

**“PENINGKATAN *NEW PRODUK PERFORMANCE* MELALUI
COSTUMER KNOWLADGE DAN *KNOWLADGE MANAJEMEN* DENGAN
COSTUMER INVOLVEMENT SEBAGAI VARIABEL INTERVENING
UKM TENUN IKAT TROSO DI JEPARA”**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *Costumer Knowladge* terhadap *Costumer Involvement* usaha tenun ikat troso di Jepara. 2) pengaruh *Knowladge Manajemen* terhadap *Costumer Involvement* usaha tenun ikat troso di Jepara. 3) pengaruh *Costumer Knowladge* terhadap *New Produk Performance* usaha tenun ikat troso di Jepara. 4) pengaruh *Knowladge Manajemen* terhadap *New Produk Performance* usaha tenun ikat troso di Jepara. 5) pengaruh *Costumer Involvement* terhadap *New Produk Performance* usaha tenun ikat troso di Jepara. 6) peranan *Costumer Involvement* dalam hubungan *Costumer Knowladge* dengan *New Produk Performance* usaha tenun ikat troso di Jepara. 7) peranan *Costumer Involvement* dalam hubungan *Knowladge Manajemen* dengan *New Produk Performance* usaha tenun ikat troso di Jepara. Responden dalam penelitian ini adalah pelaku usaha tenun ikat troso di Jepara.

Metode penelitian yang digunakan adalah penelitian *explanatory research* dengan pendekatan kuantitatif karena menjelaskan hubungan antara variabel-variabel dengan menggunakan kuesioner sebagai alat dalam pengumpulan data untuk mengungkap data *costumer knowladge*, *knowladge manajemen* terhadap *New Product Performance* dengan *Costumer Involvement* sebagai media *intervening*. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan alat bantu software SPSS 16.

Kata kunci : *costumer knowladge*, *knowladge manajemen*, *New Product Performance* dengan *Costumer Involvement*.

“INCREASING *NEW PRODUCT PERFORMANCE* THROUGH *CUSTOMER KNOWLADGE* AND *KNOWLADGE MANAGEMENT* WITH *CUSTOMER*”

**INVOLVEMENT AS THE INTERVENING VARIABLE OF TROSO Ikat
Weaving SMEs IN JEPARA”**

ABSTRACT

This study aims to determine: 1) the effect of Customer Knowledge on Customer Involvement in the troso tie weaving business in Jepara. 2) the influence of Knowledge Management on Customer Involvement in the troso tie weaving business in Jepara. 3) the influence of Customer Knowledge on New Product Performance in the troso tie weaving business in Jepara. 4) the influence of Knowledge Management on New Product Performance in the troso tie weaving business in Jepara. 5) the influence of Customer Involvement on New Product Performance in the troso tie weaving business in Jepara. 6) the role of Customer Involvement in the relationship between Customer Knowledge and New Product Performance in the troso tie weaving business in Jepara. 7) the role of Customer Involvement in the relationship between Knowledge Management and New Product Performance of the troso tie weaving business in Jepara. Respondents in this study were troso weaving business actors in Jepara.

The research method used is explanatory research with a quantitative approach because it explains the relationship between variables using a questionnaire as a data collection tool to reveal customer knowledge, management knowledge on New Product Performance with Customer Involvement as an intervening medium. This is a multiple linear regression analysis using SPSS 16 software tools.

Keywords: customer knowledge, management knowledge, New Product Performance with Customer Involvement.