ABSTRACT

An analysis of the performance of the measurement of success is measured by the business profitability and the level of efficiency. This study will measure the business environment in SMEs craftsman dolls in a doll cikampek center efficiency model with that cobb-dauglass. production functions. This study attempts to, (1) analyze of factors that influence the use of production factors the SMEs craftsman doll in a doll cikampek center. (2) analyzed of levels efficiency the SMEs craftsman doll in a doll cikampek center (3) analyzed of profitability would the SMEs craftsman doll in a doll cikampek center before and during a COVID-19 pandemic. The data used by the data is primary and secondary. The respondents with random sampling techniques. The number of respondents does model krenjcie and morgan to obtain 163. The respondents' analysis method used is regression analysis and efficiency with a model function cobb-douglass, production profitability calculations, and R/C ratio then testing different with paired sample t-test. Partial before and during a pandemic, the production factors use of the capital, raw materials, machinery, and electricity have it influence significantly the production while the labor factors do not affect doll production. And simultaneously before and when a pandemic the use of factors of production dolls influence the of cikampek. In technical efficiency, efficiency allocative in before and during pandemic having value-efficient production factors is not yet efficient so that their utilization needs to be increased. In return to scales of before and during the pandemic shows return to scale of increases condition so SMEs craftsman cikampek doll on long-term time, before and during pandemic worthy to continuous. Profitability before the results of the analysis and when the pandemic decreased reached 64,07 %. In the paired simple t-test significant differences in profitability before and during the pandemic.

Keyword: Performance, efficiency, cobb-douglass, COVID-19 Pandemic, dolls.