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INFLUENCE OF STRATEGIC PLANNING, EMPLOYEE CREATIVITY AND INNOVATION ON BUSINESS PERFORMANCE

BY

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Effect of Product Design on Business Performance of PT. Astra Honda Motor

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ABSTRACT

Product design is one of the keys to success to business performance. In the manufacture of product design should include planning, creativity and innovation. The purpose of this study is to analyze the factors that determine the business performance of PT. AstraHonda Motor. Showed that marketing creativity predicts better product innovation performance. In fact, innovation is the main symbol of entrepreneurship opportunities and solutions that require experimentation and creativity to invent new products and services or to improve the technical aspects of existing products. The target respondents are owners of Honda brand. The sampling technique used is non-probability sampling and the sampling method used is purposive sampling method. Research hypotheses what planning, creativity, and innovation has a positive influence on business performance. The analysis of quantitative methods focuses on how numerical ratings change. In this method, the researcher can ask questions to get data, data about the topic being studied, then the data is processed and research results are obtained. the research methodology and informs the researcher of the intention to conduct the study.

Keywords : *Business Performance, Development, Planning, Improve, and Brand.*



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CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

Planning in a business is the first step in building a business. Careful planning will help the business run. Especially in today's business environment where competition between business people has reached a global scale. To survive in the marketplace, we must know what issues are important in driving business performance, namely product design. In the manufacture of product design should include planning, creativity and innovation. In these 3 aspects are 3 basic in making the design of a product.

Product design is very important for business actors both MSMEs and corporations. Customers will be interested in buying the products offered when they see the design of the product. An eye-catching design will drive the sales performance of the company and will also have an impact on business performance.

Business performance is needed to develop MSMEs. Business performance is the accumulation of employee performance results. According to (Mangkunegara, 2001) employee performance (work performance) is the result of work in quality and quantity achieved by an employee in carrying out their duties in accordance with the responsibilities assigned to him. In this explanation, to obtain a good performance required human resources (human resources) with sufficient quality.

The marketing sector will be helped if the product design offered is attractive. One example that often occurs in automotive consumers, especially motorcycles. The first marketing done by motorcycle manufacturers is to show off the design of the motor they produce. This will be an incentive for consumers to see and study the motor. And a small example of SMEs that use packaging that requires the design of the products offered must be attractive and reflect the product

With good performance, the company experienced growth and development. Business performance includes various lines, starting from marketing performance, production, finance, and others. If the performance of the line quality will affect the performance of the company as a whole. A good MSME can develop slowly if it has quality performance.



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This can be seen from the growth in the number of products sold by the Honda motorcycle manufacturer in Indonesia which has been established since June 11, 1971. Honda's production motorcycles dominate the Indonesian market in 2021 based on data from AISI 2021

Data AISI 2021 :

Pabrikan	Terjual	Persentase
1. Honda	3.928.788 unit	77,68 %
2. Yamaha	1.063.866 unit	21,04 %
3. Kawasaki	43.540 unit	0,86 %
4. Suzuki	18.380 unit	0,36 %
5. TVS	2.942 unit	0,04 %
Total :	5.057.516 unit	100%

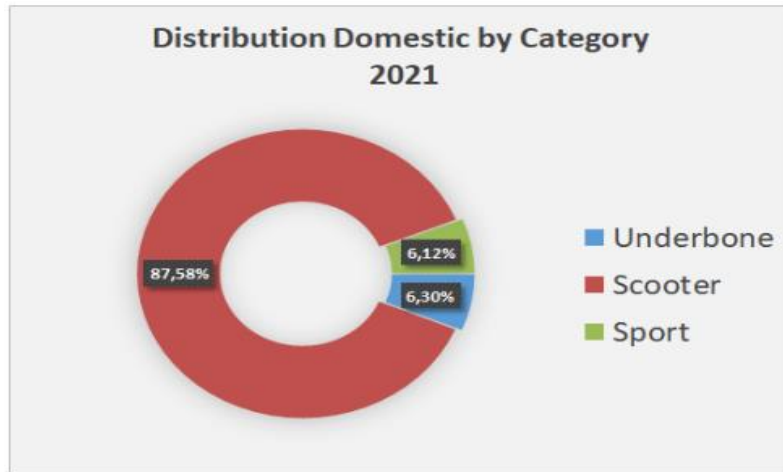
1.2. PROBLEM STATEMENT

Currently determining success of a company is strategic. Strategic planning can create based on creativity and innovation. Moreover, there have an obstacle must have a concept it. Because this is very important for the company and also communication as a determinant of success and failure which will have an impact on the company's business performance.

