ABSTRACT

MSMEs are recognized as a vital component in supporting the economic growth and development of a country, both in developing and developed countries. In Bandung Regency, the MSME sector, especially in the culinary and agribusiness sectors, has experienced good development. This can be seen from data showing high interest in these types of businesses. Therefore, research related to MSMEs in the culinary sector, especially those located in Bandung, West Java, is of interest to researchers. This research uses quantitative research. This research focuses on analyzing the efficiency of Taichan Kitee MSMEs, a culinary business that serves Indonesian specialties. The main objective of the study was to calculate the efficiency level of Taichan Kitee over a 12-week period using the Shapiro-Wilk normality test on two parametric independent samples.

This analysis was carried out by utilizing the SPSS application. Based on the results of the analysis of Taichan Kitee sales for 12 weeks, a fluctuating efficiency pattern was found with an average of 0.107. This shows that the efficiency level of Taichan Kitee is not stable throughout the analysis period. The results show that Taichan Kitee's efficiency is still below the average of other culinary MSMEs. In addition, the young age of the company also affects the level of efficiency. The main problem faced by Taichan Kitee MSMEs is in marketing their products.

Keywords: *Efficiency, MSMEs, Culinary.*