

ABSTRACT

THE INFLUENCE OF PRODUCT DESIGN AND PRODUCT QUALITY ON COMPETITIVENESS IN THE CRAFT INDUSTRY IN RAJAPOLAH DISTRICT, TASIKMALAYA REGENCY (Survey of Craft Craftsmen in Rajapolah District)

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The objectives of this research was to determine and analyze product design, product quality and competitiveness of handicraft craftsmen in Rajapolah District. And the influence of product design and product quality on the competitiveness of Craft Craftsmen in Rajapolah District.

The research method used in this study is the survey method, while the types of data used in this study are primary data and secondary data. The object of this research is the Craftsmen in Rajapolah District, with the sampling technique using the Jenus Sample or Census method. The data analysis technique used is Path analysis and hypothesis testing.

The results of this test prove that simultaneously and partially product design and product quality have a significant effect on the competitiveness of Handicraft Craftsmen in Rajapolah District. It is advisable for Craftsmen in Rajapolah District to add product design variants and determine product quality standards so as to increase product competitiveness.

Keywords: competitiveness, product design, product quality.