

**PENGARUH PENERAPAN *DIGITAL MARKETING*,  
*CUSTOMER RELATIONSHIP MARKETING*, KUALITAS  
PRODUK DAN HARGA TERHADAP VOLUME PENJUALAN  
UMKM RENDANG DI SUMATERA BARAT**

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen  
Pada Program Studi Magister Manajemen Fakultas Ekonomi Universitas Andalas



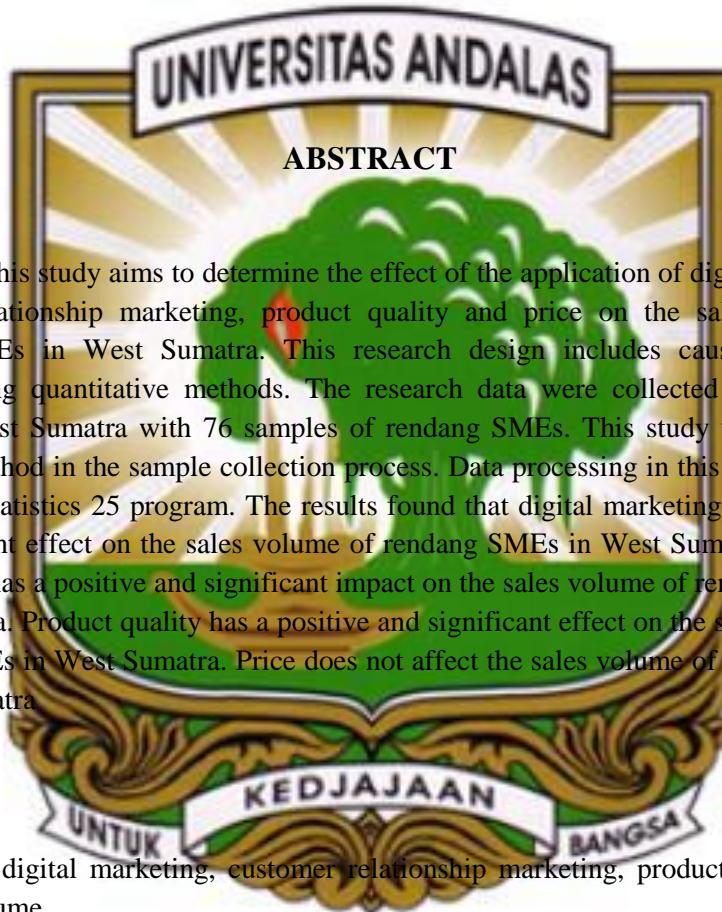
**PROGRAM STUDI MAGISTER MANAJEMEN FAKULTAS EKONOMI  
UNIVERSITAS ANDALAS  
2022**

# **THE EFFECT OF DIGITAL MARKETING, CUSTOMER RELATIONSHIP MARKETING, PRODUCT QUALITY AND PRICE ON SALES VOLUME OF RENDANG MSMEs IN WEST SUMATRA**

Thesis By Beni Rahmat

Advisor I : Dr. Donar Games, SE, M Bus

Advisor II : Dr. Dessy Kurnia Sari, SE, M Bus



**Abstract:** This study aims to determine the effect of the application of digital marketing, customer relationship marketing, product quality and price on the sales volume of rendang SMEs in West Sumatra. This research design includes causal associative research using quantitative methods. The research data were collected from rendang SMEs in West Sumatra with 76 samples of rendang SMEs. This study uses purposive sampling method in the sample collection process. Data processing in this study used the IBM SPSS statistics 25 program. The results found that digital marketing had a positive and significant effect on the sales volume of rendang SMEs in West Sumatra. Customer relationship has a positive and significant impact on the sales volume of rendang SMEs in West Sumatra. Product quality has a positive and significant effect on the sales volume of rendang SMEs in West Sumatra. Price does not affect the sales volume of rendang SMEs in West Sumatra.

**Keywords:** digital marketing, customer relationship marketing, product quality, price and sales volume.

# **PENGARUH PENERAPAN *DIGITAL MARKETING*, *CUSTOMER RELATIONSHIP MARKETING*, KUALITAS PRODUK DAN HARGA TERHADAP VOLUME PENJUALAN UMKM RENDANG DI SUMATERA BARAT**

Tesis Oleh Beni Rahmat

Pembimbing I : Dr. Donar Games, SE, M Bus

Pembimbing II : Dr. Dassy Kurnia Sari, SE, M Bus



**Kata kunci:** *digital marketing*, *customer relationship marketing*, kualitas produk, harga dan volume penjualan.