

ABSTRACT

The purpose of this study was to determine the effect of online services on the sales turnover of Chatime during the Covid-19 pandemic in Surabaya. Data collection is carried out by qualitative approach using interview and observation technique. The subject of this research is the Chatime outlet in Surabaya, and the object of this research is Chatime sales turnover. The result of research obtained from interviews and observations showed that online services had no effect on the increase in Chatime's sales turnover when the Covid-19 pandemic occurred even though when he first joined the online service, sales turnover had increased by 50%. This is due to the restriction of community activities outside the home during the pandemic which has an impact on reducing community consumptive activities, which affect the sales turnover of the culinary sector, one of which is Chatime. The existence of online services has helped the buying and selling activities of MSME players a little even though it does not have too much impact on sales turnover as before the Covid-19 pandemic. With the various offers and promos carried out by Chatime through online service, it is hoped that it can increase sales turnover again as before during the Covid-19 pandemic.

Keyword: *The effect of online services on Chatime sales turnover in Surabaya (a case study during the covid-19 pandemic).*

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh pelayanan jasa online terhadap omzet penjualan minuman Chatime selama masa pandemi covid-19 di Surabaya. Pengumpulan data dilakukan dengan cara pendekatan secara kualitatif menggunakan teknik wawancara dan observasi. Adapun subyek dari penelitian ini adalah gerai Chatime yang ada di Surabaya, dan obyek dari penelitian ini adalah omzet penjualan Chatime. Hasil penelitian yang diperoleh dari wawancara dan observasi menunjukkan bahwa pelayanan jasa online tidak berpengaruh terhadap kenaikan omzet penjualan Chatime saat pandemi covid-19 terjadi walaupun saat pertama kali bergabung dengan pelayanan jasa online omzet penjualan sempat mengalami kenaikan sebesar 50%. Hal ini disebabkan oleh adanya pembatasan kegiatan masyarakat diluar rumah selama masa pandemi yang berdampak pada berkurangnya kegiatan konsumtif masyarakat sehingga berpengaruh terhadap omzet penjualan disektor kuliner salah satunya minuman Chatime. Adanya pelayanan jasa online sedikit membantu kegiatan jual beli pelaku UMKM meskipun tidak terlalu berdampak pada omzet penjualan seperti sebelum terjadinya pandemi covid-19. Dengan adanya berbagai macam penawaran dan promo yang dilakukan oleh minuman Chatime melalui pelayanan jasa online diharapkan dapat meningkatkan kembali omzet penjualan seperti sebelumnya dimasa pandemi covid-19.

Kata kunci : Pengaruh pelayanan jasa online terhadap omzet penjualan minuman Chatime di Surabaya (studi kasus selama masa pandemi covid-19).