

The Influence of Product Innovation on the Purchasing Interest of Handmade Fashion

Nurul Hidayati^{1*}, Agus Sunandar², Nurul Aini³

^{1,2,3}Universitas Negeri Malang

*Corresponding author E-mail: nurul.hidayati.ft@um.ac.id

ABSTRACT

Product innovation is one of the key factors of one company's success. Developing product by creating innovation on a product serves as a company's attempt to develop its business. Product innovation acts a differentiation from other competitors' product. It may attract the customers' interest in purchasing the product. Almira Handmade is the only handmade items manufacturer in Malang East Java that consistently focusing on handmade embroidery fashion and making novel innovations on every product they created. This research intended to identify the influence of innovation on the purchasing interest in Almira Handmade Malang. This research applied quantitative research design. The sample were collected using saturation sampling technique on 60 customers through questionnaire and observation. The data were analyzes using simple linier regression. T-test, and determination coefficient analysis. From the simple regression linier, the equation acquired was $Y' = 4,207 + 0.735X$. The analysis result through T-test was $t_{calculate} \geq t_{table}$, precisely $9.419 \geq 2.00172$ with the Adjusted R Square about 0.598. It appeared that the influence of product innovation on the purchasing interest was about 59.8%, while the remaining 40.2% was affected by other factors out of this study. Thus, it can be concluded that the variable of product innovation positively and significantly influence the purchasing interest. Based on this findings, it is expected that Almira Handmade Malang would constantly develop the product innovation that has been created in order to increase the customers' purchasing interest in re-purchasing the product in the store.

Keywords: *product innovation, purchasing interest on hand embroidery fashion items*

I. INTRODUCTION

Currently, many industries emerging in Indonesia, either small or big scale of industries. Such development increase the interdependencies and strengthen the competition among the industries. In order to maintain its existence, every company needs to determine a correct marketing management strategy to cope with the competition.

One of the attempts that can be implemented to maintain and develop one's business is by developing a product and make an innovation out of it. Product innovation is the process to create an entirely new product or improving the quality of an existing product (Dhewanto et Al, 2015:105).

Product innovation that has been made would act as the differentiation from the competitors' products. Besides, the company may also satisfy the customer's expectation that continuously evolve as well as fulfilling the market's demand. When customers find that their need on the product is well provided, it would affect their behavior on the product.

Customers' behavior is an essential factor to a company's success since it serves as the manufacturer's basis on creating a product. Customers' need and demand fulfillment would grow the customers' purchasing interest.

This would benefit the company in developing the business and attracting more customers.

One of the most popular business nowadays is fashion industries, where many different level of society compete to open the business. Start from college student, housewives, or even employees of a company make it as a side job to gain additional income or to help in empowering the surrounding society.

Almira Handmade is one of the SMEs in Malang city that run a handmade fashion industry. It manufactures embroidery and knit product that is located in Perumahan Pondok Alam Sigura-gura Blok C No 16, Dionoyo, kec. Lowokwaru, Kota Malang, Jawa Timur 65149. The main product of Almira Handmade is hand embroidery crafts. But now has started to expand its business to embroidery and knit innovation products. The products manufactured in Almira Handmade are moslem attire, sandals, brooch, and head scarf. These products have various design on the embroidery pattern. These patterns varied from hand embroidery pattern, knit, up until hand embroidery and machine embroidery. The workers in Almira Handmade were housewives domiciled in Pasuruan and Malang who have the skill in embroidery, the result from their embroidery then leveled up by Almira Handmade to increase its value.

The existence of handmade fashion industries is needed by those embroider as the popularity of embroidery crafts has been decreasing lately due to the emerging of computer embroidery businesses. Therefore, innovation is essential to attract the customers while keeping up with the fashion trend.

According to the discussions above, in order to prove and identify the influence of product innovation on purchasing interest, Almira Handmade is selected as the object of this research.

II. METHODOLOGY

This study implemented qualitative research design. According to Sugiyono (2011: 8) Quantitative research can be interpreted as a research method used to test the hypothesis set. It aimed at identifying the relationship between product innovation and purchasing interest. This study was located in Almira Handmade as one of the SMEs in Malang City that run handmade fashion industry, particularly embroidery and knitted product.

