

# **THE EFFECT OF INNOVATION PRODUCT AND MARKETING STRATEGY ON INCREASING THE SALES VOLUME OF HANDICRAFTS FROM STRAPPING ROPES IN BUMDES KUALA ALAM**

**Student Name** : Ulfa Sri Baiduri  
**Student ID Number** : 5404201332  
**Supervisor** : Wan Junita Raflah, B.Sc., M.Ec. Dev  
**Student Institue** : State Polytechnic of Bengkalis

## **ABSTRACT**

This study aims to determine how much the effect of innovation product and marketing strategy on increasing the sales volume of handicrafts from strapping ropes in bumdes kuala alam partially and simultaneously. This study uses quantitative methods using non-probability sampling method with purposive sampling. Data collection techniques were carried out using a questionnaire with a sample of 100 respondents, processing data using the SPSS IBM 23 application with multiple linear regression analysis testing which include validity test, reliability test, T test, F test, and coefficient of determination (R<sup>2</sup>) The results showed that: (1) there was a negative and not significant relationship between the effect innovation product on sales volume for handicraft from strapping ropes. (2) there is a positive and significant relationship between the effect marketing strategy on sales volume. (3) The determinant coefficient (R<sup>2</sup>) was 0,36. This means that the variable of innovation product and marketing strategy have an effect on sales volume by 36,6% while the remaining 63,4% is influenced by other variable not used in this study.

**Keywords:** Innovation Product, Marketing Strategy, Sales Volume