



**UNIVERSITAS ANDALAS**

**ANALYSIS THE IMPACT OF THE COVID-19 PANDEMIC  
ON THE STRATEGIES IMPLEMENTED BY MSMEs IN  
KELURAHAN PASAR AMBACANG, PADANG CITY**

**THESIS**

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**2022**

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**CITY**

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Submitted to the Department of Economics  
on March, 18<sup>th</sup> 2022 in partial fulfilment of the  
requirements in achieving degrees  
Bachelor of Economics

**Abstract**

This study aims to find out the impact of Covid-19 Pandemic on Micro Small Medium Enterprises and what kind of the strategies implemented to survived during pandemic situation. The research location is in *Kelurahan Pasar Ambacang*, Padang City. The subject of this study is MSMEs actors in *Kelurahan Pasar Ambacang*, Padang City. The urgency of this study is because during Covid-19 Pandemic influence many sector in the world, especially in the economic sector, where affected the GDP growth. Therefore, this study is investigating the variables that might be the cause of the problems. Type and source of data in this study is primary data from collecting survey through questionnaire form of MSMEs actors. Data analysis method used in this study is Quantitative method, where recorded in Microsoft Excel and processed by using Smart PLS 3.3.3. The result of this study is Capital/Financial the variables have positive and significant effect. Otherwise, Profit, Customer's Demand, and Supply Chain have a positive result but do not have a significant effect on strategies implemented by MSMEs in *Kelurahan Ambacang*, Padang City.

Keywords : Covid-19 Pandemic, MSMEs, GDP Growth.

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