THE IMPACT OF COVID-19 ON THE PERFORMANCE OF TOFU SMES IN KEDIRI

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ABSTRACT:

The Covid-19 pandemic has certainly had a negative impact on several business sectors in Indonesia. One of those affected was the famous tofu SMEs in Kediri. This study aims to determine the impact of the Covid-19 pandemic on Tofu SMEs in the city of Kediri, East Java, Indonesia. There are five aspects used as benchmarks in this study, including financial distress, bankruptcy, operational efficiency, and evaluation of marketing. This study measures each of these aspects whether it has an impact on the performance of tofu SMEs partially or simultaneously. The method used in this study using a questionnaire obtained a sample of 200 respondents. Then, each data from the sample was processed using multiple linear regression. The results show, partially, financial distress, operational efficiency, and evaluation of marketing have an impact on the performance of tofu SMEs in Kediri, while bankruptcy does not. However, simultaneously, these four aspects have an impact on the performance of Tofu SMEs in Kediri City. The success rate of this study was 78.5%. From the research carried out, it can be advised Tofu SMEs in Kediri to keep innovating, developing, and reducing unnecessary costs to survive the Covid-19 pandemic.

KEYWORDS: covid-19, performance of tofu SME, Impact of Covid 19 in SME.

PRELIMINARY:

The crisis in the world today is caused by a virus. The virus caused many segments to have serious problems. The main problem is the economic crisis (Nasution, Erlina, & Muda, 2020). Economic growth is slowing down gradually causing large companies and small companies to experience financial problems. Finance is an important factor, because it drives the company's economy (Amri, 2020; Rosita, 2020). Apart from being financial, it will impact activities to reduce production capacity, due to the decreasing purchasing power of consumers. Thus, many companies are trying to survive for the continuity of their distribution activities (Ellram & Ueltschy Murfield, 2019). Efforts to anticipate the pandemic caused by Covid-19, namely preventing, controlling, and acting collectively on various trading activities both in the concept of products, services, and goods (Yang & Ren, 2020). The level of success that has been achieved has not been significant, but these efforts are carried out on an ongoing basis. One of the countries that received the first Covid-19 attack was China. From research conducted by(Lu, Wu, Peng, & Lu, 2020), stated that as many as 4807 SMEs were seriously affected. The biggest impact is that the workforce in each SME is reduced, SMEs also pay wages for workers who are laid off. So it was very difficult to recover the economy at that time. Research (Eggers, 2020), stated that the reduction of labor was done forcibly, so that SMEs continue to produce. So that financial, marketing strategy evaluation, monitoring the market environment must accept uncertainty. This uncertainty is a point of decline in the performance of SMEs affected by Covid-19. Then (Chakraborty & Maity, 2020) explained, after attacking the economic sphere, the activities carried out by the community must be reduced to reduce the impact of this disease. Activities that give rise to widespread public gatherings must be reduced to control this disease. According to (Papadopoulos, Baltas, & Balta, 2020), stated that every operating SME needs to create a new strategy for the sustainability of the business being run. This must be balanced with the knowledge of human resources and proper marketing theories (Kusumastuti, 2020).

The pandemic problem, which is currently almost a year old, has forced SMEs to prioritize strategic factors (Sein, 2020). The country of Macau is facing a pandemic with crisis analysis and observation of its strategy for survival, resilience, and corporate renewal (Alves, Lok, Luo, & Hao, 2020). The company's existence has bureaucratic reform, regulatory compliance, and flexible strategy adoption. Research conducted by (Coombs, 2020), stated that the availability of human resources is the main factor provided that they are skilled and innovative. Thus the financial crisis, bankruptcy, and strategy evaluation can be carried out coherently to support good performance.

The performance of SMEs during a pandemic still has to improve. This is evidence from research conducted by (Komari, Laely, & Panjaitan, 2017; Nurlaely, Sularso, & Panjaitan, 2019), which stated that the company performance is different from small scale industry from large scale industry. That is, even though it is small in scale, the economy that has been initiated must continue. This is an evaluation effort. Such evaluations will make a significant difference if done correctly. Research (Djunaedi, 2016), stated that the products produced must remain of good quality to boost the increase in buying and selling made. Thus, a pandemic is not a barrier to the performance of SMEs during a pandemic. However, it can be interpreted as an effort to improve management processes to reduce the financial impact that occurs.

Financials that are considered a risk in the SME scope. This is by the statement (Safi'i,

Widodo, & Pangastuti, 2020) Besides financial, there are other risks, namely the number of income decreases, the number of production decreases, and the price of raw materials must be increased for the targeted turnover. If financial achievement is not suitable, SMEs will accept the risk of bankruptcy. With this, operational efficiency needs to be maximized. Supporting the results of previous research, (Komari, Indrasari, Pariyanto, & Santoso, 2020) states the marketing strategy is the goal to reduce the risks that occur. Marketing strategy improvement is the main key by maximizing structured evaluation. This achievement is a certain satisfaction, with the support of the quality of the products produced (Djunaidi & Subagyo, 2020).

