

**ANALISIS PENGARUH KOMPETENSI PENGETAHUAN PASAR
DAN RESEARCH & DEVELOPMENT (R&D) TERHADAP
PENENTUAN KEBIJAKAN *NEW PRODUCT DEVELOPMENT*
(Studi: PT. Triangle Motorindo, Semarang, Jawa Tengah)**

**AGUNG SESUKO
L2H 008 003**

ABSTRAK

Mobilitas masyarakat yang semakin meningkat tanpa diimbangi sarana transportasi massal yang memadai, membuat masyarakat memilih sarana transportasi pribadi seperti motor. Keadaan membuat para produsen motor di Indonesia berlomba-lomba mengembangkan motornya agar sesuai dengan keinginan konsumen. Selain itu, peraturan baru Bank Indonesia mengenai uang muka kredit motor menambah ketatnya persaingan industri motor di Indonesia. Salah satu cara agar dapat memenangkan persaingan adalah dengan mengembangkan produk baru. PT. Triangle Motorindo merupakan salah satu perusahaan motor yang merasakan dampak tersebut. Perusahaan yang didirikan tahun 2000 tersebut, berusaha meningkatkan kualitas motornya agar sesuai dengan keinginan konsumen. Dalam penelitian ini, peneliti memanfaatkan sumber-sumber yang ada baik dari dalam maupun luar perusahaan seperti tuntutan pelanggan, intensitas persaingan, persepsi pentingnya pengetahuan pasar, kompetensi pentingnya pasar, internal R&D, dan eksternal R&D diharapkan dapat mengembangkan produk baru yang unggul. Penelitian melibatkan 150 karyawan sebagai responden. Metode yang digunakan Structural Equation Modeling (SEM) dengan bantuan software AMOS 20.0. Hasil penelitian yang diperoleh adalah tuntutan pelanggan, dan intensitas persaingan berpengaruh positif terhadap kompetensi pengetahuan pasar, sedangkan persepsi pentingnya pengetahuan pasar tidak mempengaruhi pengembangan produk baru, kemudian kompetensi pentingnya pasar, internal R&D, dan eksternal R&D berpengaruh positif terhadap pengembangan produk baru.

Kata kunci: *Tuntutan Pelanggan, Intensitas Persaingan, Persepsi Pentingnya Pengetahuan Pasar, Kompetensi Pengetahuan Pasar, Internal R&D, Eksternal R&D, SEM.*

ABSTRACT

The increasing mobility of people without a balanced adequate mass transportation, making people chooses private transportation like motorcycle. Condition makes the motorcycle manufacturers in Indonesia are competing to develop their bike to fit the consumers desires. In addition, the new regulations from Bank Indonesia on motorcycle credit advances, add competition to the motorcycle industry in Indonesia. One way to win the competition is to develop new products. PT. Triangle Motorindo is one of the motor manufacturers that feel the impact. This company was founded in 2000, trying to improve the quality of the bike to fit the desires of consumers. In this research, the researchers utilized the resources that exist both inside and outside the company such as customer demands, competition intensity, perception of the importance of market knowledge, competency of markets knowledge, internal R & D, and external R & D expected to be able to develop new superior products. This study involved 150 employees' as respondents. The method used on this study is Structural Equation Modeling (SEM) with AMOS 20.0 statistical software. The research results obtained are that customers demands and the competition intensity has a positive influence on the market knowledge competency, while the perception of the importance of market knowledge does not affect new product development, and then the competency of markets knowledge, internal R&D, and external R&D have a positive influence on the development of new products.

Keywords: *Customer Demand, Competition Intensity, Perception of Importance of Market Knowledge, Competency of Market Knowledge, Internal R&D, and External R&D, SEM.*

