

Customer Involvement, Strategic Orientation, & Firm's Dynamic Capabilities In New Product Development Performance = Customer Involvement, Strategic Orientation, & Firm's Dynamic Capabilities In New Product Development Performance

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Abstrak

New product development menjadi pendorong pertumbuhan perusahaan, terutama pada startup berbasis teknologi di era digital saat ini. Namun, produk baru dari startup masih sering gagal karena faktor-faktor yang berkaitan dengan pasar dan konsumen. Berdasarkan faktor-faktor kegagalan tersebut, penelitian ini mengkaji variabel yang berpengaruh terhadap new product development performance di perusahaan startup berbasis teknologi. Penelitian ini merupakan penelitian kuantitatif dan pengumpulan data dilakukan dengan penyebaran kuesioner secara online. Didapatkan responden sejumlah 193 manajer yang merupakan pengambil keputusan terkait produk baru, dari 95 startup berbasis teknologi. Kemudian, melalui pengolahan data menggunakan metode PLS, didapatkan hasil penelitian yang menunjukkan adanya pengaruh positif dan signifikan antara dynamic marketing capability dan dynamic network capability terhadap NPD performance. Dynamic marketing capability dipengaruhi oleh customer involvement in information provision dan strategic orientation perusahaan, sementara dynamic network capability hanya dipengaruhi oleh strategic orientation perusahaan. Orientasi perusahaan yang mempengaruhi kapabilitas yaitu market orientation dan entrepreneurial orientation, dimana market orientation ditemukan memiliki pengaruh yang jauh lebih signifikan dibandingkan entrepreneurial orientation.

.....Company growth is driven by new product development, especially in technology-based startup in today's digital era. However, new product from startup often fail due to factors related to market and consumer. Based on the failure factors, this study examines variables which influence performance of new product development in technology-based startup. This research is a quantitative research and data collection was carried out by distributing online questionnaire. There were 193 managers as respondents who are decision makers regarding new products, who come from 95 technology-based startups. Then, through data processing using PLS method, the results obtained showed that there was a positive and significant effect between dynamic marketing capability and dynamic network capability on NPD performance. Dynamic marketing capability is influenced by customer involvement in information provision and the firm's strategic orientation, while dynamic network capability is only influenced by the firm's strategic orientation. The dimensions of strategic orientation which affect capabilities are market orientation and entrepreneurial orientation, in which market orientation is found to have a much more significant influence than entrepreneurial orientation.