Based on the views of previous researchers, the SME that was used as the object of research was the SME tofu in the area of Kediri city and Kediri district with a total of 382 SMEs. Respectively, there are 148 SMEs in Kediri city area, while Kediri district has 234 SMEs. In general, Kediri regency is more dominant in the number of tofu SMEs. However, the problems currently being faced are the same, namely the Covid-19 pandemic. The Covid-19 pandemic puts these SMEs at a high risk impact. Based on the explanation from the owner of the SMEs, he stated that the financial sector had dropped dramatically. However, this SME has not gone bankrupt. This causes SME owners to properly cultivate existing human resources and facilities. Of course, this problem should not be ignored. If ignored, the performance that occurs will decrease and gradually bankruptcy occurs, operations cannot be carried out, the strategy carried out will not be optimal. This problem becomes an interesting topic for researchers. Thus, the problem of Tofu SMEs in Kediri city and Kediri district has the objectives achieved by the researcher. The purpose of this study is to partially determine 1) Financial distress has an impact on the Performance of Tofu SMEs in Kediri during the Covid-19 Pandemic; 2) Bankruptcy has an impact on the Performance of Tofu SMEs in Kediri During the Covid-19 Pandemic; 3) Operational efficiency has an impact on the Performance of Tofu SMEs in Kediri during the Covid-19 Pandemic; 4) Evaluation of marketing has an impact on the Performance of Tofu SMEs in Kediri during the Covid-19 Pandemic; simultaneously 5) Financial distress, Bankrupt, Operational efficiency and evaluation of marketing have had a simultaneous impact on the performance of Tofu SMEs in Kediri during the Covid-19 Pandemic; 6) research success rate. The benefit achieved is to find out the right evaluation for tofu SMEs in Kediri to remain optimistic during the Covid-19 pandemic in carrying out operational activities to achieve the long expected target. The next benefit for the academic community is to find out the impact of Covid-19 on Tofu SMEs in Kediri city and Kediri district. Thus, this study is entitled The Impact of Covid-19 on the Performance of Tofu SMEs in Kediri.

LITERATURE REVIEW:
Financial Distress:

Financial Distress that is, the financial condition of a large-scale or small-scale company is being affected by a problem before it is declared out of business. This happens because the company is unable to fulfill the debtor's obligations to run the business again (V&B, 2019). Financial distress is defined as the inability of a company to pay its financial obligations at a predetermined maturity. Financial distress will endanger the company if it continues. So that all assets must be handled by parties outside the company as a replacement for the financial costs used.

Bankrupt:

Bankruptcy or bankruptcy is a condition of a large or small scale company due to loss of financial income and unable to cover company costs. So that cash flow is negative and far from company expectations. Bankruptcy is also defined as a condition where the company cannot pay off its obligations (Mayr, Mitter, & Aichmayr, 2017). This condition is indicated as early as seen from the financial statements. The financial statements are carefully analyzed and the financial ratios are an indication of bankruptcy in the company.

Operational Efficiency:

Increase operational efficiency as a measure for various purposes, the ratio between income to expenses. Thus, what costs are used for production and what costs are used for selling the products. In general, it depends on the intended use of these benchmarks (Wahab, Ismail, & Muhayiddin, 2016). The factors that determine efficiency are useful for any cost savings, but the targets that are achieved are still appropriate.

Evaluation of Marketing:

Evaluation of marketing strategies as a way for large or small scale companies to evaluate their company's position. Evaluate objectively, by testing the efficiency and effectiveness of the business strategies that have been implemented (Pangemanan & Walukow, 2018). So that problems arise, from these problems will be known to re-evaluate the strategy. The company evaluates its marketing strategy due to changing conditions and a growing market, technology is dynamic and new competitors dominate the market (Komari et al., 2017).

The Performance of Tofu SME During the Covid-19 Pandemic:

Marketing performance is a measure of achievement obtained from the overall marketing process activities of a company or organization (Nurlaely et al., 2019). To be associated with SMEs is a performance that makes Small scale economic activities of the people with business fields that are predominantly small business activities and need to be protected to prevent unfair business competition (Panjaitan & Laely, 2017). Coupled with the latest problem is the Covid-19 pandemic. Where SMEs must continue to improve their performance to carry out marketing activities for Tofu products.

