

## ANALISIS KEPUTUSAN USAHA WARALABA EDAM BURGER DI SEMARANG

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**Abstract:** Franchise as a policy, strategy and form to develop small business scale has been developed in developing country for a long time. The franchise progress already be an alternative capital to develop business with franchise form between franchisor and franchisee. Edam Burger is one of local franchise that already success in widening their business network untill more than 2000 counters all around Indonesia. In making a decision to buy a franchise, so many factors have influenced it. It also happened to businessman in making their business decision to buy Edam Burger franchise in Semarang.

The franchise business decision has influenced by product, training and franchise system in Edam Burger franchise. Based on a good product, training and franchise system, it makes the franchise business decision in Edam Burger Semarang can be strong. This research want to analyse how is the product, training and franchise system in Edam Burger Semarang and its influence to business decision for the businessman who want to buy Edam Burger franchise. And also to know what is the most dominant factor that influence business decision in Edam Burger Semarang. The research type that uses in this study is explanatory research that explain the relation between some variables. This research using sensus to decide sample. On the other side, to collect data researcher using questionnaire, interview and references.

The result by using SPSS program shows  $Y = 3,256 + 0,072 X_1 + 0,118 X_2 + 0,127 X_3$  and there is significant and positive influence between product, training and franchise system and simultaneously business decision.

Based on this research, it shows that the strong business decision in Edam Burger is caused by good product, training and franchise system. The most dominant factor that influencing business decision in Edam Burger Semarang is franchise system factor. So that, Edam Burger Semarang should keep the good product, training, especially for the franchise system. Besides, Edam Burger Semarang should keep the strong businessman decision in order to make Edam Burger as a right business to be invested.

**Key words:** Product, training, franchise system, business decision.

### ***Pendahuluan***

Saat ini dengan semakin terbukanya pasar dalam negeri, berbagai macam pola pemasaran telah ditempuh investor untuk dapat menembus pasar Indonesia. Salah satu bentuk atau cara pemasaran adalah pewaralabaan (*franchising*) yang berlomba-lomba untuk melakukan ekspansi sampai ke kota-kota kecil di Indonesia. Bisnis waralaba (*franchise*) kini semakin marak, hal ini terlihat dari pertumbuhan waralaba di Indonesia ada sekitar 100 pengusaha lokal dan sekitar 250 waralaba asing (SWA, No 24/XXI, hal 23). Menurut Amir Karamoy, pendiri Perhimpunan