

ABSTRAK

Nama : Salsabila
Program Studi : Kewirausahaan
Judul Skripsi : Pengaruh Variasi Produk, Harga, dan Digital Marketing terhadap Keberhasilan Usaha Hijab Wanita di Kota Lhokseumawe

Persaingan usaha hijab yang semakin ketat menuntut pelaku usaha menghadirkan produk, harga, dan strategi pemasaran yang tepat, namun sebagian besar dari 65 usaha hijab wanita di Kota Lhokseumawe masih berskala kecil dan sulit meningkatkan penjualan. Penelitian ini bertujuan mengetahui pengaruh variasi produk, harga, dan digital marketing terhadap keberhasilan usaha hijab wanita di Kota Lhokseumawe. Penelitian menggunakan pendekatan kuantitatif dengan sampling jenuh terhadap 65 pelaku usaha, data dikumpulkan melalui kuesioner skala Likert dan dianalisis dengan metode Structural Equation Modeling-Partial Least Squares (SEM-PLS). Hasil menunjukkan variasi produk berpengaruh negatif dan tidak signifikan, sedangkan harga dan digital marketing berpengaruh positif dan signifikan terhadap keberhasilan usaha, dengan ketiganya menjelaskan 36,2% variasinya. Dapat disimpulkan bahwa harga menjadi faktor paling dominan, diikuti digital marketing, sedangkan variasi produk belum menjadi pembeda signifikan, sehingga pelaku usaha disarankan memprioritaskan penetapan harga kompetitif dan optimalisasi pemasaran digital.

Kata Kunci: variasi produk, harga, digital marketing, keberhasilan usaha, SEM-PLS.

ABSTRACT

Name : Salsabila
Study Program : Entrepreneurship
Thesis Title : *The Effect of Product Variation, Price, and Digital Marketing on the Business Success of Women's Hijab Enterprises in Lhokseumawe City*

Increasingly tight competition in the hijab business requires business actors to offer the right products, prices, and marketing strategies, yet most of the 65 women's hijab businesses in Lhokseumawe City remain small-scale and struggle to increase sales. This study aims to examine the effect of product variation, price, and digital marketing on the business success of women's hijab enterprises in Lhokseumawe City. A quantitative approach was used with saturated sampling of 65 business actors; data were collected through a Likert-scale questionnaire and analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. Results show that product variation has a negative and insignificant effect, while price and digital marketing have positive and significant effects on business success, with the three variables together explaining 36.2% of its variance. It can be concluded that price is the most dominant factor, followed by digital marketing, while product variation has not proven to be a significant differentiator, so business actors are advised to prioritize competitive pricing and the optimization of digital marketing.

Keywords: *product variation, price, digital marketing, business success, SEM-PLS.*