According to Arikunto (2010: 173) the population is the whole subject of research. The population in this research are 60 people in total. The amount of the population was

determined from the result of interviews with the owner and marketing staff of Almira Handmade. Meanwhile according to Arikunto (2010: 174) the sample is part of the population studied. The sample used were saturation sample, that is the total of all population selected as the sample.

The data acquired throughout this research were primary and secondary data. The primary data was gained from questionnaire that was administered to the customers of Almira Handmade in July 2019. While the secondary data were taken from books and internet resources regarding to this research.

This research implemented two data collection techniques, those were observation and questionnaire. Observation was conducted by doing a direct observation on the customers of Almira Handmade who were filling out the questionnaire distributed to them. The questionnaire was distributed to the customers in March 2019.

There were two variables in this study, product innovation as the independent variable (X) and purchasing interest as the dependent variable (Y). Below in the table 1 is the operational definition on the variables in this research.

Table 1. Operational Definition

Variable	Indicator	Item
Product Innovation by Kotler & Armstrong (2010) in Dhewanto at All (2015)	1. Product Quality	Product Durability
		Reliability
		Precision
	2. Product Feature	Uniqueness
		Specialty
		Differentiation
	3. Product Design	Performance
		Function
	Purchasing Interest by Irwan (2005) in Priansa (2017)	1. Emotional Feeling
Satisfied		
2. Problem Acknowledgement		Demand
		Need
3. Pengumpulan Emosi		Individual Perception
		Physical Display
		Customer's Perception
4. Evaluation		Purchase
		Not Purchase

Source: Processed Data, 2019

The measurement used in this research is likert scale. By using the likert scale, the variable that would be measured were classified into several indicators. The indicators acted

as the key points to arrange the items of instrument in the forms of statements or questions. As seen in table 2 is the score from the quantitative data processing.

Table 2. Score of Quantitative Data Processing

Answer	Code	Score
Really Disagree	RD	1
Disagree	D	2
Not Really Agree	NRA	3
Agree	A	4
Really Agree	RA	5

Source: Processed Data, 2019

The data analysis technique used was statistic data analysis that was further categorized into two types of statistic, descriptive statistic and inferential statistic.

Validity test in this study was carried out on the questionnaire sampling that was distributed to 60 respondents. The results were calculated to see the correlation with the significance rate of $\alpha = 0.1$ using IBM SPSS Statistics 25.

The reliability test in this research was done with the help of software IBM SPSS Statistics 25 and if the coefficient gained was > 0.60 , so the instrument was considered reliable.

Simple linier regression test was used to analyze the result of questionnaire distribution by using software IBM SPSS Statistic 25 for windows.

In this research, the test result in determination coefficient (R square) is used to figure out the influence of innovation variable on purchasing interest. The tests here included the questionnaire result in regards to the product innovation variable and purchasing interest that had been filled out by the respondents and calculated with software IBM SPSS Statistic 25.

The hypothesis used in this research were as follows:

Ho: It is hypothesized that there is no significant influence between product innovation (X) and Purchasing Interest (Y) in Almirah Handmade Malang.

Ha: It is hypothesized that there is significant influence between product innovation (X) and Purchasing Interest (Y) in Almirah Handmade Malang.

Table 3. Respondents Data Based on the Sex

Sex	Total of Respondents (Persons)	Percentage (%)
Female	60	100
Male	0	0
Total	60	100

Source: Processed Data, 2019

Based on the data as seen in table 3, the percentage of customers who purchase the items in Almira Handmade is 100% female and 0% male. It shows that the customers of Almira Handmade are female since the product manufactured in Almira Handmade is targeted for female customers.

In this research, the hypothesis test that was carried out through t-Test were as follows:

T-test was done by comparing the value between t calculate and t table:

- If $t_{\text{calculate}} \geq t_{\text{table}}$, it means that H_0 is rejected and H_a is accepted. In other words, there is a significant influence between dependent and independent variables.
- If $t_{\text{calculate}} \leq t_{\text{table}}$, then H_0 is accepted and H_a is rejected. In other words, there is no significant influence between the dependent and independent variable.

