

ABSTRAK

Marlia Sari (2021). Pengaruh *Branding* dan *Packaging* Terhadap Keberhasilan Usaha Pada UMKM Makanan Ringan Di Kecamatan Baturaja Timur. Skripsi Dibimbing Oleh Ervin Mardalena, S.E., M.SI dan Dyah Ayu Putriani, S.Pd., M.Si.

Penelitian ini membahas tentang Pengaruh *Branding* dan *Packaging* Terhadap Keberhasilan Usaha Pada UMKM Makanan Ringan Di Kecamatan Baturaja Timur. Teknik pengumpulan data yang digunakan dalam penulisan ini melalui penyebaran kuesioner. Teknik pengambilan sampel menggunakan *sampel* total populasi dengan jumlah 58 unit usaha. Metode analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa nilai yang diperoleh untuk variabel *Branding* (X1) pada $t_{hitung} > t_{tabel}$ atau $(3.031 > 2.004)$, maka keputusannya H_0 diterima artinya *Branding* berpengaruh signifikan terhadap Keberhasilan Usaha di Pada UMKM Makanan Ringan Di Kecamatan Baturaja Timur. Untuk variabel *Packaging* (X2) diperoleh nilai $t_{hitung} < t_{tabel}$ atau $(3.434 < 2.004)$, maka keputusannya H_0 diterima artinya *Packaging* (X2) berpengaruh signifikan terhadap Keberhasilan Usaha di pada UMKM Makanan Ringan Di Kecamatan Baturaja Timur. Berdasarkan uji F hitung, diketahui F hitung sebesar 15.279. Hasil tersebut kemudian dibandingkan dengan F tabel sebesar 3.16. jadi $F_{hitung} > F_{tabel}$ atau $15.279 > 3.16$, maka keputusannya H_0 ditolak, artinya seluruh variabel X yaitu *Branding* (X1), *Packaging* (X2) secara bersama-sama berpengaruh terhadap Keberhasilan Usaha di pada UMKM Pemasaran Kuli Makanan Ringan di Kecamatan Baturaja Timur. Kemudian nilai Koefisien Determinasi (*R Square*) adalah sebesar 0,357. Hal ini menunjukkan bahwa sebesar 35.7% sumbangan pengaruh variabel *Branding* (X1), *Packaging* (X2) terhadap Keberhasilan Usaha di pada UMKM Makanan Ringan di Kecamatan Baturaja Timur. Sedangkan sisanya sebesar 64.3% dipengaruhi oleh variabel lain selain variabel dalam penelitian ini.

Kata Kunci: *Branding*, *Packaging*, Keberhasilan Usaha

ABSTRACT

Marlia Sari (2021). The Influence of Branding and Packaging on Business Success in Snack SMEs in East Baturaja District. The research was under the guidance of Ervin Mardalena, S.E., M.SI and Dyah Ayu Putriani, S.Pd., M.Si.

This research discussed the influence of branding and packaging on business success in snack food SMEs in East Baturaja District. The data collection technique used in this writing was through the distribution of questionnaires. The sampling technique used a total sample of the population with a total of 58 business units. The analytical method used was multiple linear regression. The results of the research showed that the value obtained for the Branding variable (X1) at $t \text{ count} > t \text{ table}$ or $(3.031 > 2.004)$, then the decision H_0 was accepted, meaning that Branding had a significant influence on Business Success in Snack SMEs in East Baturaja District. For the Packaging variable (X2), the value of $t \text{ count} < t \text{ table}$ or $(3.434 < 2.004)$, then the decision H_0 was accepted, meaning that Packaging (X2) had a significant influence on Business Success in Snack SMEs in East Baturaja District. Based on the calculated F test, it was known that the calculated F was 15,279. These results were then compared with F table of 3.16. so $F \text{ count} > F \text{ table}$ or $15.279 > 3.16$, then the decision H_0 was rejected, meaning that all X variables, namely Branding (X1), Packaging (X2) together had an influence on Business Success in SMEs Marketing Snack food in East Baturaja District. Then the value of the coefficient of determination (R Square) was 0.357. This showed that 35.7% contributed to the influence of the variable Branding (X1), Packaging (X2) on Business Success in Snack SMEs in East Baturaja District. While the remaining 64.3% was influenced by other variables besides the variables in this study.

Keywords: Branding, Packaging, Business Success