Cconceptual framework:

The conceptual framework is a research overview to determine the distribution of the dependent variable and the independent variable. This division is to makes it easier to understand that the independent variable has an impact on the dependent variable. All variables used are as follows:

a. The independent variables are: Financial distress (X1), Bankrupt (X2), Operational Efficiency (X3), and Evaluation of Marketing (X4).

b. The dependent variable, namely: The Performance of Tofu UKM in Kediri During the Covid-19 Pandemic (Y).
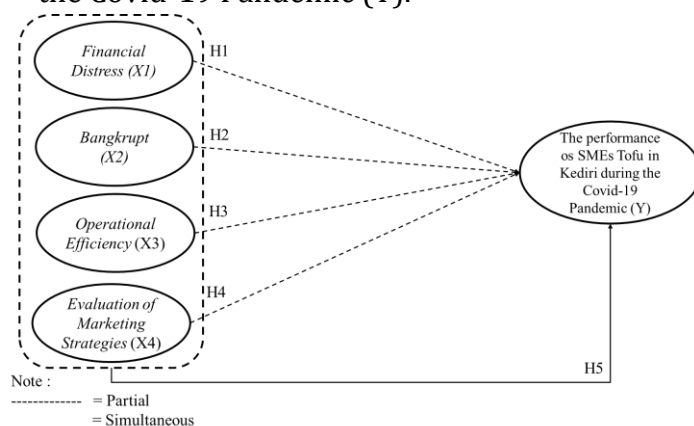
Picture 1. Research Framework

The research framework uses a hypothesis with the code H1 = Financial distress (X1), H2 = Bankrupt (X2), H = 3 Operational efficiency (X3) and H4 = Evaluation of marketing (X4), to determine the partial impact on the performance of Tofu SMEs in Kediri during The Covid-19 (Y) pandemic. While code H5 is a simultaneous impact on financial distress (X1), Bankrupt (X2), Operational efficiency (X3) and Evaluation of marketing (X4) on the dependent variable, namely the performance of tofu SMEs in Kediri during the Covid-19 pandemic (Y).

Research Hypothesis:

The research hypothesis is related to the research framework that has been made. Thus, the following hypotheses are used:

a. H_0: Financial distress (X1) has no partial impact on The Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

H_1: Financial distress (X1) has a partial impact onThe Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

b. H_0: Bankrupt (X2) has no partial impact onThe Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

H_2: Bankrupt (X2) has a partial impact onThe Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

c. H_0: Operational efficiency (X3) does not have a partial impact onThe Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

H_3: Operational efficiency (X3) has a partial impact onThe Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

d. H_0: Evaluation of marketing (X4) has no partial impact onThe Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

H_4: Evaluation of marketing (X4) has a partial impact onThe Performance of Tofu SME in Kediri During the Covid-19 (Y) Pandemic.

e. H_0: Financial distress (X1), Bankrupt (X2), Operational efficiency (X3) and Evaluation of marketing (X4) did not have a simultaneous impact on the Performance of Tofu SMEs in Kediri during the Covid-19 (Y) Pandemic.

H_5: Financial distress (X1), Bankrupt (X2), Operational efficiency (X3) and Evaluation of marketing (X4) provide a simultaneous impact on the performance of Tofu SME in Kediri during the Covid-19 (Y) Pandemic.

RESEARCH METHODOLOGY:
Research Location, Population and Sampling Techniques:

The location of this research is tofu SMEs located in the area of Kediri Regency and Kediri city. The number of SMEs is as follows:

Table1. Number of SMEs Tofu Kediri

SMEs area	Number of SMEs
Kediri City	148
Kediri Regency	234
Number of SMEs Tofu	382

(Source: Research observations, 2020)

Based on the results of observations, the number of SMEs Tofu was 382 owners. The observation activities were from May 2020 to October 2020. Thus, this number was used as the research population.

In the retrieval technique using the simple random sampling method. This is used to make it easier to take sample members from the population that has been obtained. The decision to use this method is that members of the population have a uniform condition, namely the owners of Tofu SMEs in Kediri city and Kediri district. This study uses a sample that is used to determine the results of the study. The sample used is determined using the Slovin formula(Gilad & Slovin, 2015) :

$$n = \frac{N}{1+Ne^2} \quad\quad .. (1)$$

Where :
n = number of samples
N = total population

e = margin of error (0.05)
The minimum research sample used is:

$$n = \frac{382}{1 + (382 \ x \ (0{,}05^2))} = 195 \ responden$$

The sample used is at least 195 respondents. However, objectively the researcher wanted to use a research sample of 200 respondents. According to (Dahlan, 2010), the sample uses probability sampling method, which is to provide the same random opportunity to the selected research sample

Research Subjects and Object:

Related to the subject of this research is Tofu SME in Kediri. These subjects have a role in finding sources of information in this study.

While the research objects used are financial distress, bankruptcy, operational efficiency, and evaluation of marketing as independent variables to impact the performance of tofu SMEs in Kediri during the Covid-19 pandemic.

