

## ABSTRAK

Ahmad Bima Mahendra, 2022: Inovasi Produk, Desain Produk dan Kualitas Produk Terhadap Keunggulan Bersaing Pada Produk Minuman Kopi Gondrong *Drink Coffee Shop*.  
Dosen Pembimbing: Akhirman, S.Sos., MM dan Abdul Jalal, SE., M.Si

Penelitian ini bertujuan untuk menjelaskan Inovasi Produk, Desain Produk dan Kualitas Produk terhadap Keunggulan Bersaing pada Produk Minuman Kopi Gondrong *Drink Coffee Shop*. Populasi dalam penelitian ini adalah 360 Orang Pelanggan pada Gondrong *Drink Coffee Shop*. Pengambilan sampel dengan menggunakan *probability sampling* yaitu teknik pengambilan sampel secara acak (*simple random sampling*). Sampel dalam penelitian ini adalah Pelanggan Minuman Kopi Gondrong *Drink Coffee Shop* yang pernah membeli produk minuman kopi sebanyak satu kali atau lebih, sehingga jumlah sampel sebanyak 78 Responden. Jenis penelitian ini adalah penelitian kuantitatif. Pada kuesioner dilakukan *test* validitas dan reliabilitas. Data analisis menggunakan analisis regresi linear berganda, termasuk uji t, uji F dan koefisien determinasi ( $R^2$ ). Penelitian dilakukan dengan menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial variabel Inovasi Produk (X1), Desain Produk (X2) dan Kualitas Produk (X3) berpengaruh signifikan terhadap Keunggulan Bersaing (Y). Hasil uji F diperoleh nilai F hitung 68,393 dengan nilai F tabel 2,728 mengidentifikasi bahwa variabel Inovasi Produk (X1), Desain Produk (X2), dan Kualitas Produk (X3) secara simultan berpengaruh signifikan terhadap variabel Keunggulan Bersaing (Y). Berdasarkan uji koefisien determinasi, sekitar 72,5% variabel Keunggulan Bersaing (Y) dipengaruhi oleh variabel Inovasi Produk (X1), Desain Produk (X2) dan Kualitas Produk (X3). Sisanya 27,5% dipengaruhi oleh faktor lainnya yang tidak bisa dijelaskan dalam penelitian ini.

**Kata Kunci :** Inovasi Produk, Desain Produk, Kualitas Produk dan Keunggulan Bersaing

## **ABSTRACT**

Ahmad Bima Mahendra, 2022: *Product Innovation, Product Design and Product Quality Against Competitive Advantage in Coffee Drink Products Gondrong Drink Coffee Shop.*  
Lectures: Akhirman, S.Sos., MM and Abdul Jalal, SE., M.Si

*This study aims to explain Product Innovation, Product Design and Product Quality towards Competitive Advantage of Coffee Drink Products In Gondrong Drink Coffee Shop. The population in this study were 360 customers at the Gondrong Drink Coffee Shop. Sampling using probability sampling is an using probability sampling is a random sampling technique (simple random sampling). Customer Gondrong Drink Coffee Shop who had bought product coffee one or more times, so the number of samples was 78 respondents. This type of research is quantitative research. In the questionnaire, tests validity and reliability. Data analysis used multiple linear regression analysis, including t test, F test and coefficient of determination (R<sup>2</sup>). The research was conducted using SPSS version 26. The results showed that partially Product Innovation (X1), Product Design (X2) and Product Quality (X3) variables had a significant effect on Competitive Advantage (Y). The results of the F test obtained that the calculated F value was 68.393 with an F table value of 2.728 identifying that the Product Innovation (X1), Product Design (X2), and Product Quality (X3) variables simultaneously had a significant effect on the Competitive Advantage variable (Y). Based on the coefficient of determination test, about 72.5% of the Competitive Advantage variable (Y) is influenced by the Product Innovation (X1), Product Design (X2) and Product Quality (X3) variables. The remaining 27.5% is influenced by other factors that cannot be explained in this study.*

**Keyword:** *Product Innovation, Product Design, Product Quality and Competitive Advantage*