

ABSTRACT

BUSINESS PROFIT ANALYSIS OF BANANA CHIPS INDUSTRY IN BANDAR LAMPUNG

The purpose of this study was to determine the amount of income, whether profit has reached the maximum profit and see the effect of costs and receipts effect on profits.

The basic method used in this research is descriptive analysis method. This research was conducted in the city of Bandar Lampung, it called banana chips center. Intake of respondents was done by using census and obtained respondents who were 30 employers. The data used are primary data and secondary data. Data collection techniques is done by observation, interviews, and recording. Data analysis includes analysis of cost, revenue, profit.

The results showed a total profit gained bulk chips reached Rp. 141 768 000 out of a total of 30 entrepreneurs and for packaging chips, profits reached Rp. 252 142500 for 1 month. Banana chips industry entrepreneurs have not yet reached the maximum profit. Of the total revenue earned from each employer has not reached the sales target in the analysis of 2150 units and 2400 units of chips bulk packaging chips. With average sales of 188 units and 310 units of chips bulk packaging chips. Cost have positive effect on the profits at 95% confidence level, as of 0000 the probability value of <0.05 with a regression coefficient of 2.421944, this means that if there is an increase in the cost of the rate of profit will increase.

Keywords: Advantage, Banana chips, Business Analysis, Maximum Profit