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**THE RELATIONSHIP BETWEEN GO-FOOD AND PROFITABILITY
RATE OF MICRO AND SMALL ENTERPRISES IN PADANG CITY**

UNDERGRADUATE THESIS

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The Relationship Between Go-Food and Profitability Rate of Micro and Small Enterprises in Padang City

by

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ABSTRACT

Micro and small enterprises in Padang City are always experiencing growth and are the main source of income for the economy in Padang. The market structure in micro and small enterprises is a perfectly competitive market where the market structure requires innovation to survive and thrive in market situations. The presence of GO-FOOD relates to innovations that are useful for developments in micro and small enterprises in the market. However, to innovate there are many obstacles and problems. This study aims to analyze the relationship between GO-FOOD and market structure, conduct, and performance and aims to analyze the relationship between market structure and conduct and the relationship between market structure and conduct to the profitability rate. This study uses a qualitative descriptive approach with cross-tabulation analysis and market structure calculations as well as primary data sources derived from 66 respondents' questionnaire answers. This study has the result that the market structure in this study is monopolistic competition. This research also has the result that GO-FOOD has a positive relationship to market structure, conduct, and performance because many of the respondents have used GO-FOOD one step ahead in terms of innovation such as promotion which is an important thing in conduct. This research also has the result that market structure and conduct have a positive relationship and market structure and conduct have a positive relationship to the profitability rate of micro and small enterprises in Padang City. In this study with a monopolistic market structure and market structure it requires innovation to survive and compete in the GO-FOOD market has a positive relationship to market structure, conduct, and performance. The GO-FOOD positive relationship to market structure and conduct also has a positive relationship to the profitability rate as indicated by the positive relationship between market structure and conduct to profitability rate.

Keywords: GO-FOOD, Market Structure, Conduct, Performance, Micro and Small Enterprises

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