III. FINDINGS

The followings are the findings of the study that has been conducted in Almira Handmade:

1. Data Collection Result

Based on the research findings, it was identified from the questionnaire distributed in March, April, and May 2019 that the 60 respondents consisted of Almira Handmade customer that encounter Almira Handmade through the boutique, exhibition stand, and the social media of Almira Handmade. The data acquired from the questionnaire ranged from their sex, age, occupation, and how they know Almira Handmade.

a. Characteristics of Respondents based on Sex

The characteristic of respondents in regards to their sex categorized into two, male and female. Below is the respondents data based on the sex:

b. Characteristic of respondents based on Age

The characteristic of respondents' age varied from various age range. Below is the respondents' data based on their age.

Table 4. Respondents Data Based on the Age

Age Range	Total of Respondents (Persons)	Percentage (%)
17-26	9	15
27-36	30	50
37-46	18	30
47-56	3	5
Total	60	100

Source: Processed Data, 2019

Based on the data presented in table 4 showed that the majority of percentage of customer in Almira Handmade are those in 27-36 age range with the percentage of 50%. This is because the product manufactured by Almira Handmade is designed in accordance to the latest trend with many combination of pattern, color, and design that is favored by costumers in 27-36 age range.

c. Characteristic of Respondents based on the Occupation

The characteristics of occupation of the respondents for this research consist of various occupation, here are the data of respondents based on the occupation:

Table 5. Respondents Data based on Occupation

Occupation	Total respondents	Percentage (%)
Lecturer	10	16,6
Housewife	21	35
Teacher	9	15
Students	6	10
Entrepreneur	9	15
Others	5	8,3
Total	60	100

Source: Processed Data, 2019

Based on the data gained from Table 5, it indicates that the biggest percentage in the transaction in Almira Handmade is the housewife and lecturer. With the percentage of 35%, this shows that most of the consumers of Almira Handmade is housewife. It is due to the product made by Almira Handmade is the product that is designed to follow the trend with the syar'i design and various combination of motive, color and design that is favorable for the housewife.

d. Characteristics of Respondents based on the Knowledge about Almira Handmade

The characteristics of respondents in knowing the Almira Handmade in this research is categorized into three groups, that is to find out about the Almira Handmade through the Almira Boutique, stand in exhibition and social media. The following is the data of respondents based on the knowledge regarding Almira Handmade.

Table 6. Respondent Data based on the Knowledge about Almira Handmade

Knowledge about Almira Handmade	Total Respondents	Percentage (%)
Almira Handmade Boutique	29	48,3
Exhibition Stand	18	30
Social Media	13	21,7
Total	60	100

Source: Processed Data, 2019

Based on the data gained from table 6, it shows that the biggest percentage of the consumers who know about the Almira Handmade through the boutique, this shows that most consumers of Almira Handmade know the product from the boutique of Almira Handmade which is located in

Perumahan Pondok Alam Sigura-gura Blok C No. 16, Dinoyo, Lowokwaru sub-district, Malang City, East Java, 65149

IV. Data Analysis

a. Descriptive Statistics Analysis

Descriptive Statistics Analysis in this research aimed to analyze the data by describing the data gained as it is.

1) Frequency Distribution of the Product Innovation Variable

The variation of product innovation has 8 items of question that is given to the respondents to be answered. The answers of the respondents can be observed on the following table:

Table 7. Frequency Distribution of Product Innovation Variable (X)

Indicator	Item	Answer of Respondents										Mean
		STS		TS		KS		S		SS		
		F	%	F	%	F	%	F	%	F	%	
Product Quality	X1.1			2	3,3	1	1,7	36	60	21	35	4,27
	X1.2			1	1,7	3	5	35	58,3	21	35	4,27
	X1.3					1	1,7	35	58,3	24	40	4,38
Product Features	X2.1					5	8,3	33	55	22	36,7	4,28
	X2.2			1	1,7	8	13,3	33	55	18	30	4,13
	X2.3					7	11,7	30	50	23	38,3	4,27
Product Design	X3.1			2	3,3	5	8,3	38	63,3	15	25	4,1
	X3.2					1	1,7	36	60	23	38,3	4,37

Source: Primary Data, processed, (2019)

Question items :