With the development of strategic, creativity and innovation, it will provide employee attraction to solve the problem in company. For example the Honda manufacturer itself offers various types of motorcycles including scooters, underbones and sports. The type of motorcycle that attracts many consumers is the scooter-type motorcycle which controls a market share of 87.61% followed by underbone of 6.70% and sport 5.58%.

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In the data taken from the official website of AISI, scooter models are in great demand by the people of Indonesia. This shows that a design is very important in the company's sales. Because it must include strategic planning, employee creativity and innovation that lasts for years. Because the design of the product is the face or identity of the company that has the value of originality that is not offered by competing companies where if the product design is acceptable and attracts the attention of the public, the company's business performance will increase.

1.3. RESEARCH OBJECTIVES

- RO1 : To Study the relationship between planning and business performance.
- RO2 : To Study the relationship between creativity and business performance.
- RO3 : To Study the relationship between innovation and business performance.

1.4. RESEARCH QUESTION

- RQ1 : Does strategic planning influence business performance?
- RQ2 : Does employee creativity influence business performance?
- RQ3 : Does innovation influence business performance?



1.5. DEFINITION OF KEY TERMS

CONSTRUCT	THE OPERATIONAL DEFINITION OF CONSTRUCT
Business Performance	Business performance is needed to develop MSMEs. Business performance is the accumulation of employee performance results. According to Mangkunegara (Mangkunegara, 2001) employee performance (work performance) is the result of work in quality and quantity achieved by an employee in carrying out their duties in accordance with the responsibilities assigned to him. In this explanation, to obtain a good performance required human resources (human resources) with sufficient quality.
Strategic Planning	Quoting from Rehman et al. (2019a), planning is a very important role in management where planning is divided into 2 types, namely short-term and long-term. On the one hand, short-term or action planning is a type of planning that focuses on short-term targets, and it is also called tactical focus planning (Malmi and Brown, 2008). On the other hand, long-term planning mainly focuses on strategic goals, and it is also known as strategic planning (Malmi and Brown, 2008).
Employee Creativity	Creativity refers to the inventive ability to create solutions to problems and challenges in uncertain situations (Dess and Lumpkin, 2005).
Innovation	Innovativeness is described as an organization's efforts to discover novel opportunities and solutions which involve experimentation and creativity. Subsequently, it creates new products and services and improves their technical aspects (Dess and Lumpkin, 2005).

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1.6. SIGNIFICANT OF STUDY

The significance of the study is manifold. First, the present study provides insights and valuable knowledge to academicians and practitioners such as marketers or/and managers of Honda Indonesia as the study would offer significant implication to help them in formulation of brands positioning strategy. Second, the present study provides contributions in theoretical assessment and utilisation of RBV theory. Third, the study will provide an empirical contributions. Lastly, the present study offers suggestions for future research to academicians and practitioner.



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CHAPTER 5

Discussion and Conclusion

5.1. Introduction

The researcher discusses and concludes the results of the research in this section, as well as provides a summary and interpretation of all the data produced, implications of the study, limitations and recommendations for future studies due to deficiencies in studies that do not match predictions. Researchers also evaluate the results of research collected to see whether this research is still relevant or not, because it determines the success of this research. The next researcher concludes all the results of the research so that there are no misunderstandings in reading this research.

5.2. Summarization and interpretation

The relationship between the independent variable and the dependent variable in this study gave results beyond the research predictions. which is where Business performance is needed to develop MSMEs. Business performance is the accumulation of employee performance results. According to Mangkunegara (Mangkunegara, 2001) employee performance (work performance) is the result of work in quality and quantity achieved by an employee in carrying out their duties in accordance with the responsibilities related to strategic planning Quoting from Rehman et al. (2019a), planning is a very important role in management where planning is divided into 2 types, namely short-term and long-term (Malmi and Brown, 2008). Which influences the tactical and corporate objectives.

