ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran *information sharing with supplier dan costumer terhadap kinerja produk melalui inovation*. Populasi dalam penelitian ini adalah Pelaku UKM Krupuk di kecamatan Juwana. Jumlah keseluruhan populasi adalah 45 UKM Krupuk. Metode pengambilan sampel mengunakan metode purposive sampling. Metode analis dalam penelitian ini yaitu menggunakan regresi analisis. Berdasrkan hasil analisis data dapat disimpulkan bahwa terdapat pengaruh positif signifikan *Information Sharing With Supplier* terhadap Inovasi Produk, pada variabel *Information Sharing With Supplier* berpengaruh positif signifikan terhadap Kinerja Produk, pada varibel *Information Sharing With Customer* berpengaruh positif signifikan terhadap Inovasi Produk, Pada variabel *Information Sharing With Customer* berpengaruh positif signifikan terhadap Kinerja Produk, sedangkan variabel Inovasi Produk berpengaruh positif signifikan terhadap Kinerja Produk.

Kata Kunci : Kinerja Produk, *Product Innovation*, *information sharing with supplier, information sharing with customer*

ABSTRACK

This study aims to analyze the role of information sharing with suppliers and customers on product performance through inovation.Populasi in this study is perpetrators of UKM Krupuk in Juwana district. The total population is 45 UKM Krupuk. Sampling method using purposive sampling method. The analyst method in this research is using regression analysis. Based on the results of data analysis can be concluded that there is a significant positive effect of Information Sharing With Supplier to Product Innovation, the variable Information Sharing With Supplier have a significant positive effect on Product Performance, the variables Information Sharing With Customer positively significant influence on Product Innovation, Customer has a significant positive effect on Product Performance, while Product Innovation variable has a significant positive effect on Product Performance.

Keywords: Product Performance, Product Inovation, *information sharing with supplier,information sharing with customer*