

PRODUCT LAUNCH PROFICIENCY TO THE NEW PRODUCT DEVELOPMENT IN SMEs BANYUMAS THROUGH THE COLLABORATOR BONDING POWER

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ABSTRACT

The importance of product launches on new product performance is very important for MSMEs because. Product innovation helps MSMEs adapt to changes in markets, technology and competition. Critical concepts regarding new product launch proficiency (Product Launch Proficiency) is important in achieving the performance of the company's new products, through the innovation process. There are inconsistencies in research results between the construct of new product launch proficiency (Product Launch Proficiency) with new product performance (New Product Performance). Human Resources

What MSMEs have, is still limited to helping in the production process, not yet in the area where it can be done provide more thought regarding new product launch strategies. One of the strategies in what MSMEs can offer in successful product performance is managing intra and network relationships intra-company has long been recognized as a means by which companies innovate, create value, and build competitive advantage or the strength of collaborative ties (Collaborator Bonding Power). The established network partners will strengthen the launch process new product.

This research uses Iariab Structural Equation Modeling analysis which is used for examine how big the relationship between variables is. The benefits of this research can be used as reference material, input material for the Banyumas Regional Government and knowledge for MSMEs especially the food, beverage, fashion and other industries in the District. Banyumas to improve new product launch skills in an effort to improve the performance of new products.

Keywords: Product Launch Proficiency, Collaborator Bonding Power, New Product

1. Introduction

MSMEs actually face an internal situation in the form of being left behind in productivity, efficiency and innovation. MSMEs must be able to create appropriate products with global market standards and can create new innovations so that MSME products can be marketed developing rapidly. Optimism for the revival of MSMEs and people's love for products MSMEs encourage small entrepreneurs to freely market their products. First steps for MSME actors are carrying out innovation, namely opening new product lines. MSMEs must be capable

creating products that comply with global market standards and can create new innovations so that MSME products can develop quickly and encourage MSME innovation innovative works.

SMEs developing new products can measure new product performance based on market share, results and success of new products from customers (Cheng and Yang, 2019). Wrong one new product efficiency skill is Product Launch Proficiency. New product launches are important to achieve a company's new product performance through innovation process. However, product launch is one of the most important stages of the innovation process, involving high costs and risks (Calantone, Di Benedetto, & Rubera, 2018; Y.-H. Li & Huang, 2012). On the other hand, the innovation process to support product performance in MSMEs cannot predicted due to the limitations of MSMEs. (Li, Zhang et al. 2022). The ability to budget for a launch is an indicator of internal expertise launching new products. Launch budgeting skills require functionality corporate budgeting to create, implement, and monitor tactics and strategies product launch. (Lanmobil, Hultink et al. 2004). However, SMEs still do not have a system systematic budgeting. Product launch knowledge requires collaboration and work larger teams to succeed in new product development (Homburg, Alavi et al.2017) and requires answers about the where, why, what and when of the implementation process.

The human resources owned by SMEs are still limited to collaboration in the production process rather than thinking about new product launch strategies. Introducing new products can brings significant benefits such as higher market share and more prices high, while delaying the introduction of new products can result in loss of market share or even more critical (Imawati 2013). Collaboration and teamwork with SMEs both internal and external is very important necessary, because the success of a new product is not only influenced by product quality, but also by market conditions, target customer choices, even manufacturing time, product launch.and market conditions.

2. Literature Review

2.1. new product launch skills (Product Launch Proficiency)

Product launch and performance Successful new products and services are critical to many organizations, because product innovation is critical to helping organizations adapt with changes in markets, technology and competition. However, the success rate of new products is in worldwide is low (Bogue and Delahunty, 1999), given the strong correlation between the

success of new products and the health of the company (Shepherd and Ahmed, 2000) are important to organizations to maximize the potential of their new products. product. Di Benedetto (1999) in exploration of key success factors in new product launches found that cost commercialization of successful new products is more than six times that of failed products, demonstrated the importance of launch budgeting for new product success and performance organization.

The importance of product launches and product superiority on new product performance (de Araujo, Jugend et al. 2021), given the strong correlation between new product success and corporate health (Shepherd and Ahmed, 2000). It is important for organizations to maximize the potential of their new products (Cooper, Edgett et al. 2001) this relationship has not explored to date in the context of SMEs. New product launch strategy, according to Hultink and Schoorsman (1995) are marketing managers' "critical decisions." "In the Hightech sector, being the first to launch a new product can provide significant benefits such as higher market share and higher prices, while delaying launch

2.2. Hypothesis Development

2.2.1. New product launch skills on new product performance

Previous research has shown that proficiency in development activities new products is a fundamental requirement for the performance of new products. As an example, Maidique and Zirger(1984) concluded that new product success is more likely when" growing organizations are adept at marketing and undertake a large number of resources to sell and promote products" (p. 201).