Operational Definition of Variables:

The operational definition of variables is used as a description of the concepts, variables, indicators, codes, scales, and attitudes of respondents. Variable operational definitions are used to simplify the research process. Recapitulation of variable operational definitions is as follows:

Table 2. Operational Definiton of Variable

Concepts	Variable	Indicators	Code	Scales	Skor
The Impact of Covid-19 on the Performance of Tofu SMEs in Kediri	Finansial distress (X1), related to financial decline	1. Cash flow 2. Debt and Receivables 3. Low financial management	1) (X11) 2) (X12) 3) (X13)	Likert	1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree
	Bankrupt (X2), related to the factors that lead to bankrupty	1. Economic Distressed 2. Profit and loss imbalance 3. Excess lossess	4) (X21) 5) (X22) 6) (X23)	Likert	1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree
	Operational efficiency (X3), related to streamlining operational activities	1. Operational management improvement 2. Operational management evaluation 3. Operational management monitoring	7) (X31) 8) (X32) 9) (X33)	Likert	1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree
	Evaluation of marketing strategies (X4), related to the evaluation step of the marketing strategy that has been implemented	1. Consumer Response 2. Return on Investment Review 3. Review Competitors Strategies	10) (X41) 11) (X42) 12) (X43)	Likert	1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree
	The Performance of Tofu SME in Kediri During the Covid-19 (Y), Pandemic, related to the performance assessment of Tofu SME	1. Sales volume 2. Customer growth 3. Sales growthh	13) (Y1) 14) (Y2) 15) (Y3)	Likert	1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

(Source :Olah data,2020)

Types and Sources of Data:

According to (Maksum, 2012), the research process uses grouping types and data sources. The grouping is a step to find out the data used and the source to get data from anywhere. Mapping of the following types and sources of summarized data (Suryana, 2010) :

Table 3. Types and Sources of Data

No.	Data name	Type of data	Source of data	The place
1	Interview	Primary data	Respondents	Tofu SME Kediri City and Kediri Regency
2	Questionnaire attributees	Primary data	Respondents	Tofu SME Kediri City and Kediri Regency
3	Literature Study	Secondary	Nasional and international indexed research articles, e-book	Elsevier, indexed Open Journal System

(Source : Olah data,2020)

Method of collecting data:

The method of data collection was by directly observing the research location, namely in tofu SME which is in the area of Kediri city and Kediri regency. The next activity is to meet the owners of the Tofu SMEs to conduct interviews to determine the attributes of the questionnaire to be made. When the questionnaire was completed, a questionnaire was distributed to the owners of Tofu SMEs to be filled in and withdrawn by the researcher for the data processing process (Alfianika, 2018). The questionnaire data processor used the IBM SPSS 23 program with the Linear Regression method. Data collection methods also need to support the theories used. Therefore, references related to research need to be studied and used in this research. The function of the reference is as a reference for research and what results must be achieved, as a step to improve past research and be developed by researchers at this time (Sugiyono, 2014).

Data Analysis Method:

The data analysis method is used to determine the research results based on the objectives achieved. The data analysis methods used are as follows:

1. The validity test is useful for knowing the validity level of the data in the questionnaire. So that if the data is declared valid according to the requirements, it will lead to a reliability test. Reliability test is useful for knowing the level of consistency of data that has been tested for validity. The conditions for the two tests are declared successful as follows:

Table 4. Decision Validity Test and Reliability Test

Validity Test		Reliability Test	
Criteria	Decision	Criteria	Decision
$R_{hitung} > R_{tabel}$	Valid	< 0,200	Very low
$R_{hitung} < R_{tabel}$	Invalid	0,200 – 0,399	Low
		0,400 – 0,599	Enough
		0,600 – 0,799	High
		0,800 – 1,000	Very high

(Source : (Panentu & Irfan, 2013; Yusup, 2018))

2. The classical assumption test is a requirement to determine the feasibility of estimating and the accuracy of the equations obtained in the regression value equation. The classical assumption test has the following sub-tests:

Table 5. Classic Assumption Test

Test type	Assumption	Decision	Information
Normality test	Kolmogorov - Smirnov Test	Significant > 0.05	Data is normally distributed
Autocorrelation test	Durbin Watson	Value from 1.55 to 2.46	There is no autocorrelation
Multicollinearity Test	Variance Inflation Factor (VIF)	Value from 1.00 to 10.00	Multicollinearity does not occur
Heterokesdasticity Test	Coefficients B Regression	Coefficients B Regression > 0.05	There is no heterokesdasticity
Linearity test	Deviation from Linierity	Significant > 0.05	There is a relationship between the dependent variable and the independent variable

