

V. CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of data analysis that has been carried out, the following conclusions are obtained:

According to the results of the calculation of the average difference test on the revenue variable, the results obtained are that there are differences in the revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency.

Furthermore, according to the results of the F test calculation on the variable selling price of the product, the cost of raw materials, the business length and the amount of labor simultan have a significant effect on the business revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency. According to the results of the t-test calculation on the variable cost of raw materials (X2) and business length (X3) partially have a significant positive effect on the business revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency. Meanwhile, according to the results of the t-test calculation on the product selling price variable (X1) and the amount of labor (X4) partially have no significant effect on the business revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency.

B. Implication

Based on the results of the research above, the lanting industry business revenue in Lemahduwur Village, Kuwarasan District, Kebumen Regency experienced differences before and during the covid-19 pandemic, so to maintain their business the lanting industry business actors continued to produce lanting but the production quantity and production time were reduced unlike before the pandemic. covid-19. At this time, the productivity and income conditions of industrial business actors have started to improve so that the economy in the village of Lemahduwur is also improving.

Furthermore, based on the results of the research above, the independent variable that affects the operating revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency is the cost of raw materials and the business length while the variable that does not affect the operating revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency are the selling price. product and labor.

1. The product selling price variable has no significant effect on the operating revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency, but the stability of the product selling price is still important because the selling price of the

product must remain affordable because it can affect the sales of the lanting.

2. The variable cost of raw materials has a significant effect on the business revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency. Lanting industry business actors must maintain the availability of raw materials cost because the availability of raw materials can affect the productivity of lanting will run optimally or not.
3. The variable business length has a significant effect on the revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency. Lanting industry entrepreneurs who have been running their business for only a few years or those who have been around for a long time must continue to improving their skills so that lanting productivity can increase.
4. The variable amount of labor does not have a significant effect on the revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency, but the amount of labor remains an important factor in lanting productivity, this is because the jobdest of each production process must be carried out together so that time used more efficiently.

C. Research Limitations

The mobility of researchers in researching limited so that data collection in the field experienced obstacles and the information received was less than optimal. The existence of refusal made by prospective respondents so that researchers have to move places to conduct research. Some respondents are being interviewed while doing other activities so the information obtained is not optimal.

The variables used in this study are the selling price of the product, the cost of raw materials, the business length, and the number of workers, but those that affect the revenue of the lanting industry in Lemahduwur Village, Kuwarasan District, Kebumen Regency are only variable costs of raw materials and business length. So it is hoped that in future research, researchers can add any variables influence the revenue of the lanting industry as quantity of product and what the variable have a most influence.