- a. X1.1 The materials of Almira Handmade product is long lasting
- b. X1.2 The materials of Almira Handmade is durable
- c. X1.3 The product of Almira Handmade has the precise details
- d. X2.1 The knitting, embroidery and crochet on the product of Almira Handmade product has the unique motive
- e. X2.2 The knitting, embroidery and crochet on the product of Almira has a special motive
- f. X2.3 The knitting, embroidery and crochet on the product of Almira has a distinctive motive
- g. X3.1 The look of Almira Handmade product is attractive
- h. X3.2 The product innovation that is created by Almira Handmade is according to its function

Based on the data above, it can be concluded that the responses of the respondents towards the indicator of the durability, reliability, preciseness, uniqueness, specialty, look and function have the highest average score of 4.38 on the on the item X1.3. Meanwhile the lowest average score is 4.10 on the item of X3.1. This indicated that the Almira Handmade pay attention to the product quality by keeping the preciseness of motive detail on the product of Almira Handmade. By paying attention to it, it will give comfort and satisfaction to the consumers when using the product of Almira Handmade. Besides, the look of the product that is attractive is also important and can be improved further because the look that is attractive from every product will add the selling value from every product made and will attract the the interest of the consumers to buy the product

of Almira Handmade. If the consumers have been attracted to the product made by Almira Handmade, it is possible that the consumers that have been attracted will do the purchase in Almira Handmade store. By using the activity, it will become one way to improve the profit for Almira Handmade.

2) Frequency Distribution of Purchasing Interest Variable

The variable of purchasing interest has 8 items of question that are given to the respondents to be answered. The answers of the respondents can be seen in the following table:

Table 8. Frequency Distribution of Purchasing Interest Variable (Y)

Indicator	Item	Answer of Respondents										Mean
		STS		TS		KS		S		SS		
		F	%	F	%	F	%	F	%	F	%	
Emotion Feeling	Y1.1					3	5	30	50	27	45	4,40
	Y1.2					5	8,3	32	53,3	23	38,3	4,30
Problem Recognition	Y2.1			1	1,7	5	8,3	34	56,7	20	33,3	4,22
	Y2.2			1	1,7	6	10	36	60	17	28,3	4,15
Collection of Information	Y3.1					1	1,7	33	55	26	43,3	4,42
	Y3.2			8	13,3	12	20	30	50	10	16,7	3,70

Indicator	Item	Answer of Respondents										Mean
		STS		TS		KS		S		SS		
		F	%	F	%	F	%	F	%	F	%	
Evaluation	Y4.1			2	3,3	11	18,3	29	48,3	18	30	4,05
	Y4.2	2	3,3	14	23,3	25	41,7	15	25	4	6,7	3,08

Source: Primary Data, Processed, (2019)

Question Item :

- a. Y1.1 I am happy to see the product of Almira Handmade
- b. Y1.2 I am satisfied to the see the Almira Handmade products
- c. Y2.1 I am interested to the Almira Handmade products because of my willingness
- d. Y2.2 The products of Almira Handmade is according to my needs
- e. Y3.1 The product of Almira Handmade is good
- f. Y3.2 I am interested in the products of Almira Handmade because of the recommendation of other consumers
- g. Y4.1 I decided to buy the products of Almira Handmade
- h. Y4.2 I decided to buy other products

Based on the data above, it can be concluded that the responses of the respondents towards the indicator of happy, satisfied, willingness, needs, individualistic perception, consumers perception and buying have the highest average score of 4.42 on the item of Y3.1. Meanwhile, the lowest average score is 3.70 on the item Y3.2. This indicated that the interest of purchasing of Almira Handmade is mostly influenced by the factor of individual perception. The shaping of individual perception that is done well and properly will attract the interest of the consumers to purchase the Almira Handmade products. The individual perception will influence the purchase of the consumers because the consumers will search or collect information as many as possible about the desired products. There are two sources of information that is used by the consumers, those are individual perception from the physical look and the external information such as the perception of other consumers. Besides, the other consumers' perception is also needed to be paid attention to because when the consumers are satisfied, the consumers

will gladly recommend by giving positive suggestion to the consumers, so that it can grow the interest and increase the number of selling upon the products of Almira Handmade.

