

## ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Promosi, dan Kualitas Produk terhadap Volume Penjualan Industri Kecil Menengah Binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar” ditulis oleh Erik Yunita Saputri, NIM. 126402203184, dengan pembimbing Dr. Suminto, M.Pd.I.

Penelitian ini dilatar belakangi oleh adanya persaingan oleh pelaku industri kecil menengah di Kabupaten Blitar khususnya dalam bidang makanan olahan. Persaingan dalam dunia industri sangat mungkin terjadi karena beberapa faktor diantaranya faktor produk, harga, lokasi dan kualitas. Pelaku industri kecil menengah di Kabupaten Blitar perlu didorong untuk lebih kreatif dan inovatif dalam membuat sebuah produk agar produk yang diciptakan mampu bersaing dengan produk lainnya. Strategi yang dilakukan dapat melalui harga dalam produk itu sendiri, adanya promosi dan kualitas produk yang dapat menjamin produk mampu bertahan di pasaran sehingga meningkatkan volume penjualan.

Fokus penelitian ini adalah: (1) Untuk mengetahui apakah harga berpengaruh signifikan terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar, (2) Untuk mengetahui apakah promosi berpengaruh signifikan terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar, (3) Untuk mengetahui apakah kualitas produk berpengaruh signifikan terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar, (4) Untuk mengetahui apakah harga, promosi, dan kualitas produk secara simultan berpengaruh terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 152 responden yaitu pelaku industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar. Teknik pengumpulan data dengan cara menyebarkan kuesioner data dan dianalisis menggunakan program *SPSS* versi 26.

Hasil penelitian menunjukkan bahwa (1) Harga berpengaruh signifikan terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar, (2) Promosi berpengaruh signifikan terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar, (3) Kualitas produk berpengaruh signifikan terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar, (4) Harga, Promosi, dan Kualitas Produk secara simultan berpengaruh terhadap volume penjualan industri kecil menengah binaan Dinas Perindustrian dan Perdagangan Kabupaten Blitar,

**Kata kunci:** *Harga, Promosi, Kualitas Produk dan Volume Penjualan*

## **ABSTRACT**

*The thesis with the title "The Influence of Price, Promotion and Product Quality on the Sales Volume of Small and Medium Industries Assisted by the Blitar Regency Industry and Trade Service" was written by Erik Yunita Saputri, NIM. 126402203184, with supervisor Dr. Suminto, M.Pd.I.*

*This research is motivated by competition between small and medium industrial players in Blitar Regency, especially in the processed food sector. Competition in the industrial world is very likely to occur due to several factors including product, price, location and quality. Small and medium industry players in Blitar Regency need to be encouraged to be more creative and innovative in making products so that the products they create can compete with other products. The strategy implemented can be through the price of the product itself, promotions and product quality which can ensure the product is able to survive on the market thereby increasing sales volume.*

*The focus of this research is: (1) To find out whether prices have a significant effect on the sales volume of small and medium industries assisted by the Blitar Regency Industry and Trade Service, (2) To find out whether promotions have a significant effect on the sales volume of small and medium industries assisted by the Blitar Regency Industry and Trade Service, (3) To find out whether product quality has a significant effect on the sales volume of small and medium industries assisted by the Department of Industry and Trade of Blitar Regency, (4) To find out whether price, promotion and product quality simultaneously influence the sales volume of small and medium industries assisted by the Department of Industry and Blitar Regency Trade.*

*This research uses a quantitative approach with an associative type of research. The sampling method used in this research was purposive sampling. The number of samples in this research was 152 respondents, namely small and medium industry players assisted by the Blitar Regency Industry and Trade Service. The data collection technique is by distributing data questionnaires and analyzing them using the SPSS version 26 program.*

*The results of the research show that (1) Price has a significant effect on the sales volume of small and medium industries assisted by the Blitar Regency Industry and Trade Service, (2) Promotion has a significant effect on the sales volume of small and medium industries assisted by the Blitar Regency Industry and Trade Service, (3) Product quality has an influence significantly to the sales volume of small and medium industries assisted by the Blitar Regency Industry and Trade Service, (4) Price, Promotion and Product Quality simultaneously influence the sales volume of small and medium industries assisted by the Blitar Regency Industry and Trade Service,*

**Keywords:** *Price, Promotion, Product Quality and Sales Volume*