

## ABSTRAK

Penelitian ini bertujuan untuk menguji ”Analisis Pengaruh Price dan Kemasan Produk Terhadap Daya Tarik Pembeli Melalui Daya Saing Usaha pada Tungku Dakak-Dakak IIM Batusangkar”. Dengan menggunakan data primer yang diperoleh dengan memberikan kuesioner secara langsung kepada responden pelanggan Tungku Dakak-Dakak IIM Batusangkar. Analisis data dalam penelitian ini menggunakan uji validitas, reliabilitas, uji asumsi klasik (uji normalitas data, uji multikolinieritas, dan uji heteroskedastisitas), analisis regresi linear berganda, Analisis Jalur, koefisien determinan ( $R^2$ ), koefisien regresi secara parsial (uji t), koefisien regresi secara bersama-sama (uji f), adapun keseluruhan analisis data menggunakan *software SPSS statistic 16*.

Hasil penelitian ini menyimpulkan bahwa : (1) Price berpengaruh signifikan terhadap daya saing usaha. (2) Kemasan produk tidak berpengaruh signifikan terhadap daya saing usaha. (3) Price berpengaruh signifikan terhadap daya tarik pembeli. (4) Kemasan produk tidak berpengaruh signifikan terhadap daya tarik pembeli. (5) Daya tarik pembeli berpengaruh signifikan terhadap daya saing usaha. (6) Price berpengaruh signifikan terhadap daya tarik pembeli melalui daya saing usaha. (7) Kemasan produk tidak berpengaruh signifikan terhadap daya tarik pembeli melalui daya saing usaha. Pada pelanggan Tungku Dakak-Dakak IIM Batusangkar.

Kata Kunci : Price, Kemasan Produk, Daya Tarik Pembeli, Daya Saing Usaha

## **ABSTRAK**

*This study aims to test the "Analysis of the Influence of Price and Product Packaging on Buyers' Interest through Business Competitiveness at the Batusangkar IIM Dakak-Dakak Furnace". By using primary data obtained by giving a questionnaire directly to the customer respondents Tungku Dakak-Dakak IIM Batusangkar. Data analysis in this study used validity, reliability, classic assumption tests (data normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, path analysis, determinant coefficient (R<sup>2</sup>), partial regression coefficient (t test), Regression coefficients together (f test), while the overall data analysis used SPSS statistical 16 software.*

*The results of this study concluded that: (1) Price has a significant effect on business competitiveness. (2) Product packaging has no significant effect on business competitiveness. (3) Price has a significant effect on buyer attractiveness. (4) Product packaging has no significant effect on buyer attractiveness. (5) Buyer attractiveness has a significant effect on business competitiveness. (6) Price has a significant effect on buyer attractiveness through business competitiveness. (7) Product packaging has no significant effect on buyer attractiveness through business competitiveness. To Tungku Dakak-Dakak IIM Batusangkar customers.*

*Keywords: Price, Product Packaging, Buyer Attraction, Business Competitiveness*