

## CHAPTER 5

### CONCLUSION

This chapter summarizes the findings of the study, by title Analysis the impact of the COVID-19 pandemic on the strategies implemented by MSMEs in *Kelurahan Pasar Ambacang*, Padang City. This chapter also presents the limitation of research and makes recommendations for future research.

#### 5.1 Research Conclusion

The aim of the research is to see how many profit, customer demand, supply chain, and capital/financial factors can influence MSMEs' strategies during the covid-19 pandemic in Kelurahan Pasar Ambacang, Padang City. Researchers used primary information obtained via Google Forms and delivered to populations of Kelurahan Pasar Ambacang, Padang City, with the prerequisite that respondents become business owners or MSMEs actors. The procedures of data collection for this questionnaire took around a month, and it was delivered by whatsapp, MSMEs' personnel in *Kelurahan Pasar Ambacang*, and physically. After a month of waiting, the researchers were able to gather data from 63 respondents from various MSMEs in *Kelurahan Pasar Ambacang*, which was then processed using SmartPLS 3.3.3 to evaluate the research hypothesis. SMARTPLS is a computer program that can be used to investigate Partial Least Square Structural Equation Modeling (PLS SEM).

The findings of this research revealed that the capital/financial affected to the strategies that were implemented by MSMEs during the Covid-19 pandemic. From the questionnaire responses, MSMEs actors have difficulty being able to use the capital for business every month, this is the main impact during the covid-19 pandemic, which also affects other factors or impacts but does not have a very significant impact. In contrast to the other three hypotheses, the profit, customer's demand, and supply chain show results that have a positive effect on the impact of the covid-19 Pandemic to Micro Small Medium Enterprises (MSMEs) However, they have no discernible effect. This suggests that the three factors have little influence on to the Covid-19 Pandemic's Impact c on the strategies implemented by MSMEs.

#### 5.2 Research Limitation

The researcher identified the following constraints when doing the study:

1. The first research limitation is in this study only examines the strategy implemented of profit, customer's demand, supply chain, and capital/financial. Other factors can also have an impact on usage decisions.
2. This study is not limited to a single platform or one type of business. As a result, each background of the type of business run by MSMEs in *Kelurahan Pasar Ambacang*, Padang City, has a different point of view in the questionnaire responses.
3. This study was carried out in the context of the researcher's current situation, which is a Pandemic Covid-19 epidemic. The data from respondents was based on the researcher's current state, which is a Pandemic Covid-19 epidemic, because this study was conducted during the researcher's current state, which is a Pandemic Covid-19 outbreak, which could lead to different findings in the future.

### **5.3 Research Recommendation**

Future researchers who are interested in exploring a comparable topic might consider the following suggestions:

1. Future researchers can create or develop a more modest explanation in the subheading of the questionnaire to make the respondents easier to understand the variable context.
2. Due to this research only study in *Kelurahan Pasar Ambacang*, Padang City, in the future research, the Researchers can broaden the scope of their research to include other *kelurahan/kecamatan* of each city, also all Indonesia citizens evenly.

The next researchers can also conduct other variables to explain impact covid-19 pandemic on the strategies implemented by MSMEs in a more detail manner and reliable referral.