

**THESIS**

**COMPARATIVE ANALYSIS OF CULINARY BUSINESS INCOME  
BEFORE AND AFTER BEING GO-FOOD PARTNER  
(CASE STUDY IN PURWOKERTO)**



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**MINISTRY OF TECHNOLOGY RESEARCH AND HIGHER EDUCATION  
JENDRAL SOEDIRMAN UNIVERSITY  
FACULTY OF ECONOMICS AND BUSINESS  
ECONOMICS AND DEVELOPMENT STUDIES  
2019**

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Arranged to meet the requirements of obtaining a bachelor degree in economics at  
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Stating truthfully, that this thesis is really the result of my work; it does not constitute the takeover of the writings or thoughts of others that admit to being my writing of thoughts, except those written in this text and mentioned in the references.

If in the future, it is proven that this thesis is the result of plagiarism, then I am willing to accept sanctions in the form of revocation of the academic degree that I have obtained related to this thesis.

Purwokerto, 6 May 2019

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## PREFACE

The author praise for the presence of Allah SWT, who has bestowed His mercy and guidance, so that the writing of the thesis entitled "Comparative Analysis of Business Culinary Income Before and After being Go-Food Partner (Case Study in Purwokerto)" can be resolved properly.

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Purwokerto, May 2019

Author

## RINGKASAN

*Penelitian ini menganalisis perbandingan pendapatan sebelum dan sesudah menjadi mitra Go-Food, menganalisis perbandingan keuntungan sebelum dan sesudah menjadi mitra Go-Food dan menganalisis prospek usaha yang menjadi mitra Go-Food di Purwokerto. Jenis penelitian ini adalah kuantitatif dengan menggunakan studi kasus di Kota Purwokerto sebagai subjek penelitian. Populasi penelitian ini adalah usaha kuliner yang menjadi mitra Go-Food di Kota Purwokerto. Probabilitas sampel digunakan sebagai metode pengambilan sampel karena keseluruhan populasi dalam penelitian ini dijadikan sampel. Selanjutnya, teknik analisis data pada penelitian ini menggunakan uji z.*

*Berdasarkan analisis data dapat disimpulkan bahwa terdapat perbedaan pendapatan dan keuntungan setelah bergabung menjadi mitra Go-Food serta prospek usaha meningkat setelah menjadi mitra Go-Food. Mengacu pada kesimpulan ini, dapat diimplikasikan bahwa sebagai upaya untuk meningkatkan pendapatan, keuntungan serta prospek usaha kuliner yang bergabung menjadi mitra Go-Food dapat dilakukan dengan menjaga sinergi yang sudah bagus. Prospek bisnis dengan menjadi mitra Go-Food sangat menguntungkan karena mayoritas masyarakat dapat dengan mudah mengakses aplikasi Go-Food yang berdampak pada tingkat penjualan yang meningkat.*

*Kata Kunci: Kuliner, Pendapatan, Keuntungan, Prospek Bisnis, Mitra Go-Food*

## SUMMARY

This research was to analyze the comparison of revenue before and after being a Go-Food partner, analyzing the comparison of profits before and after being a Go-Food partner and analyzing the business prospects of Go-Food partners in Purwokerto. This type of research is quantitative by using a case study in Purwokerto City as the subject of research. The population of this study is a culinary business that is a partner of Go-Food in Purwokerto City. The probability of the sample is used as a sampling method because overall respondent in this study is sampled. Furthermore, the data analysis technique in this study uses the z test.

Based on data analysis it can be concluded that there are differences in revenue and profits after being Go-Food partners and business prospects increased after being a Go-Food partner. Referring to this conclusion, it can be implied that as an effort to increase the income, profits and prospects of culinary business who joining Go-Food partner can be done by maintaining a good synergy. The business prospect of being a Go-Food partner is very profitable because the majority of the public can easily access the Go-Food application which has an impact on increasing sales levels.

Keywords: Culinary, Incomes, Profits, Business Prospects, Go-Food Partners



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