(Source : (Priyatno, 2014))

3. Multiple linear regression test is used to identify the relationship between the independent variable and the dependent variable with the following formula :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 \quad ..(3)$$

Information :

Y : predictive value of Tofu SMEs Performance in Kediri During the Covid-19 Pandemic (Y)

α : constants value

b_1 : Unstandardized Coefficient B financial distress variable (X_1)

b_2 : Unstandardized Coefficient B variable for Bankrupt (X_2)

b_3 : Unstandardized Coefficient B variable Operational efficiency (X_3)

b_4 : Unstandardized Coefficient B variable Evaluation of marketing (X_4)

X_1 : Financial distress independent variable (X_1)

X_2 : Bankrupt independent variable (X_2)

X_3 : the independent variable Operational efficiency (X_3)

X_4 : independent variable Evaluation of marketing (X_4)

4. Partial significance test T (T-Test) as a method to test the impact of independent variables on the dependent variable. The hypothesis for the T significance test (T-Test) with the following criteria:

a. H_0 is rejected because there is no impact on the independent variable on the dependent variable, if the value is sig. > 0.05 or $T_{tabel} > T_{hitung}$.

b. H_a is accepted because there is an impact on the independent variable on the dependent variable if the value is sig. <0.05 or $T_{hitung} > T_{tabel}$.

5. simultaneous significance test F (Anova Test) is a test used to determine the results of the independent variables together have an impact on the dependent variable. The criteria used are as follows:

df_1 = k - 1 = independent variable - 1

df_2 = n - k = number of respondents - independent variables

For the values of df 1 and df 2 if they are known, calculate the value of the ratio F_{hitung} by looking

for the value of the F_{tabel} with the following assumptions:

a. Sig value <0.05 and F_{hitung} > F_{tabel} , the simultaneous value of the independent variable (X) has an impact on the dependent variable (Y).

b. Sig value> 0.05 and $F_{hitung}t$ <F_{tabel}, the simultaneous value of the independent variable (X) had no impact on the dependent variable (Y).

6. The value of research success uses the criteria of determination. These criteria use interval requirements to ensure the feasibility of the correlation coefficient of determination. The value of the coefficient of determination refers to the results of the Adjusted R Square as follows:

Table 6. Coefficient of Determitation

Adjusted R Square Interval	Conclusion
< 0,000	There is no correlation
0,000 – 0,490	Weak correlation
0,500	Moderate correlation
0,510 – 0,990	Strong correlation
1,000	Perfect correlation

(Source : (Ghozali, 2013))

RESULT AND DISCUSSION
Respondent Characteristics

Table 7. Respondent Characteristics

Characteristics		Total	Percentage (%)
Gender			
a.	Male	99	49,5
b.	Women	101	50,5
Age			
a.	<30 Years old	54	27,0
b.	31-45 Years old	57	28,5
c.	>45 Years old	89	44,5
Last Education			
a.	Primary School	12	6,0
b.	Junior High School	3	1,5
c.	Senior High School	124	62,0
d.	Other	61	30,5
Avage income per month			
a.	<1 Million	147	73,5
b.	1 s/d 3 Million	53	26,5
Length of Business			
a.	<5 Years	14	7,0
b.	5-8 Years	13	6,5
c.	>8 Years	173	86,5

(Source : Olah data, 2020)

Based on the descriptive analysis of the characteristics of the respondents, the researchers reviewed gender, age, latest education, monthly average income, and length of tofu business. Respondents are the owner of Tofu SME, the male gender is 99 people with a

percentage of 49.5% and the female gender is 101 people with a percentage of 50.5%. For under 30 years there are 54 people with a percentage of 27.0%, ages between 31 years to 45 years are 57 people with a percentage of 28.5 and those over 45 years old are 89 people with a percentage of 44.5%. For the latest education in elementary education, there are 12 people with a percentage of 6.0%, junior high school with a percentage of 1.5%, high school with a percentage of 124 with a percentage of 62.0%, and other education with a percentage of 61 people with a percentage of 30, 5%. The average monthly income of Tofu SME owners with a rate of <1 million is 147 people with a percentage of 73.5% and income between 1 million to 3 million is 53 people with 26.5%. Duration of Tofu SME which was established based on

interview results, <5 years number of 14 Tofu SME with a percentage of 7.0%, Old Tofu SME standing between 5 years to 8 years a number of 13 Tofu SME with a percentage of 6.5% and more than 8 years a number of 173 tofu SME with a percentage of 86.5%. The conclusion from the characteristics of the respondents is that the owner of Tofu SME is dominant with women over 45 years of age with the latest high school education who have a business income of less than 1 million with a business time of Tofu to have been established for more than 8 years.

