

# Impact Of The Covid-19 Pandemic On MSME Business Sustainability Case Study: Bogor City

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## Abstract (Times New Roman 10pt)

The COVID-19 pandemic has caused economic changes in a number of countries, Indonesia is one of them. One of the things affected by the pandemic is MSMEs. This study will discuss the factors that affect income in the era of the covid-19 pandemic. Based on the results of the study, the results obtained are as follows. Profile of MSMEs in Bogor City is as follows: As many as 66 percent of the respondents are women. The average age of respondents is above 33-37 years and more than 37 years. The education level of the respondents is mostly SMA/SMK with a percentage of 70 percent. The majority of respondents' business types are other as many as 47 respondents, in which most of them are businesses in the food sector. Most of the respondents' monthly turnover is less than Rp. 25,000,000 and only 19 percent of the respondents have a turnover of 25,000,001 – 208,000,000. Based on the results of multiple regression analysis, it can be seen that there is one significant variable, namely the gender variable. It can be seen that based on the results of statistical analysis that the effect of gender will have an effect on business turnover. According to the results of the analysis, it can be seen that the female gender will have a larger business turnover.

**Keywords:** pandemic, msme, business sustainability

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