

ABSTRAK

PENGARUH INOVASI PRODUK, TERHADAP KEUNGGULAN BERSAING DAN DAMPAKNYA TERHADAP KINERJA PERUSAHAAN KELOM GEULIS DI GOBRAS TASIKMALAYA (Survey Pada Tiga Perusahaan Kelom Geulis)

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Tujuan penelitian berikut ini adalah untuk mengetahui dan menganalisis inovasi produk kelom geulis pada perusahaan pengrajin kelom geulis di wilayah gobras, keunggulan bersaing produk kelom geulis pada perusahaan pengrajin kelom geulis di wilayah gobras, kinerja perusahaan pengrajin kelom geulis di wilayah gobras serta pengaruh inovasi produk terhadap keunggulan bersaing serta dampaknya terhadap kinerja perusahaan pengrajin kelom geulis di wilayah gobras Tasikmalaya.

Metode penelitian ini menggunakan metode deskriptif dan verifikatif. Teknik pengumpulan data menggunakan kuesioner, wawancara dan observasi. Data yang berupa hasil kuesioner dari responden karyawan perusahaan kelom geulis di wilayah Gobras Tasikmalaya. Teknik analisis data menggunakan *path analisis*.

Hasil penelitian diketahui bahwa secara simultan inovasi produk dan inovasi proses yang diterapkan tiga Perusahaan Kelom Geulis berpengaruh terhadap keunggulan bersaing pada perusahaan dan secara parsial inovasi produk berpengaruh signifikan terhadap keunggulan bersaing

Namun inovasi proses tidak berpengaruh signifikan terhadap keunggulan bersaing pada tiga perusahaan kelom geulis di wilayah Gobras Tasikmalaya, Sedangkan pengaruh secara simultan inovasi produk, inovasi proses dan keunggulan bersaing berpengaruh signifikan terhadap kinerja perusahaan.

Kata Kunci : Inovasi Produk, Inovasi Proses, Keunggulan Bersaing dan Kinerja Perusahaan

ABSTRACT

THE EFFECT OF PRODUCT INNOVATION TO COMPETITIVE ADVANTAGE AND IMPACT ON THE COMPANY'S PERFORMANCE KELOM GEULIS IN GOBRAS TASIKMALAYA

(Survey on The Three Companies Kelom Geulis)

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The following objectives this research to know and analyze the product innovation Kelomgeulis on the company of Kelomgeulis in Gobras, the advantages of competing products kelomgeulis on the company of craftsmen Kelomgeulis in the region Gobras, The company's performance of Kelomgeulis in Gobras area as well as the influence of product innovation to the competitive advantage and impact on the performance of craftsmen Kelomgeulis in Gobras Tasikmalaya area.

This method of study uses both descriptive and Vericular methods. Data collection techniques using questionnaires, interviews and observations. Data in the form of questionnaires from respondents of kelomgeulis company employees in Gobras Tasikmalaya area. Data analysis techniques use the analysis path. The results of the research are known that simultaneously the product innovation and process innovations implemented by three companies Kelom Geulis have an effect on the competitive advantage of the company and in a partial product innovation significant effect on Competitive advantage But process innovation has no significant effect on competing excellence on three companies Kelomgeulis in Gobras Tasikmalaya region, while the simultaneous influence between product innovation, process innovation and The competitive advantage of the company's performance is seen from the fcalculate.

So that can be interpreted product innovation, process innovation and competitive advantage simultaneously have a significant influence on the company's performance in the company Kelom Geulis in Gobras Tasikmalaya region.

The customer-oriented product innovations are more attractive, as well as the application and creation of products that can meet the standards of customer needs are maintained and upgraded in order to maintain the sustainability of the company and have a positive implications Performance of the company.

Keywords : Product Innovation, Process Innovation, Competitive Advantage and Company Performance