H1 : Strategic planning has a positive influence on business performance

Then to make good strategic planning there must be a role for employees by mixing the creativity of fellow employees to achieve company goals. Because Creativity refers to the inventive ability to create solutions to problems and challenges in uncertain situations (Dess and Lumpkin, 2005). This explains the need for appropriate steps in solving company problems.



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H2 : Employee creativity has a positive influence on business performance

But innovation has no effect on business performance because of the results that have been obtained. It is possible that these variables are not related to each other because the employees in the company are satisfied with old ideas so there is no evaluation and the company does not support innovation so that innovation cannot be conveyed. Though Innovativeness is described as an organization's efforts to discover novel opportunities and solutions which involve experimentation and creativity. Subsequently, it creates new products and services and improves their technical aspects (Dess and Lumpkin, 2005).

H3 : Innovation has not a positive influence on business performance

5.3. Implication of study

This research provides a new view of the author because of the unrelatedness beyond predictions. However, this will form the basis of data that can be used as material for study by companies and employees. Because the influence of the role of employees is very important in improving company performance. Starting from strategic planning, employee creativity and innovation. Then the results of this study also provide criticism to companies and employees for not being too satisfied with old ideas so they don't evaluate themselves and the importance of company support in accommodating new ideas for the advancement of employees. Because of the possibility of things that are beyond the predictions of the author, it is caused by being complacent because of the results and the lack of communication between company officials and employees which results in no evaluation. Thus hindering the company's business performance to be stable and continue to increase.

5.4. Limitation and recommendation for future studies

The limitations in this study occurred in the research mechanism, time and scope of this research target. This is because research must look for people who are already working to fit the research title. because of that the data collection time became quite long because the writer had to make a rather difficult collection



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strategy. and finally the data has been obtained and directly processed by the author to be tested immediately.

Furthermore, the authors can provide recommendations from the results of this study to companies, employees, and researchers in the future.

a. For companies

As an institution that accommodates ideas and aspirations of employees. So there needs to be a company commitment in evaluating old ideas to keep up with the times and maintain company communication with employees. Because this will affect the future of the company to develop for the better.

b. For employees

By carrying out company operations, employees must provide bright ideas for the company. Not only new ideas, but employees must evaluate old ideas to find out where the problem lies in order to correct mistakes that occurred in the past and not hesitate to take the initiative to provide innovation to the company in order to create a good work environment.

c. For future researchers

For future researchers, when conducting a study, they must think about the topics to be discussed, then create a well-thought-out collection mechanism and strategy so that they have sufficient time to evaluate the research in the research writing process and are right on target in data collection.

5.5. Conclusion

The influence of strategic planning, employee creativity and innovation greatly influences the company's business performance because it determines the company's future. As a result, in this study it can be seen that there are three variables that can help business performance.



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In this study I got 363 respondents, with a majority of women 58.7% compared to men 41.3%. The frequency of the majority age is 21-25 years of 70.5%, followed by 26-30 years of 24.8% then 17-20 years of 3.3% and only 1.4% aged >30 years. Among them, 67.8% have a bachelor's degree, followed by a diploma of 25.9%, then primary/secondary 3.9% and 2.5% master. then the income of the majority of respondents at Rp. 4,000,001 - Rp. 6,000,000 of 71.1% followed by Rp. 2,000,001 - Rp. 4,000,000 then < Rp. 1,000,000 - Rp. 2,000,000 and > Rp. 6,000,001 of 5.5%.

This study shows that the three attributes, namely planning strategy, have a significant correlation analysis effect of 0.526 (52.6%) and regression analysis of 0.000 then employee creativity has a significant correlation effect of 0.545 (54.5%) with a significant regression analysis of 0.000 results and the Finally, innovation has a correlation effect of 0.012 (1.2%) with a regression analysis of 0.337 (33.7%) on business performance. by producing an R Square value of 0.371 (37.1%)

The data above shows that the planning strategy and Employee creativity have a positive impact on performance by 37.1%. but innovation does not have a positive impact on business performance. The purpose of this value is an internal factor in the evaluation of ideas that have long been an obstacle and have no effect on business performance in a company.



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