b. Validity and Reliability Test

1) Validity Test

According to Sutrisno Hadi in Supriyanto (2013: 48), in testing whether an instrument is valid to be used, in this case the questionnaires Pearson correlation is used. The method of analysis by calculating the coefficient of correlation between each score to the number of question with the total score or the average score and the number of question. The next is the coefficient correlation that is gained from rcount must be tested upon its significance. This can be done by using the t test or comparing the r table. If the tcount > from the t table or rcount > r table, then the number of question is valid. Here are the result of validity test of product innovation variable:

Table 9. The Result of Validity Test of the Variable of Product Innovation

No.	Item	Correlation Coefficient	Score of r Table ($\alpha=0,05$)	Note
1.	X1.1	0,760	0,2542	Valid
2.	X1.2	0,820	0,2542	Valid
3.	X1.3	0,704	0,2542	Valid
4.	X2.1	0,840	0,2542	Valid
5.	X2.2	0,811	0,2542	Valid
6.	X2.3	0,712	0,2542	Valid
7.	X3.1	0,648	0,2542	Valid
8.	X3.2	0,693	0,2542	Valid

Source: Primary Data, processed, (2019)

Table 10. The Result of Validity of the Variable of Purchasing Interest

No.	Item	Coefficient of Correlation	Score of r Table ($\alpha=0,05$)	Note
1.	Y1.1	0,773	0,2542	Valid
2.	Y1.2	0,841	0,2542	Valid
3.	Y2.1	0,714	0,2542	Valid
4.	Y2.2	0,738	0,2542	Valid
5.	Y3.1	0,738	0,2542	Valid

No.	Item	Coefficient of Correlation	Score of r Table ($\alpha=0,05$)	Note
6.	Y3.2	0,487	0,2542	Valid
7.	Y4.1	0,814	0,2542	Valid
8.	Y4.2	0,153	0,2542	Tidak Valid

Source: Primary Data, processed, (2019)

Based on Table 9, it can be gained that the entire items that are used as the measuring tool to test of all items from variable of product innovation X1 have Pearson correlation that is bigger from r table (≥ 0.2542) with the significant tariff of 5% (0.05). Hence, it can be concluded if the $r_{count} > r_{table}$ and the positive score, then the question can be considered valid.

Meanwhile, on the table 10, it can be gained that there are 7 items that are used as the measuring item in testing the variable items of Purchasing Interest has the Pearson correlation that is bigger from the r table (≥ 0.2144) with the significant tariff of 5% (0.05), and there 1 item that is used as the measuring tool of Purchasing Interest that has the Pearson correlation lower from r table (≥ 0.2542) with the significant tariff of 5% (0.05).

Hence, it can be concluded that if the $r_{count} > r_{table}$ and the positive score, then the question can be considered valid and if the $r_{count} < r_{table}$ then the question can be considered invalid. From the table above, it can be concluded on the variable of Product innovation, all the items are considered valid while the variable of Purchasing Interest has 7 valid items and one invalid item. Therefore, that item is omitted and is not used for this research.

2) Reliability Test

The reliability testing on this research uses the Alpha Cronbach technique, that is if the alpha coefficient ≥ 0.60 , it can be considered that the instrument of questionnaire that used is reliable.

Table 11. Result of Reliability Test

Variable	Alpha Cronbach	Note
Product Innovation (X)	0,886	Reliable
Purchasing Interest (Y)	0,761	Reliable

Source: Primary Data, processed, (2019)

Based on the table above, it can be gained that several items of questions from the variable of product innovation and the purchasing interest have the Alpha coefficient of more than or equal to 0.06. With that, it indicates that the question item have the consistent data in the context of that if the question is proposed for the second time, then it will gain

the relatively similar and consistent answer from time to time.

c. Simple Regression Test

The analysis of simple linear regression is used to analyze the result for the questionnaire distribution, here are the following result:

Table 12. Result of Simple Regression Test

Variable	Coefficient of Regression		Beta	T	Sig(p)	KET
	B	Std. Error				
Constanta	4,207	2,673		1,574	0,121	
Product Innovation (X)	0,735	0,078	0,778	9,419	0,000	Significant

Source: Primary Data, processed, (2019)

Based on the result of data processing mentioned above on Table 12, it can be gained the equation of simple linear regression as follow:

$$Y = a + bX$$

$$Y = 4,207 + 0,735X$$

Note :

