

## **ABSTRAK**

### **PENGARUH INOVASI DAN KUALITAS PRODUK KERAJINAN MENDONG TERHADAP KEUNGGULAN BERSAING**

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Penelitian ini bertujuan untuk mengetahui tingkat inovasi produk, kualitas produk dan keunggulan bersaing yang telah dihasilkan Diya Craft serta untuk menganalisis pengaruh inovasi dan kualitas produk kerajinan mendong terhadap keunggulan bersaing di Diya Craft yang berada di Rajapolah. Variabel yang digunakan yaitu Inovasi Produk ( $X_1$ ), Kualitas Produk ( $X_2$ ), dan Keunggulan Bersaing ( $Y$ ). Waktu penelitian dimulai sejak bulan November 2024-Juli 2025. Metode penelitian yang dilakukan yaitu metode survey. Pengambilan data diperoleh melalui penyebaran kuisioner kepada 33 responden, diambil dari konsumen Diya Craft yang telah melakukan pembelian produk lebih dari 2 kali. Penarikan sampel yang digunakan yaitu *purposive sampling*. Analisis data yang digunakan yaitu analisis deskriptif dan regresi linear berganda. Hasil penelitian menunjukkan tingkat inovasi produk kerajinan mendong Diya Craft termasuk kategori sangat baik, tingkat kualitas produk kerajinan mendong Diya Craft termasuk kategori sangat baik, dan tingkat keunggulan bersaing produk kerajinan mendong Diya Craft termasuk kategori sangat baik. Hasil analisis secara simultan menunjukkan inovasi dan kualitas produk memiliki pengaruh signifikan terhadap keunggulan bersaing, dan hasil analisis secara parsial untuk  $X_1$  menunjukkan inovasi produk berpengaruh signifikan terhadap keunggulan bersaing, untuk  $X_2$  menunjukkan kualitas produk berpengaruh signifikan terhadap keunggulan bersaing.

Kata kunci : Inovasi, Keunggulan Bersaing, Kualitas, Mendong

## **ABSTRACT**

### **THE EFFECT OF INNOVATION AND QUALITY OF MENDONG CRAFT PRODUCTS ON COMPETITIVE ADVANTAGE**

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*This study aims to determine the level of product innovation, product quality and competitive advantage that has been produced by Diya Craft and to analyze the effect of innovation and quality of mendong craft products on competitive advantage at Diya Craft located in Rajapolah. The variables used are Product Innovation ( $X_1$ ), Product Quality ( $X_2$ ), and Competitive Advantage ( $Y$ ). The research time started from November 2024-July 2025. The research method used is the survey method. Data collection was obtained by distributing questionnaires to 33 respondents, taken from Diya Craft consumers who had purchased products more than 2 times. The sampling used was purposive sampling. Data analysis used was descriptive analysis and multiple linear regression. The results of the study showed that the level of innovation of Diya Craft mendong craft products was included in the very good category, the level of quality of Diya Craft mendong craft products was included in the very good category, and the level of competitive advantage of Diya Craft mendong craft products was included in the very good category. The results of the simultaneous analysis show that innovation and product quality have a significant influence on competitive advantage, and the results of the partial analysis for  $X_1$  show that product innovation has a significant influence on competitive advantage, for  $X_2$  it shows that product quality has a significant influence on competitive advantage.*

*Keywords: Competitive Advantage, Innovation, Mendong, Quality*