

Peran Customer Knowledge Management sebagai Variabel Mediasi dalam Hubungan antara Innovative Work Behaviour dan Product Innovation Process pada Perusahaan Kosmetik Lokal (Studi pada PT Paragon Technology and Innovation) = The Role of Customer Knowledge Management as a Mediating Variable in the Relationship Between Innovative Work Behavior and Product Innovation Process in Local Cosmetic Companies (A Study on PT Paragon Technology and Innovation)

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Abstrak

Persaingan dalam industri kosmetik di Indonesia menjadi kian kompetitif, dengan tren dan preferensi konsumen yang terus berubah serta munculnya berbagai merek lokal dan internasional. Meski demikian, banyak konsumen tetap memilih produk kosmetik dari merek lokal, seperti Wardah milik PT Paragon. Dalam kondisi pasar yang kompetitif, inovasi produk menjadi kunci keberlanjutan perusahaan, yang memerlukan perilaku kerja inovatif (innovative work behavior) serta dukungan dari manajemen pengetahuan pelanggan (customer knowledge management). Penelitian ini bertujuan untuk menganalisis pengaruh innovative work behavior terhadap product innovation process dengan customer knowledge management sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 232 responden, dan didapatkan 159 data yang layak untuk dianalisis. Data dianalisis menggunakan metode SEM-PLS (Structural Equation Modelling-Partial Least Square) dan diolah dengan software IBM SPSS Statistics 25 dan SmartPLS 4.0.9.8. Hasil penelitian menunjukkan bahwa (1) innovative work behavior memiliki pengaruh positif dan signifikan terhadap customer knowledge management; (2) innovative work behavior memiliki pengaruh positif dan signifikan terhadap product innovation process; (3) customer knowledge management memiliki pengaruh positif dan signifikan terhadap product innovation process; serta (4) customer knowledge management mampu memediasi hubungan antara innovative work behavior dan product innovation process secara positif dan signifikan.

.....The competition in Indonesia's cosmetic industry has become increasingly competitive, driven by ever-changing consumer trends and preferences, as well as the emergence of various local and international brands. Despite this, many consumers continue to prefer local cosmetic brands, such as Wardah by PT Paragon. In such a competitive market, product innovation is essential for a company's sustainability, which requires innovative work behavior and the support of customer knowledge management. This study aims to analyze the influence of innovative work behavior on the product innovation process, with customer knowledge management as a mediating variable. A quantitative approach was employed by distributing questionnaires to 232 respondents, yielding 159 valid responses for analysis. The data were analyzed using the SEM-PLS (Structural Equation Modeling-Partial Least Square) method and processed with IBM SPSS Statistics 25 and SmartPLS 4.0.9.8 software. The results of the study indicate that (1) innovative work behavior has a positive and significant effect on customer knowledge management; (2) innovative work behavior has a positive and significant effect on the product innovation process; (3) customer knowledge management has a positive and significant effect on the product innovation process; and (4) customer

knowledge management successfully mediates the relationship between innovative work behavior and the product innovation process in a positive and significant manner.