- Y : Score of Product Innovation
- a : Constanta or product innovation X=0
- b : Coefficient of regression
- X : Score of purchasing interest

Based on the equation of simple linear regression above, it can be explained as follow:

1. Constanta (a) = 4,207 means if the variable of product innovation (X) is ignored or assumed to be zero, then the variable of purchasing interest (Y) will have the Constanta score of 4.207
2. The coefficient of regression (b) of the variable of product innovation is 0.735 indicated that the score of

contribution of the variable of product innovation (X) towards the purchasing interest. If the variable of product innovation (X) is going up for one unit, then the variable of purchasing interest (Y) will be raised for 0.735.

d. Analysis of Determination Coefficient

Table 13. Result of Coefficient Test of Determination

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,778 ^a	0,605	0,598	2,24391

Source: Primary Data, processed, (2019)

e. Hypothesis Test

Hypothesis that will be used in this research is as follow:

Ho: It is assumed that there is no significant influence between the Product Innovation (X) towards the Purchasing Interest (Y) in Almira Handmade Malang

Ha: It is assumed that there is a significant influence between the variable of Product Innovation (X) towards the Purchasing Interest (Y) in Almira Handmade Malang .

f. Uji t

Here are the result of t test by using the software if IBM SPSS Statistics 25:

Table 14. Result of t Test

Indicator	T_{count}	T_{table}	Sig	A	Note
Product Innovation (X)	9,419	2,00172	0,000	0,05	It influences positively and significantly

Source: Primary Data, processed, (2019)

Based on the table above, it can be gained that the variable of product innovation towards the purchasing interest indicated that the t test score of 9.419 > t table that is 2.00172. With that, it can be concluded that the hypothesis that mentioned the product innovation influenced positively and significantly towards the purchasing interest is "accepted".

V. DISCUSSION

Based on the result of the research, it is gained that the variable of innovation product has influence towards the purchasing interest. That is supported by the calculation of partial t test with the result that the tcount 9.419 > ttable of 2.00172 and the significance level (p.0.005) is 0.000.

The result of this research is also indicated by the contribution of indicators from the variable of product innovation in influencing the purchasing interest that has the highest mean is the indicator of product quality with the item (X1.3) that mentioned that the product of Almira Handmade has the precise detail. This shows that Almira Handmade pay attention to the product quality by keeping its preciseness from the motive detail on the product of

Almira Handmade. By paying attention to that, it will give comfort and satisfaction to the consumers when they wear and when choosing the product of Almira Handmade.

The innovation activity of this product is one of the thing that can be done by the company in winning the heart of the consumers because by doing the routine innovation by following the recent trend and adjusting it with the need of consumers that are interested and plenty of them will be interested in buying the product. That is the good thing to help increasing the profit of the company. In addition, in making an innovation, it is suggested that an entrepreneur is able to deeply identify the innovation that will be created and know how the process of creating unique innovations (Calantone & Garcia, 2003)

With the influence between the variable and the purchasing interest, then it can be gained that Almira Handmade Malang can keep and increase their product innovation periodically which aimed to create new product that is more creative and innovative according to the existing development and the trend so that the consumers are interested in buying the product of Almira Handmade. Based on this it is known that technical innovation is an

important factor in developing a business. This is consistent with the statement (Glencer & Bircan, 2015) that a relationship has been found between technological innovation and human resources in the field of science-technology.

VI. CONCLUSION AND SUGGESTION

Conclusion

Based on the hypothesis that has been tested, then a conclusion can be drawn that the variable of product has a positive and significant influence upon the purchasing interest.

In this case, Almira Handmade did the activity of creative marketing by having the product innovation so that it can increase the interest of the consumers in buying and improve the selling of the product of Almira Handmade Malang. By increasing the purchasing interest and the selling, then it is undeniable that the profit of the company will grow.

Suggestion

Based on the result of the research that indicated the product innovation has the influence towards the purchasing interest in Almira Handmade Malang, then the suggestion that can be done are the following:

It is better if Almira Handmade can keep and even improve the product innovation regularly.

Almira Handmade ought to increase the look of the product by having a good packaging so that it will attract the more purchasing from the consumers.

It is suggested that Almira Handmade gives the instruction of handling and care to the product, so that the consumers can keep the product well.

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