Statistical Analysis:

The results of data tabulation can be continued in the linear regression method, which is to test the validity and reliability test with the following results:

Table8. Description of Validity Test and Reliability Test Criteria

Variable	Indicator	R_{tabel} (N-2)	R_{hitung}	Description	Cronbach Alpha value	Description
Financial distress(X1)	X11	0.1388	0.847	Valid	0.602	High
	X12	0.1388	0.559	Valid		
	X13	0.1388	0.805	Valid		
Bankrupt (X2)	X21	0.1388	0.750	Valid	0.439	Enough
	X22	0.1388	0.529	Valid		
	X23	0.1388	0.772	Valid		
Operational efficiency (X3)	X31	0.1388	0.726	Valid	0.551	Enough
	X32	0.1388	0.840	Valid		
	X33	0.1388	0.595	Valid		
Evaluation of marketing strategies (X4)	X41	0.1388	0.735	Valid	0.433	Enough
	X42	0.1388	0.635	Valid		
	X43	0.1388	0.681	Valid		
The Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y)	Y1	0.1388	0.385	Valid	0.467	Enough
	Y2	0.1388	0.619	Valid		
	Y3	0.1388	0.694	Valid		

(Source: Research data processing, 2020)

Based on the validity test, the Rtabel value of 0.1388 is obtained from Table R, namely the number of respondents minus the value of 2.The Rtabel value is compared with the Rhitung on each indicator on the independent variable, namely: Financial distress (X1),

Bankrupt (X2), Operational efficiency (X3) and Evaluation of marketing (X4) and the dependent variables, namely: The Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y). All indicators are valid and continued with reliability testing to determine the level of

consistency in these variables. Reliability test is listed on the cronbach alpha value, Financial distress (X1) is 0.602, Bankrupt (X2) is 0.439, Operational Efficiency (X3) is 0.551, Evaluation of Marketing (X4) is 0.433 and the dependent variable is: Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y) is 0.467.

Table9. Classical Assumption Test Recapitulation

Classical Assumption Types	Basis for Decision	Compute Value	Description
Normality test	Kolmogorov Smirnov Test Asymp Value. Sig. (2-tailed)> 0.05	0,000	Data are not normally distributed
Autocorrelation test	k = independent variable n = respondent dL = 1.72 dU = 1.80 dW = durbin Watson Value dL> dW <dU	1,947	Data does not occur autocorrelation
Multicollinearity Test	VIF values are between 1.00 - 10,000	(X1) 1,068 (X2) 1,201 (X3) 1,248 (X4) 1,304	The data did not occur multicollinearity
Heterokesdasticity Test	Significance value of Coefficients B> 0.05. There was no heterokesdasticity	(X1) 0.114 (X2) 0.028 (X3) 0.233 (X4) 0.788	(X1) Heterokesdasticity does not occur (X2) Heterokesdasticity occurs (X3) Heterokesdasticity does not occur (X4) There is no heterokesdasticity
Linearity Test	Value of Deviation from Linearity ANOVA Table F Sig. > 0.05	(X1) * (Y) 1,240 (X2) * (Y) 0.809 (X3) * (Y) 1,413 (X4) * (Y) 0.407	The variables (X1), (X2), (X3) and (X4) have a relationship with variable Y

(Source: Data processing, 2020)

In the classical assumption test, there is a normality test with the results of the Kolmogorov Smirnov Test (2-tailed) value of 0.000 <0.05, it is stated that the data is not normally distributed. The autocorrelation test states that the data is correlated every time there is a change in time in the regression model. The result is that there is no correlation between tradition when there is a change in time with a value of 1.947 which is not in the interval 1.72 and 1.80. The multicollinearity test shows that there is no relationship between the independent variables and the evidence for the each VIF value between 1.00 to 10.000. The heterocesdasticity test states that there is no similarity in variation in each of the independent variables with evidence of Coefficients B values greater than 0.05. Linearity test shows that each independent variable has a relationship with the dependent variable with evidence of Deviation from Linearity ANOVA F Significant more than 0.005.

Table10. Regression Model and Partial Test

Model	Coefficients B	Std. Error	t	Sig.
Constant	1,442	1,647	0.875	0.382
Financial distress (X1)	0.114	0.052	2,215	0.028
Bankrupt (X2)	0.028	0.038	0.730	0.466
Operational efficiency (X3)	0.233	0.038	6,124	0,000
Evaluation of marketing (X4)	0.788	0.039	20,221	0,000

(Source: Data processing, 2020)

The regression model used based on the research results is Y = 1.442 + (0.114) X1 + (0.028) X2 + (0.233) X3 + (0.788) X4. This model can be explained in terms of:

1. The constant value is 1.442. This means that the Performance of Tofu SME in Kediri During The Covid-19 Pandemic (Y) has an impact on Financial distress (X1), Bankrupt (X2), Operational efficiency (X3) and Evaluation of marketing (X4) if there is no activity, they will have a constant value of 1.442. unit.

