan futsal sebelum dan selama pandemi covid-19 dan tidak ada satu pun konsumen yang mengalami peningkatan rata-rata jam sewa lapangan futsal selama pandemi covid-19. (2) Variabel harga dan jarak berpengaruh negatif dan signifikan terhadap permintaan jasa penyewaan lapangan futsal di Kabupaten Purbalingga selama pandemi covid-19, sedangkan variabel pendapatan dan fasilitas berpengaruh positif dan signifikan terhadap permintaan jasa penyewaan lapangan futsal di Kabupaten Purbalingga selama pandemi covid-19.

Implikasi dari kesimpulan diatas adalah jika pandemi masih terus berlanjut dan belum ada antisipasi yang tepat maka dapat menurunkan permintaan jasa penyewaan lapangan futsal. Agar usaha jasa penyewaan lapangan futsal dapat bertahan di kondisi pandemi ini, perlu adanya beberapa strategi dalam menghadapi dan menyiasatinya seperti memberikan promo diskon, gencar promosi di media sosial dan menerapkan protokol kesehatan di lokasi usaha. Serta menambah fasilitas seperti penyemprotan disinfektan setiap habis digunakan karena hal tersebut dapat menarik konsumen dalam memilih tempat jasa penyewaan lapangan futsal.

Kata kunci: Permintaan, Jasa Penyewaan Lapangan Futsal, Pandemi Covid-19, Harga, Jarak, Pendapatan, Fasilitas

SUMMARY

The covid-19 pandemic which has an impact on public consumption of goods and services, one of which is futsal field rental services in Purbalingga Regency. The purpose of this study was to (1) analyze the difference in the average rental hours of the futsal field in Purbalingga Regency before and during the covid-19 pandemic, (2) analyze the effect of price, distance, income and facilities variables on the demand for futsal field rental services in Indonesia. Purbalingga Regency during the covid-19 pandemic.

This research uses quantitative methods. The analysis technique in this study uses the Wilcoxon Signed Rank Test and Multiple Linear Regression. The population in this study were users of futsal field rental services in Purbalingga Regency. The number of respondents taken in this study were 100 respondents. Purposive sampling was used in determining respondents. The population in this study were users of futsal field rental services in Purbalingga Regency. The number of respondents taken in this study were 100 respondents. Purposive sampling was used in determining respondents.

Based on the results of research and data analysis using the Wilcoxon Signed Rank Test with SPSS and the Multiple Linear Regression Test with Eviews, it can be concluded that (1) there is a significant difference in the average rental hours of the futsal field in Purbalingga Regency before and during the covid-19 pandemic. It was found that there were 85 consumers who experienced a decrease in the average futsal field rental hours during the covid-19 pandemic, there were 15 consumers who had the same value between the average futsal field rental hours before and during the covid-19 pandemic and none of the consumers which experienced an increase in the average rental hours of the futsal field during the covid-19 pandemic. (2) The price and distance variables have a negative and significant effect on the demand for futsal field rental services in Purbalingga Regency during the covid-19 pandemic, while the income and facilities variables have a positive and significant impact on the demand for futsal field rental services in Purbalingga Regency during the covid-19 pandemic.

The implication of the conclusion above is that if the pandemic continues and there is no proper anticipation, it can reduce the demand for futsal field rental services. In order for the futsal field rental service business to survive in this pandemic condition, it is necessary to have several strategies in dealing with and dealing with it, such as providing discount promos, intensive promotions on social media and implementing health protocols at business locations. As well as adding facilities such as spraying disinfectants every time they are used because this can attract consumers in choosing a futsal field rental service.

Keywords: *Demand, Futsal Field Rental Services, Covid-19 Pandemic, Price, Distance, Revenue, Facilities*