

BAB V

KESIMPULAN

5.1 Kesimpulan

Berdasarkan ketiga *case study* yang telah di *review* di peroleh kesimpulan sebagai berikut:

1. Terdapat perbedaan *critical success factors* pada saat sebelum pandemi COVID-19 dan pada saat pandemi COVID-19.
 - *Critical success factors* sebelum pandemi COVID-19: *competitive advantage, education campaign and training, green design, dan ISO certification*
 - *Critical success factors* pada saat pandemi COVID-19: *social distancing, lockdown, sistem logistik, emergency backup facilities, strategic planning, supply chain strategy, resource management, capacity management, manajemen inventory, public-private partnerships, kebijakan dan dukungan pemerintah, donation management, clarity about responsibility, dan stop grey marketing of product* merupakan *critical success factors* pada saat pandemic COVID-19. Seluruh *critical success factors* tersebut berguna untuk membantu perusahaan mengurangi kerugian dikarenakan kebutuhan konsumen pada saat pandemi COVID-19 berbeda dengan kebutuhan konsumen pada saat sebelum pandemi COVID-19.
2. Persamaan *critical success factors* pada saat sebelum pandemi COVID-19 dan pada saat pandemi COVID-19 pelatihan karyawan merupakan persamaan *critical success factor* merupakan. Pelatihan karyawan sendiri merupakan suatu kegiatan yang harus tetap dilakukan pada saat pandemi COVID-19 guna mengasah kemampuan para karyawan dan kinerja para karyawan tetap stabil.

5.2 Saran

Kekurangan dari penelitian ini adalah minimnya informasi mengenai *critical success factors* pada saat pandemi COVID-19. Minimnya informasi yang di dapat oleh penulis, diharapkan penelitian di masa akan mendatang dapat menambahkan informasi mengenai *critical success factors* pada masa kritis seperti saat ini.

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