

The Impact of the Covid-19 Pandemic on the MSMEs Performance in Bogor City

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Abstract

This study aims to (1) determine the impact of the COVID-19 pandemic on the performance of MSMEs in Bogor City, especially in their income or turnover, (2) analyze the factors that affect the performance of MSMEs. Performance factors that are used as benchmarks are internal including characteristics, personality, physical traits, interests and motivations, experience, age, gender, education and other individual factors. The next factor is a situational factor, among which are social and organizational factors. Descriptive analysis method is used in this research. Data was collected by means of written interviews through questionnaires to MSME Managers in Bogor City. Research results show that 81% of MSMEs are affected by the COVID-19 pandemic.

Keywords: turnover; performance; umm, covid-19 pandemica

Selected References (Times New Roman 10pt), (5 references)