

AVINDA SOFITARIA. 2025. Analisis Faktor-Faktor yang Memengaruhi Produksi Roti Manis di Kedai Djoen Malioboro Yogyakarta. Di bawah arahan Ni Made Suyastiri Yani Permai.

ABSTRAK

Penelitian ini bertujuan untuk (1) menganalisis pengaruh bahan baku, bahan pendukung, dan tenaga kerja terhadap produksi roti manis di Kedai Djoen Malioboro, (2) menganalisis kondisi skala usaha pada produksi roti manis di Kedai Djoen Malioboro. Penelitian ini merupakan jenis penelitian deskriptif kuantitatif. Metode pelaksanaan penelitian ini menggunakan pendekatan studi kasus. Teknik analisis data menggunakan uji asumsi klasik, analisis regresi linier berganda, dan *return to scale*. Melalui penelitian ini, diperoleh hasil Faktor-faktor yang memengaruhi produksi roti manis di Kedai Djoen adalah bahan baku (tepung terigu), bahan pendukung (telur ayam, susu bubuk, gula pasir, garam, tepung garut, dan cokelat) dan tenaga kerja. Sedangkan, faktor yang tidak memengaruhi produksi roti manis di Kedai Djoen adalah bahan pendukung (mentega, *roombutter*, ragi basah, dan pengembang roti). Hasil *return to scale* sebesar $0.892 < 1$ yang artinya bahwa kondisi produksi roti manis di Kedai Djoen berada pada skala usaha *decreasing return to scale*. Dalam keadaan demikian, dapat diartikan bahwa proporsi penambahan faktor produksi bahan baku (tepung terigu), bahan pendukung (telur ayam, susu bubuk, gula pasir, garam, tepung garut, mentega, *roombutter*, ragi basah, pengembang roti, dan cokelat), dan tenaga kerja akan melebihi proporsi penambahan produksi roti manis.

Kata Kunci: Produksi, Faktor-Faktor Produksi, *Return to Scale*

AVINDA SOFITARIA. 2025. *Analysis of Factors that Influence Sweet Bread Production at Kedai Djoen Malioboro Yogyakarta.* Supervised by: Ni Made Suyastiri Yani Permai.

ABSTRACT

This study aims to (1) Analyze the influence of raw materials, supporting materials, and labor on the production of sweet bread at Kedai Djoen Malioboro, (2) Analyze the condition of the business scale in the production of sweet bread at Kedai Djoen Malioboro. This study is a type of quantitative descriptive research. The method of implementing this research used a case study approach. Data analysis techniques used classical assumption tests, multiple linear regression analysis, and return to scale. Through this study, the results obtained factors that affect the production of sweet bread at Kedai Djoen are raw materials (wheat flour), supporting materials (chicken eggs, powdered milk, granulated sugar, salt, arrowroot flour, and chocolate) and labor. Meanwhile, factors that do not affect the production of sweet bread at Kedai Djoen are supporting materials (butter, roombutter, wet yeast, and bread improver). The return to scale result is $0.892 < 1$, which means that the condition of sweet bread production at Kedai Djoen is on a decreasing return to scale business scale. In such a situation, it can be interpreted that the proportion of additional production factors of raw materials (wheat flour), supporting materials (chicken eggs, powdered milk, granulated sugar, salt, arrowroot flour, butter, roombutter, wet yeast, bread improver, and chocolate), and labor will exceed the proportion of additional production of sweet bread.

Keywords: *Production, Production Factors, Return to Scale*