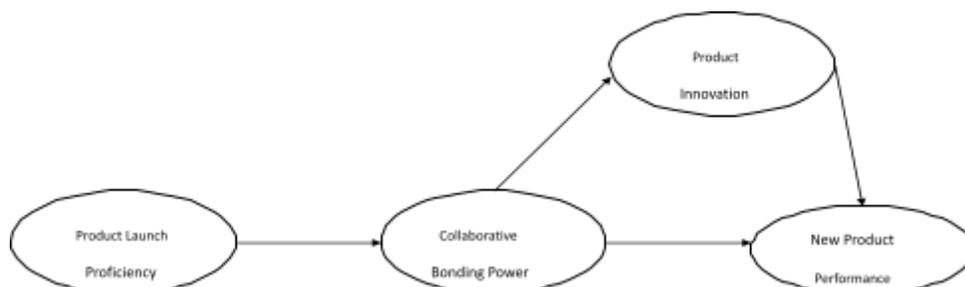
2.2.2. New product launch skills on the strength of collaborative bonds

There is a paradigm with a social exchange and social dependency theory approach. (Homans 1958) has explained that people will form relationships with other parties who can exchange valuable resources with each other. Will a relationship be sustainable all the time or not will really depend on the rewards or benefits of each party. With exchange theory, Homans (1958) attempted to link micro phenomena to macro level of analysis and shows how social structure emerges from interactions.

2.2.3. The strength of collaborative ties on Product Innovation and New Product Performance

Higher collaborative levels increase the frequency of direct interactions between the focal firm and its external actors, which can then greatly enhance the exchange inter-firm strategic resources (such as knowledge)(Ireland & Webb, 2007). As a result, companies that collaborate with external actors are in a better position to innovate because such arrangements increase their accessibility to resources strategies necessary to develop new products and processes.

Conceptual Framework



3. Research Methodology

The target of this research is small MSME business actors in the processed food industry, souvenirs, drinks, food and other things in the Banyumas Regency area. Research methods used in this research is a survey method on MSMEs in Banyumas Regency.

The data needed in the research is data from respondents research and data related to research variables. Data collection methods are through interviews, namely by conducting direct interviews with business actors, questionnaire, namely by creating and compiling a list of questions related to study. The data source is primary data, namely data obtained directly from business actors and secondary data, namely data obtained from related agencies and related literature with research. The research approach used is a quantitative approach.

4. Results

A two-stage structural equation modeling approach was used in this study (Anderson & Gerbing, 1988). This research uses the AMOS program and utilizes probability estimation maximum for conducting confirmatory factor analysis (CFA) for the measurement model. Analyze this carried out to assess the validity and reliability of the research construct. Next, the structural model used to investigate the proposed relationships between research constructs and for evaluate research hypotheses. The initial stage of research shows that the model shows results adequate in terms of goodness of fit (Anderson & Gerbing, 1988; Byrne, 2001; Hu & Bentler, 1999; Hulland et al., 1996). The suitability indices are as follows: $\chi^2 = 141.132$, $df = 69$, $\chi^2/df = 2.045$, non-norm conformity index (NFI) = 0.910, additional conformity index (IFI) = 0.952, index good fit (GFI) = 0.881, comparative fit index (CFI) = 0.951, and error of estimation root mean square (RMSEA) = 0.084. Meanwhile, to test the validity, a validity test is carried out convergent and discriminant. As stated by Fornell and Larcker (1981), validity Convergence is formed when the factor loadings of all measurement items exceed the threshold of 0.5. In this study, the average variance extracted (AVE) for each construct exceeded 0.5, and the reliability of each construct exceeds 0.6. The composite reliability (CR) of each construct exceeds the threshold 0.68, indicating a satisfactory level of internal consistency among the indicators related, while the Average Variance Extracted (AVE) value for each construct exceeds the threshold 0.506. Additionally, evidence of discriminant validity is demonstrated when the square root of the mean variance is extracted (AVE) exceeds the correlation coefficient between each component and other constructs (Fornell and Larcker (1981).

5. Discussion

- Product Launch Proficiency (PLP) affect to New Product Performance (NPP)

Initial research findings indicate a positive relationship between Product Launch Proficiency (PLP) and New Product Performance (NPP). These findings demonstrate the importance of acquiring expertise in product launch strategy, along with PLP expertise resulting in new product debuts which is more successful. The successful implementation of a product launch can significantly influence the trajectory of a product, determining its ultimate success or failure. SME businesses that own a higher level of expertise in the product launch process is more likely to yield results

- Product Launch Skills (PLP) influence the Strength of Collaborative Bonds

Based on our investigative findings, there is a positive and significant relationship between Product Launch Proficiency (PLP) and Collaborative Bonding Power in the context of SME business collaboration. These findings highlight the importance of PLP in

encouraging mutually beneficial partnerships between organization. When a company's PLP increases, this makes a major contribution to increasing the Strength of Collaborative Ties, thereby strengthening collaborative relationships with entities external parties such as suppliers, distributors and strategic allies.

- **Mediating the Role of Collaborative Ties Strength**

The results of our research show an interesting part of the complex relationship between Skills Product Launch (PLP). The Strength of Collaboration and Innovation Bonds Product stands out as an important factor that helps show how complex this relationship is. The Power of Collaborative Bonds, known for its ability to enhance partnerships with partners outside, is a key factor in how the PLP influences the NPP.

6. Conclusion

In conclusion, our research revealed several significant findings that may help small and medium enterprises (SMEs) in improving their new product performance (NPP). Initially, we found that mastering product launch strategy (PLP) is indispensable for NPP. Simply put, knowing how to launch a product effectively will increase your chance significant success. In addition, our study showed that PLP increased strengthening collaborative relationships (Collaborative Bonding Power) with external partners, such as suppliers and distributors. This is consistent with the idea of equality and mutual benefit plays an important role in business interactions. Additionally, it was found that Bond Strength. Collaboration plays an important role in driving product innovation. Strong partnerships with collaborators external sources not only inspire innovation within an organization, but also provide access to external resources that are critical to its success. In addition.

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