

ABSTRACT

Wahyu Qori Islamy Fransiska Padang, Evaluation of the Impact of the JAPRI WEE Program (Becoming Independent Entrepreneurs Women's Economic Empowerment) in the City of Kediri. Under the guidance of Dr. Ambariyanto, S.E., M.Si.

The objective of this research is to assess the impact of JAPRI WEE (Women's Economic Empowerment through Becoming Independent Entrepreneurs) activities on business networks, business ethics, income, and working hours in Kediri City. This research was conducted using a verificative approach and a survey method. The sampling technique employed a simple random sampling method and utilized the Mc Nemar non-parametric statistical test. The Mc Nemar test is used to test comparative hypotheses in a "before-after" format, assessing changes before and after the intervention or treatment.

The hypothesis of this research is that there are differences in business networks, business ethics, income, and working hours among women before and after participating in JAPRI WEE activities in Kediri City.

The conclusion of this study indicates that (1) The JAPRI WEE program has a positive impact in terms of business networks, as there is increased cooperation between program participants, friends, relations, and suppliers. (2) Business ethics variables undergo changes, as women entrepreneurs, after participating in the JAPRI WEE Program, apply ethical business practices such as adhering to applicable rules. (3) JAPRI WEE activities lead to increased income, with increased turnover after participating in the program. (4) Working hours for women entrepreneurs increase after participating in the JAPRI WEE program.

Keywords: Impact, JAPRI WEE Program, business ethics, networks, income, working hours.

ABSTRAK

Wahyu Qori Islamy Fransiska Padang, Evaluasi Dampak Program Japri Wee (Jadi Pengusaha Mandiri *Women's Economic Empowerment*) Di Kota Kediri. Dibawah bimbingan Dr. Ambariyanto, S.E., M.Si.

Tujuan penelitian ini adalah untuk mengetahui evaluasi dampak kegiatan JAPRI WEE (Jadi Pengusaha Mandiri *Women's Economic Empowerment*) terhadap jejaring usaha, etika bisnis, pendapatan, dan jam kerja di Kota Kediri.

Penelitian ini dilakukan secara verifikatif dengan menggunakan metode survey. Teknik penarikan sampel menggunakan *simple random sampling method*, dan menggunakan metode uji statistik non parametrik Mc Nemar. Uji Mc Nemar adalah uji untuk menguji hipotesis komparatif berbentuk “*before-after*” atau sebelum dan sesudah adanya perlakuan atau *treatment*.

Hipotesis penelitian ini adalah terdapat perbedaan atau perbedaan pada jejaring usaha, etika bisnis, pendapatan, dan jam kerja pada wanita sebelum dan sesudah mengikuti kegiatan JAPRI WEE di Kota Kediri.

Kesimpulan penelitian studi ini menunjukkan bahwa (1) Program JAPRI WEE memberikan dampak berupa jejaring usaha atau *networks* yaitu adanya kerjasama yang terjalin antara peserta program dengan teman, relasi, maupun *supplier*, (2) variabel etika bisnis mengalami perubahan yaitu wanita usaha setelah mengikuti Program JAPRI WEE menerapkan etika bisnis dalam usahanya seperti mematuhi aturan yang berlaku, (3) kegiatan JAPRI WEE berupa peningkatan pendapatan yaitu omzet meningkat setelah mengikuti program, dan (4) jam kerja wanita usaha bertambah setelah mengikuti program JAPRI WEE.

Kata kunci: Dampak, Program JAPRI WEE, etika bisnis, jejaring, pendapatan, jam kerja.