**PENGARUH LOKASI, INOVASI PRODUK DAN HARGA TERHADAP KEUNGGULAN BERSAING PADA UMKM SAPU LIDI DAN SAPU**

**IJUK DI KECAMATAN TANJUNG MORAWA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh lokasi, inovasi produk, dan harga terhadap keunggulan bersaing pada UMKM sapu lidi dan sapu ijuk di Kecamatan Tanjung Morawa. Metode penelitian ini menggunakan data deskriptif dan kuantitatif. Sampel penelitian ini 35 responden pelaku UMKM sapu lidi dan sapu ijuk. Hasil penelitian ini menyatakan bahwa pengaruh lokasi, inovasi produk, dan harga berpengaruh terhadap keunggulan bersaing pada UMKM sapu lidi dan sapu ijuk di Kecamatan Tanjung Morawa. Hasil regresi berganda Y = -1.243 + 0,170 X1 + 0,461X2 + 0,464 X3 + e. Hasil uji parsial (uji t) variabel lokasi diperoleh nilai t hitung < t tabel atau sebesar (1,736>1,693) pada tingkat signifikansi 5%, hal ini berarti semakin baik lokasi yang dimiliki, maka keunggulan bersaing UMKM sapu lidi dan sapu ijuk di Kecamatan tanjung Morawa semakin meningkat. Pada hasil uji t untuk variabel inovasi produk diperoleh nilai thitung > t tabel  atau sebesar (2.537>1,693) pada tingkat signifikansi 5%, hal ini berarti semakin baik inovasi produk yang dimiliki, maka keunggulan bersaing UMKM sapu lidi dan sapu ijuk di Kecamatan tanjung Morawa semakin meningkat. Selain itu, hasil uji t variabel harga menunjukkan nilai thitung > t tabel  atau sebesar (3.073>1,693) pada tingkat signifikansi 5%. Hal ini berarti semakin baik harga yang dimiliki, maka keunggulan bersaing UMKM sapu lidi dan sapu ijuk di Kecamatan Tanjung Morawa semakin meningkat. Hasil uji F diperoleh F hitung > F tabel atau (9,749) > Ftabel (2,911) maka dengan tingkat probability (0,00<0,05), maka pengaruh lokasi, inovasi produk, dan harga secara bersama-sama berpengaruh signifikan terhadap keunggulan bersaing UMKM sapu lidi dan sapu ijuk di Kecamatan Tanjung Morawa. Hasil nilai koefisien determinasi (R2) sebesar 0,485 artinya lokasi, inovasi produk dan harga mampu menjelaskan variabel keunggulan bersaing sebesar 48,5% dan sisanya 51,5% dijelaskan oleh variabel lain diluar penelitian.

*Kata kunci: lokasi, inovasi produk, harga, keunggulan bersaing UMKM sapu lidi dan sapu ijuk*

***THE EFFECT OF LOCATION, PRODUCT INNOVATION AND PRICE ON COMPETITIVE ADVANTAGE IN MSMEs OF STICK BROOM STICKS AND FIBERS BROOM IN TANJUNG MORAWA DISCTRICT***

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***ABSTRACT***

*The objective of the research was to determine the effect of location, product innovation, and price on competitive advantage in small and medium enterprises (SMEs) for sticks broom and fibers broom in Tanjung Morawa District. This research method was to use descriptive and quantitative data. The sample of this research was 35 respondents of sticks broom and fibers broom SMEs makers. The results of this research indicated that the effect of location, product innovation, and price affected the competitive advantage of small and medium enterprises (SMEs) for sticks broom and fibers broom in Tanjung Morawa District. Multiple regression results Y = -1.243 + 0.170 X1 + 0.461X2 + 0.464 X3 + e. The results of the partial test (t test) for the location variable obtained the value of tobserved < ttable or equal to (1.736> 1.693) at a significance level of 5%, this means that the better the location, the competitive advantage of MSMEs for sticks broom and fibers broom in Tanjung Morawa District was increasing. In the results of the t test for the product innovation variable, the value of tobserved > ttable or (2,537>1,693) at a significance level of 5%, this means the better the product innovation was, the competitive advantage of SMEs for sticks broom and fibers broom in Tanjung Morawa District more increasing. In addition, the results of the t-test of the price variable show the value of tobserved > ttable or equal to (3,073>1,693) at a significance level of 5%. This means that the better the price, the competitive advantage of SMEs for sticks broom and fibers broom in Tanjung Morawa District was increasing. The results of the F test are obtained Fobserved > Ftable or (9.749) > Ftable (2.911) then with the probability level (0.00 <0.05), then the effect of location, product innovation, and price together hada significant effect on competitive advantage SMEs for sticks broom and fibers broom in Tanjung Morawa District. The results of the coefficient of determination (R2) of 0.485 means that location, product innovation and price were able to explain the competitive advantage variable of 48.5% and the remaining 51.5% was explained by other variables outside the research.*

*Keywords: location, product innovation, price, competitive advantage of SMEs for sticks broom and fibers broom*