

ABSTRACT

FADLINA AISHA AYU RAHMAWATI. 2024. *The Effect of Packaging Training Quality on the Sales Level of Micro, Small and Medium Enterprises Products (Study in the Baraya UMKM Community, Pangandaran Regency)* Department of Community Education, Faculty of Teacher Training and Education.

The low public interest in the urgency of packaging education and training causes the sales volume to be less than optimal so that the income obtained is lacking. The purpose of this study was to determine the effect of packaging training on the sales volume of MSME products in Pangandaran Regency. The research methodology used in this study is quantitative data analysis using a descriptive and inferential statistical approach. The population of this study consisted of a sample of 50 people using a non-probability sampling technique, namely saturated sampling. The instrument used was a survey distributed via Google Forms. The survey results showed a contribution of the influence of training of 55.8%, included in the high impact category. Based on the results of the hypothesis test, data was obtained that there was a positive and significant influence between the packaging training variable on the sales volume of MSME products in Pangandaran Regency. This can be proven by calculating the simple correlation value $r_{count} > r_{table}$: $0.747 > 0.278$. The significance value obtained is $t_{selected} (7.7872) > t_{table} (2.010)$ and the regression coefficient value is 0.746. This means that there is a significant influence of between the two variables. The quality of training has a significant influence on the level of sales of MSME products. Good training can improve the skills and knowledge of MSME actors, which can improve operational efficiency and product quality. Thus, MSMEs that take part in training will be better able to compete in the market.

Keywords: *Packaging Training, Sales, MSMEs*