2. The coefficient value of the Financial distress (X1) is 0.114, it means if there are no other independent variables, namely Bankrupt (X2), Operational Efficiency (X3) and Evaluation of marketing (X4). Financial distress (X1) will experience an impact of 0.114 on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y).

3. The coefficient value of Bankrupt (X2) is 0.028, it means if there are no other independent variables, namely Financial distress (X1), Operational efficiency (X3) and Evaluation of marketing (X4). Financial distress (X1) will experience an impact of 0.028 on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y).

4. The coefficient of Operational efficiency (X3) is 0.233, it means that if there are no other independent variables, namely Financial distress (X1), Bankrupt (X2) and Evaluation of marketing (X4). Financial distress (X1) will experience an impact of 0.028 on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y).

5. The coefficient value of Evaluation of marketing (X4) is 0.788, it means that if there are no other independent variables, namely Financial distress (X1), Bankrupt (X2) and Operational Efficiency (X3), there will be an impact of 0.788 on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y).

Partial test is used to determine the impact of the independent variable on the dependent variable individually. Tests are carried out individually with reference to the basis of Ttabel to find out the value of Thitung is greater or less. To find out the basic value of Ttabel with the following formula:

$$df = n - k$$
.. (4)

Description :
df = degrees of freedom (0.05)
n = number of respondents
k = number of independent variables and dependent variables
The calculation is as follows:
$0,05 = 200 - 5$
$0,05 = 195$

The value of the probability distribution (Pr) used is $\frac{a}{0,05}$ = 0.025. Therefore, the value (Pr); (df) = 0.025; 195. Obtained Ttabel value of 1.6525. The results of the T test are stated as follows:

1. The value of Financial distress (X1) is 2.215> Ttabel is 1.6525 with a significance value of

0.028 < confidence level of 0.05, it means that Financial distress (X1) has an impact on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y). Financial Distress is a cost difficulty in the production process. This happened to Tofu SME in Kediri because of the ongoing pandemic problem. Based on a review of the analysis of the decrease in raw material capacity, it was carried out because the owners of Tofu SME did not want to make decisions to produce according to the target as usual. Because tofu products cannot be sold according to the target. Therefore, the production capacity is reduced in order to maintain financial condition. This study, the Financial distress variable is in line with the research (V & B, 2019). It is stated that a company's performance is assessed on its financial aspect. In this case, bad finances can be the cause of decreased performance. The causes of financial badness are natural and social factors. Meanwhile, from research conducted by (Gaganis, Pasiouras, & Voulgari, 2019), stated that the profitability of SME is the basis for performance to develop better. So that the decline in finance makes SME have to handle their problems appropriately and quickly. If not handled, the impact of continuously decreasing performance causes SME to lose control. This also supports research (Palmowski & Surya, 2020), states that the company's financial condition will be related to the credit value of the assets used. So that with the existence of assets, the company can improve its performance. So that with the existence of assets, the company can improve its performance. In addition, the deteriorating financial condition will be helped by the sale of company assets if this is necessary. The assets sold can be replaced with assets that are lower in cost, but do not hinder the company's performance in

producing products. The hypothesis states that H_0 is rejected, H_1 is accepted.

2. The Thitung value of Bankrupt (X2) is 0.730 < Ttabel is 1.6525 with a significance value of 0.460> a confidence level of 0.05. It means that the Bankrupt problem (X2) has no impact on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y). Bankrupt is a position where SME are declared bankrupt due to their decreasing performance. This is indeed natural because of the impact of Covid-19 which has hit Indonesia for almost a year, especially Tofu SME. However, the surprising thing that happened with the bankruptcy results had no impact on the performance of Tofu SME. This research is not in line with (Sha, Liu, & Ren, 2020). So, based on the results of the interview, the owner of the Tofu SME in Kediri did not want their business to go bankrupt. Because it has been initiated for more than 8 years. If it does experience a decline in performance, that is normal. However, if you have to go out of business this is very unlikely, because of the long history of the business. The results of bankruptcy research have no impact on the performance of tofu SME during the Covid-19 pandemic which is also in line with the research (Mayr et al., 2017). According to him, the way to deal with bankruptcy is to carry out continuous reforms with strategic steps. Especially in the important elements of Tofu SME, including tofu product innovation, changes to a more complex distribution network to improve the performance of Tofu SME in Kediri during the Covid-19 pandemic. The hypothesis states that H_0 is accepted, H_2 is rejected.

