

Analisis pengaruh kapabilitas pemasaran terhadap kinerja pengembangan produk baru: studi kasus divisi sepeda motor PT Suzuki Indomobil Motor = An analysis of influence of marketing capabilities on performance of new product development: case study motorcycle division of PT Suzuki Indomobil Motor / Annisa Mirrah Ariandini Tedja

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Abstrak

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Dynamic Capabilities Theory (DC) merupakan teori yang menjelaskan untuk mendapatkan keunggulan daya saing, perusahaan tidak hanya dengan memiliki sumber daya yang istimewa, melainkan harus disadari dengan kemampuan perusahaan dalam mengintegrasikan dan menggunakan sumber daya tersebut. Salah satu kemampuan dalam Dynamic Capabilities Theory adalah kemampuan pemasaran. Penelitian ini membahas pengaruh kemampuan pemasaran yang dilakukan pada divisi sepeda motor PT. Suzuki IndoMobil Motor yang terdiri dari kemampuan market sensing, kemampuan customer relationship management (CRM), dan kemampuan brand management terhadap kinerja pengembangan produk baru (NPD). Dengan bantuan analisis structural equation modeling (SEM) didapatkan hasil bahwa market sensing tidak memiliki hubungan langsung yang signifikan, sedangkan kemampuan CRM dan kemampuan brand management memiliki hubungan langsung yang signifikan, selain itu kemampuan market sensing juga memoderasi CRM dan brand management terhadap kinerja pengembangan produk baru dan didapatkan hasil signifikan, dan hubungan moderasi CRM terhadap hubungan brand management terhadap kinerja pengembangan produk baru dan didapatkan hasil signifikan. Dengan demikian, Suzuki diharapkan meningkatkan kemampuan pemasarannya agar dapat meningkatkan kinerja perusahaan dalam mengembangkan produk baru demi kelangsungan bisnis kedepannya.

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<b>ABSTRACT</b><br>

Dynamic Capabilities Theory (DC) is a development of resource based view (RBV) theory. Although having excellent human resource may help getting significant profit and competitive advantage, a company has to understand how to integrate and empower the resource well. One of capabilities based on Dynamic Capabilities Theory is marketing capabilities. This research aimed to determine marketing capabilities on motorcycle division at PT Suzuki Indomobil Motor. This research consists of market sensing capability, customer relationship management (CRM) capability and brand management capability on performance

of new product development. Analysis using structural equation modeling represent that market sensing has no significant and direct relationship to the performance of new product development, while CRM and brand management capability has significant and direct relationship to the performance of new product development, besides market sensing capability moderates relationship between CRM and brand management to performance of new product development with significant value, moderation of CRM to brand management relationship to performance of new product development has significant value. According to the result of study, Suzuki is expected to increase the company performance in developing new product by increasing marketing capabilities for future business continuity., Dynamic Capabilities Theory (DC) is a development of resource based view (RBV) theory. Although having excellent human resource may help getting significant profit and competitive advantage, a company has to understand how to integrate and empower the resource well. One of capabilities based on Dynamic Capabilities Theory is marketing capabilities. This research aimed to determine marketing capabilities on motorcycle division at PT Suzuki Indomobil Motor. This research consists of market sensing capability, customer relationship management (CRM) capability and brand management capability on performance of new product development. Analysis using structural equation modeling represent that market sensing has no significant and direct relationship to the performance of new product development, while CRM and brand management capability has significant and direct relationship to the performance of new product development, besides market sensing capability moderates relationship between CRM and brand management to performance of new product development with significant value, moderation of CRM to brand management relationship to performance of new product development has significant value. According to the result of study, Suzuki is expected to increase the company performance in developing new product by increasing marketing capabilities for future business continuity.]