

ABSTRACT

Salshabila Moulida (2017021038)

THE EFFECT OF DEFENDING STRATEGY ON THE SALES OF MSMEs IN THE PANDEMIC PERIOD COVID-19

The purpose of this study was to determine the effect of survival strategies on the sales of MSMEs during the COVID-19 pandemic. The method of this research is quantitative research using the SPSS 22 application. This study uses a questionnaire distributed via online (Google Forms) to MSMEs in the South Tangerang area. The results of this study indicate that many MSMEs in the South Tangerang area experienced a decline in sales during the pandemic. Then, other survival strategies such as technological developments, customer interest and product existence are also considered important by several other MSMEs.

Keywords: MSMEs, Survival Strategy, Impact of COVID-19.