3. The Thitung value of Operational efficiency (X3) is 6.124 > Ttabel is 1.6525 with a significance value of 0.000 < a confidence level of 0.05, it means that the problem of Operational efficiency (X3) has an impact on

the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y). Related to operational efficiency, namely managing how to keep the performance of Tofu SME in Kediri efficient in operational management. With this, during the Covid-19 pandemic, operational activities can be carried out as efficiently as possible. This research supports the statement (Wahab et al., 2016) that is, the performance of SME will increase by reducing wasteful operating activities. Therefore, ongoing operational activities need to rely on software, hardware, internal environmental factors and external environmental factors. So, SME will have an advantage in sustainable operations. Meanwhile, according to (A. Ebenezer, 2015), his research also states the implementation of SME performance to measure operational efficiency with organizational development, resource empowerment, and human resource motivation. This also agrees with (Ates, Garengo, Cocca, & Bititci, 2013), SME performance generally thinks about operational efficiency by developing the vision, mission, communication value, management and target market. If this is achieved, the performance of SME will increase in credibility and operational activities will be efficient. The hypothesis states that H_0 is rejected, H_3 is accepted.

4. The Thitung value of Evaluation of marketing (X4) is 20.221> Ttabel is 1.6525 with a significance value of 0.000 <a confidence level of 0.05. It means that the problem of Evaluation of marketing (X4) has an impact on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y). Evaluation of marketing as a step to improve existing marketing strategies to improve the performance of Tofu SME in Kediri during the Covid-19 pandemic. This research is in line with (Hutami & Kurniawan, 2019), stated that the performance of SME must combine

their best strategies including innovation and communication by involving marketed product factors. Thus, it will provide feedback to customers as certainty that the marketing strategy is appropriate or needs to be re-evaluated. While the statement (Afriyie, Du, & Ibn Musah, 2019), stated that the evaluation of marketing strategies in the scope of innovation and leadership can have the best impact on SME performance. The hypothesis states that H_0 is rejected, H_4 is accepted.

Table11. Simultaneous Test and Value of the Coefficient of Determination

F	Sig.	Adjusted R Square
182,531	0,000	0.785

(Source: Data processing, 2020)

Simultaneous test as a test of the independent variables together on the dependent variable. This basis uses Ftabel first, with the following formula:

a. $df1 = k - 1$ ... (5)
b. $df2 = n - k$ ... (6)

Description :
df1 and df2 = Degree of Freedom
k = the number of independent and dependent variables
n = number of respondents
The calculation is carried out as follows:
$df1 = k - 1$
$df1 = 5 - 1 = 4$
$df2 = n - k$
$df2 = 200 - 5 = 195$

Ftabel value with the result 1 = 4; df2 = 195, the Ftabel value obtained is 1.973. From the F test, the value of Fhitung is 182.531 > Ftabel is 1.973. It means, Financial distress(X1), Bankrupt (X2), Operational efficiency (X3) and Evaluation of marketing (X4) provide a simultaneous impact on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic (Y). The performance of an SME requires supporting variables to achieve good

and always developing performance. Where the performance of Tofu UKM in Kediri is hampered due to the Covid-19 pandemic. Together with the independent variables include Financial distress (X1), Bankrupt (X2), Operational efficiency (X3) and Evaluation of marketing (X4) trying to improve the performance of Tofu SME in Kediri during the Covid-19 pandemic with a performance value of 182,531 units greater than the basic value of Ftabel of 1.973. Simultaneously, this performance can obtain a value of 182.531 units supported by indicators in the performance including Sales volume, Customer growth and Sales growth. So that the hypothesis states that H_5 is accepted, but H_0 is rejected.

The value of Adjusted R Square is a way to determine the level of research success. Where the value is 0.785 or 78.5%. While, the remaining 100% - 78.5% = 21.5% is not explained by the dependent variable and the independent variable in this study. The research success rate with a value of 78.5% has a good value, because it exceeds the value of 50%. Thus, the remaining 21.5% is the percentage of the absence of variables outside the study that are not explained in this study.

CONCLUSIONS AND SUGGESTIONS:

In accordance with the formulated goals, the conclusions of this study are: partially 1) Financial distress has an impact on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic; 2) Bankrupt has no impact on the Performance of Tofu UKM in Kediri During the Covid-19 Pandemic; 3) Operational efficiency has an impact on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic; 4) Evaluation of marketing has an impact on the Performance of Tofu SME in Kediri During the Covid-19 Pandemic; simultaneously 5) Financial distress, Bankruptcy, Operational efficiency and Evaluation of marketing had a simultaneous impact on the performance of Tofu SME in Kediri During the Covid-19 Pandemic; 6) the success rate of this study was 78.5%. Suggestions for these SME are always to survive with distribution innovation, promotion through the media supported by qualified resources, reduce unnecessary operational costs in order to keep growing during the covid-19 pandemic.

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