
COVID 19 INFLUENCE ON PERFORMANCE OF PT PEGADAIAN AREA PALU DURING 2019-2021 PERIOD

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ABSTRACT

KEYWORDS

COVID-19;
Performance; PT
Pegadaian

The Covid-19 pandemic has had a significant impact on various sectors, including the financial and banking sectors. One of the financial institutions affected is PT Pegadaian Area Palu. This pandemic has drastically changed economic and business conditions, so it is necessary to conduct research to understand its effect on the performance of PT Pegadaian Area Palu. The purpose of this study is to analyze the effect of the COVID-19 pandemic on the performance of PT Pegadaian Area Palu during the 2019-2021 period. This research used a quantitative approach, while the data collection technique was carried out by literature study and questionnaires to employees of PT Pegadaian Palu Area. The research sample was selected using random sampling technique. The data collected will be analyzed using statistical analysis methods with the help of the SPSS program. The results showed that Covid-19 had a significant influence on the performance of PT Pegadaian Palu area 2019-2021 period. PT Pegadaian Palu Area has been able to turn challenges due to the Covid-19 pandemic into opportunities and maintain positive performance by focusing on employee health, increasing operational efficiency, and strong collaboration, the company has successfully faced the impact of the pandemic and is able to adapt well.

INTRODUCTION

The Covid-19 pandemic is a global pandemic caused by a new type of coronavirus known as SARS-CoV-2. This virus was first identified in Wuhan City, Hubei Province, China in December 2019 (Wulandari, 2020). This corona virus spread quickly to various countries around the world and caused many cases of illness and death. The Covid-19 pandemic has had far-reaching public health, economic and social impacts around the world. The World Health Organization (WHO) declared Covid-19 a pandemic in March 2020 after its rapid and widespread spread in many countries (Sari, 2020).

The Covid-19 pandemic has become an event that shook the world globally, including the financial and banking sectors (Khabibah & Waharini, 2022). PT Pegadaian Area Palu, as a financial institution operating in Palu, has not been spared the impact of this pandemic. The impact is felt in various aspects, ranging from changes in consumer behavior to significant economic uncertainty. One of the main impacts of the Covid-19 pandemic on PT Pegadaian Area Palu is the drastic change in economic and business conditions.

This pandemic has caused a decline in economic activity, a decrease in people's purchasing power, and high market uncertainty (Maharani & Marheni, 2022). This has a direct impact on the performance of PT Pegadaian Area Palu, both in terms of revenue growth, risk management and meeting customer needs. In addition, the Covid-19 pandemic has also changed consumer behavior patterns. Social restrictions, lockdowns, and adjustments to economic activities have had an impact on consumer needs and preferences for financial products and services (Kurniasih, 2020).

Previous research was conducted by Budiningsih (2022) proves that before the pandemic, the company's average performance was quite good, but with the Covid-19 pandemic, the performance of automotive industry companies has decreased. Another research conducted by (Saputro & Hapsari, 2022) proves that in terms of liquidity in general the corona pandemic conditions for plantation and mining companies have had a negative impact, this is indicated by a decrease in the company's liquidity ratio between before and after the corona pandemic but there was no significant difference between before and after the corona pandemic. Similar research was conducted by (Esomar & Christianty, 2021) shows that the Covid-19 pandemic in Indonesia has had an impact on the hotel, restaurant and tourism sectors, but there is no significant difference in the Current Ratio and Price Earning ratio between before and after the Covid -19 pandemic in Indonesia, on Debt equity to ratio and there were significant differences in the Return on Equity ratio before and after the Covid-19 pandemic in Indonesia.

Therefore, it is important to conduct in-depth research to understand the effect of the Covid-19 pandemic on the performance of PT Pegadaian Area Palu. Company performance refers to the evaluation and analysis of the extent to which the company achieves its business goals and targets. Company performance can be measured using various metrics and indicators that are relevant to the industry and company goals (Ramadhani, 2023).

This research will provide a more comprehensive understanding of the changes that have occurred and the factors that affect the performance of these financial institutions in the midst of this unexpected situation. The results of this research can be the basis for developing appropriate strategies and policies to deal with the challenges faced by PT Pegadaian Area Palu. The purpose of this study was to analyze the effect of the Covid-19 pandemic on the performance of PT Pegadaian Area Palu during the 2019-2021 period.

RESEARCH METHOD

This research uses quantitative research methods. Quantitative research method is a research approach that uses numbers and numerical data as the main basis for collecting, analyzing and interpreting data. This method aims to measure research variables and analyze the relationship between these variables objectively (Maturidi, 2014).

Data collection techniques used in this study include two methods, namely literature study and questionnaires. Literature study is used to collect data and information from written sources such as books, scientific journals, and related documents (Azizah, 2017). This method is used to gain an in-depth understanding of concepts and theories relevant to research. Literature study obtained from Google Scholar and Company Financial Reports. In addition, the use of a questionnaire was also carried out in this study. Questionnaire is a tool used to collect data from respondents through written questions (Rukajat, 2018). Questionnaires were distributed to employees of PT Pegadaian Area Palu, which is the study population. To determine the research sample, a random sampling technique was used, in which respondents were randomly selected from the existing population. This technique provides equal opportunities for each member of the population to be selected as a sample.

