

Analisa pengaruh perubahan desain (facelift) terhadap customer purchase intention = Analysis of the impact of product redesign (facelift) to customer purchase intention

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Abstrak

ABSTRAK

Indonesia adalah salah satu pasar otomotif di wilayah ASEAN. Pasar otomotif Di Indonesia juga dapat dikatakan masih sangat potensial.. Ketatnya persaingan mendorong produsen untuk terus berinovasi untuk menjaga ketertarikan pelanggan. Salah satu cara untuk menjaga ketertarikan pelanggan adalah melakukan perubahan desain (facelift). Yang diwujudkan melalui penyempurnaan produk, fitur baru, desain yang lebih atraktif dan peningkatan kualitas. Suatu perubahan desain membutuhkan keputusan tentang apa yang akan harus diubah dan dipertahankan. Salah satu cara untuk mencapai keputusan tersebut adalah melalui analisa dampak perubahan desain terhadap Purchase intention costumer. Analisa terhadap hubungan antara perubahan desain produk otomotif (facelift) dengan Purchase intention akan dilakukan menggunakan metode PLS-SEM, dengan objek penelitian Toyota Kijang Innova tahun 2011. Hasil analisis menunjukkan bahwa elemen perubahan desain, yaitu perubahan tampilan eksterior, perubahan tampilan interior, fitur baru, dan teknologi baru berpengaruh positif terhadap penilaian pelanggan (Perceived Value). Diantara keempat perubahan tersebut, perubahan tampilan eksterior adalah perubahan yang memiliki pengaruh signifikan terhadap penilaian pelanggan (Perceived Value). Dalam hubungan ini, Perceived Value berlaku sebagai perantara antara elemen perubahan dan Purchase intention

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ABSTRACT

Indonesia is one of the most promising automotive markets in South East Asia. Indonesian automotive market is still very potential, due to large number of population and it continuous growth. The strictness of Indonesian automotive market, urge every brand to keep innovating, in order to maintain customer attractiveness. One way to maintain costumer attractiveness is through product redesign (facelift), which manifested by product enhancement, more attractive design, and quality enhancement. Product design requires a decision on which part should be improved, and which part should be kept. To help reach that decision we analyze the product redesign relation and impact on Purchase intention. This research will analyze relationship between product redesign in automotive (facelift) and Purchase intention, using PLS-SEM method, with Toyota Kijang Innova 2011 version as research object. The result show that product redesign element, new look and feel exterior, new look and feel interior, new feature and New Technology positively related to customer Perceived Value. Between those four product innovation element, new look and feel exterior has the most significant relation with costumer Perceived Value. From the result on the relationship, it can be found that product innovations are not directly influencing Purchase intention, but using Perceived Value as an intermediate construct