

**IMPLEMENTASI PERANCANGAN BISNIS APLIKASI JAKOST
BERBASIS *MOBILE APPLICATION***

TESIS

Diajukan untuk memenuhi salah satu syarat
Dalam menempuh jenjang strata dua (S2)
Program studi Magister Manajemen
Kosentrasi kewirausahaan



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**PROGRAM STUDI MAGISTER MANAJEMEN
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2019**

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TESIS

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S.SI Universitas Sriwijaya, 2015

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister
Manajemen pada Program Studi Magister Manajemen
Konsentrasi Kewirausahaan

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Agustus 2019

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LEMBAR PERNYATAAN BEBAS PLAGIARISME

Dengan ini saya menyatakan bahwa tesis dengan judul “Implementasi Perancangan Bisnis Aplikasi Jakost Berbasis *Mobile Application*” ini beserta seluruh isinya benar-benar karya saya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran terhadap etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Agustus 2019

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ABSTRAK

Wanda Fatricia (1707045) “Implementasi Perancangan Bisnis Aplikasi Jakost Berbasis *Mobile Application*”, dibawah bimbingan Dr. H. Mokh. Adib Sultan, M.T. dan Dr. Chairul Furqon, S.Sos., M.M.

Penelitian ini bertujuan merancang sebuah bisnis Jakost berbasis *mobile application*. Jakost adalah sebuah aplikasi yang dirancang khusus untuk memenuhi kebutuhan anak kost. Pendekatan PDCA (*Plan, Do, Check, Act*) digunakan sebagai metode perancangan bisnis, *Business Model Canvas* (BMC) sebagai pemetaan strategi bisnis dan pendekatan *Technology Acceptance Model* (TAM) sebagai metode uji coba aplikasi Jakost. Metode penelitian yang digunakan adalah metode penelitian *mixed methods*. Sampel penelitian 396 mahasiswa Universitas Pendidikan Indonesia yang merupakan anak rantau dan sedang menjadi anak kost. Teknik analisis yang digunakan adalah analisis deskriptif. Hasil penelitian menunjukkan bahwa aplikasi Jakost memiliki kegunaan dan manfaat yang positif untuk anak kost.

Kata Kunci: *Business Model Canvas* (BMC), Pendekatan PDCA (*Plan, Do, Check, Act*), *Technology Acceptance Model* (TAM)

ABSTRACT

Wanda Fatricia (1707045) “Implementation of Jakost Application Business Design Based on Mobile Application”, under the Guidance of Dr. H. Mokh. Adib Sultan, M.T. dan Dr. Chairul Furqon, S.Sos., M.M.

The objective of this study is to design a Jakost business based on mobile application. Jakost is an application that specifically designed to meet the needs of the person who lives in a boarding house. This study uses PDCA approach (plan, do, check, act) as a method of business design, business model canvas (BMC) as a business strategy mapping, Technology Acceptance Model (TAM) as a trial method for the Jakost application, descriptive analysis as a analysis technique and the research method is mixed methods. The sample of this study is 396 students in University of Pendidikan Indonesia, who live in a boarding house. The result of this study shows that the Jakost application has positive benefits for university students who live in a boarding house.

Key Words: Business Model Canvas (BMC), Approach PDCA (Plan, Do, Check, Act), Technology Acceptance Model (TAM)

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