

Pengaruh inovasi produk terhadap purchase intention : studi pada Starbucks VIA = The effect of product innovation toward purchase intention : case study Starbucks VIA

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Abstrak

[ABSTRAK

Skripsi ini membahas tentang pengaruh inovasi produk terhadap purchase intention. Penelitian ini akan menggunakan riset eksploratif terlebih dahulu untuk mendapatkan gambaran dan pemahaman mengenai permasalahan penelitian, kemudian hasil riset eksploratori ini akan menjadi input bagi riset. Penelitian ini menggunakan pendekatan kuantitatif dan sampel dalam penelitian ini adalah 100 responden. Pengolahan data dalam penelitian ini menggunakan regresi berganda. Hasil penelitian ini menunjukkan bahwa dari ketiga dimensi inovasi produk yang berpengaruh langsung dan positif terhadap purchase intention adalah innovation attributes. Sedangkan adoption risk dan behavior change tidak berpengaruh langsung dan tidak positif terhadap purchase intention. Hal ini menunjukkan bahwa konsumen akan berminat membeli Starbucks VIA apabila innovation attributes yang ditawarkan baik.

ABSTRAK

This research discusses the effect of product innovation toward purchase intention. Researcher will use exploratory research in advance to get insight and understanding about research problem, and then the result from exploratory research will be used as input for conclusive research. This research applied quantitative approach and the sample of this research is 100 respondents. Multiple regression has been used to process the data. The result of this research shows that from the three dimensions of product innovation, dimension that directly and positively affects purchase intention is innovation attributes. Whereas adoption risk and behavior change are not directly and positively affect purchase intention. This indicates that customers will be interested to buy Starbucks VIA if Starbucks offered the good innovation attributes., This research discusses the effect of product innovation toward purchase intention. Researcher will use exploratory research in advance to get insight and understanding about research problem, and then the result from exploratory research will be used as input for conclusive research. This research applied quantitative approach and the sample of this research is 100 respondents. Multiple regression has been used to process the data. The result of this research shows that from the three dimensions of product innovation, dimension that directly and positively affects purchase intention is innovation attributes. Whereas adoption risk and behavior change are not directly and positively affect purchase intention.

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