

Pengaruh jenis inovasi terhadap perilaku pembelian produk baru = The effect of innovation type toward actual adoption of new product / Ismi Tamara

Ismi Tamara, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20413064&lokasi=lokal>

Abstrak

ABSTRAK

Banyak perusahaan besar yang berangsur tenggelam dalam industri karena tersandung masalah inovasi dan adaptasi seperti Blockbuster, Dell, Motorola, Sony, dan Yahoo. Teori consumer innovativeness dan disruptive innovation mengindikasikan bahwa terdapat perbedaan karakteristik pada early adopter dalam jenis inovasi yang berbeda. Penelitian ini menemukan bahwa early adopter inovasi disruptive memiliki product knowledge lebih besar daripada early adopter inovasi sustaining. Selain itu monetary resource terbukti memberi pengaruh moderasi antara hubungan intention terhadap actual adoption. Dengan memahami pengaruh jenis inovasi pada tingkat pembelian produk baru, diharapkan manajer dapat mengambil keputusan yang lebih tepat dalam proses pengembangan produk baru.

ABSTRACT

Many of big company such as Blockbuster, Dell, Motorola, Sony, and Yahoo move toward the end of their business. Such phenomenon happens because they cannot adapt and follow the disruptive changes in the market. Consumer innovativeness and disruptive innovation theories implied that each early adopter of different types of innovation have different characteristics. This research found that early adopters of disruptive innovation possess deeper knowledge in related product domain. Moreover, monetary resource proved to moderates the relationship of intention to adoption. Understanding the effect of innovation types towards actual adoption of new product provides manager better information during the product development decision making.