Data collected through questionnaires will be analyzed using statistical analysis methods. The SPSS (Statistical Package for the Social Sciences) program is used as a tool in conducting data analysis. Statistical analysis methods that can be used include validity tests, reliability tests, and regression tests. This data analysis aims to process and present data in a form that can be interpreted and provide relevant information related to research objectives.

RESULTS AND DISCUSSION

Results

Validity test

Validity Test is a process used to assess the extent to which a measurement instrument can accurately measure the intended construct or variable (Yusup, 2018).

Table 1. Validity test

Covid-19 pandemic		Covid-19 pandemic	Company performance	Total
	Pearson Correlation	1	.623**	.923**
	Sig. (2- Tailed)		.000	.000
	N	50	50	50
Company performance	Pearson Correlation	.623**	1	.876**
	Sig. (2- Tailed)	.000		.000
	N	30	30	30
Total	Pearson Correlation	.923**	.876**	1
	Sig. (2- Tailed)	.000	.000	
	N	50	50	50

Judging from the data in table 1, all instruments show a Pearson correlation value that is greater than r Table = 0.443 ($N = 50$), and the value of Sig. (2-tailed) for the correlation of all items is 0.000 which is less than 0.05. Therefore, it can be concluded that all statement items in the questionnaire are declared valid. Thus, the questionnaire can be considered valid and can be used in research.

Reliability Test

Reliability Test is a process to determine the extent to which the measurement instruments used in research are consistent and reliable (Darmas, 2021).

Table 2. Reliability Test

No.	Variable	Cronbach Alpha	Information
1	Covid-19 (X) pandemic	0.756	Reliable
2	Company Performance (Y)		Reliable

Furthermore, the reliability test results in table 2 show a Cronbach Alpha value of 0.698, which is greater than the number 0.600. This shows that the questionnaire used has a good level of consistency and is reliable for use in further research.

Regression Test

Regression Test is a statistical method used to analyze the relationship between one variable (the dependent variable) and one or more other variables (independent variable) (Yuliara, 2016).

Table 3. Regression Test

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta	t	Sig.
1	(Constant)	4.152	2,461		1687	.098
	Covid-10 pandemic	.498	.090	.623	5512	.000

Based on the results of the regression analysis in table 3, it can be seen that the significance value is $0.000 < 0.05$. This shows that the Covid-19 pandemic has a significant impact on company performance.

Discussion

Covid-19 has had a positive and significant impact on the performance of PT Pegadaian Area Palu during the 2019-2021 period. The Covid-19 pandemic, many people experienced an economic downturn due to various factors. Travel restrictions, lockdowns, business closures and general economic uncertainty have led to reduced incomes and earnings for many individuals and families. In a situation of economic instability like this, many people are having difficulty meeting basic needs, paying their bills, or facing other financial constraints. This can cause people to look for temporary financial solutions to meet urgent needs, one of which is using pawnshop services at PT Pegadaian Area Palu. This is interesting because amid the declining performance of other companies,

Although this pandemic has presented challenges in maintaining the physical and mental health of employees, concerns over transmission of the virus, anxiety regarding work and the future, and difficulties in maintaining a balance between personal and professional life, these impacts have actually encouraged companies to adapt and increase work effectiveness. Overall. With the fear of virus transmission, PT Pegadaian Area Palu has increased awareness of cleanliness and sanitation in the workplace. Strict health protocols have been implemented, such as the use of masks, increased environmental hygiene, and social distancing. This has improved employee health and safety, and reduced the risk of disease spread in the workplace. Besides that, Anxiety related to work and the future has driven PT Pegadaian Area Palu to improve efficiency and innovation in their operations. Companies have adopted more sophisticated digital technologies, such as the use of online systems and online platforms, which allow employees to work effectively remotely. This increase in adaptability and flexibility has accelerated work processes, increased efficiency, and expanded the range of services to customers.

In this challenging situation, PT Pegadaian Area Palu has also encouraged better collaboration and communication between teams. Employees at all levels are actively involved in exchanging information, joint problem solving and strategic decision making. This has strengthened team cohesion, increased productivity, and generated creative solutions to overcome challenges. Even though this pandemic has brought various challenges, PT Pegadaian Area Palu has succeeded in taking positive and innovative steps in dealing with it. These unforeseen circumstances have pushed the company to adapt and improve its overall performance. With a focus on employee health and safety, increased operational efficiency, and strong collaboration, PT Pegadaian Area Palu has turned challenges into opportunities and managed to maintain a positive performance in the midst of difficult situations.

CONCLUSION

The Covid-19 pandemic had a positive and significant impact on the performance of PT Pegadaian Area Palu during the 2019-2021 period. Although challenges such as the physical and mental health of employees, fears over transmission of the virus, anxiety regarding work and the future, and difficulties in maintaining a balance between personal and professional life have emerged, the company has been able to adapt and improve overall work effectiveness. In facing fears of virus transmission, PT Pegadaian Area Palu has increased awareness of cleanliness and sanitation in the workplace by implementing strict health protocols. In addition, the company has also adopted more sophisticated digital technologies to increase operational efficiency, and encourage better collaboration and communication between teams. All these

steps have resulted in improved employee health and safety, increased work efficiency, and creative solutions to overcome the challenges faced. In this challenging situation, PT Pegadaian Area Palu has been able to turn challenges into opportunities and maintain positive performance. With a focus on employee health, increasing operational efficiency, and strong collaboration, the company has successfully weathered the impact of the pandemic and has been able to adapt well.

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