

CUSTOMER INTERACTION MANAGEMENT CAPABILITIES AND MARKET INTELLIGENCE QUALITY FOR NEW PRODUCT PERFORMANCE

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Abstract

The purpose of this paper is to investigate and examine customer interaction management capabilities as mediator in the relation of market intelligence quality and customer-centric commitment with new product performance. Questionnaire was spread to collect the data. Using convenient sample in Central Java, Indonesia the questionnaires were distributed to micro-retail fashion. The final evaluation of the questionnaire receive indicates 184 questionnaires (61.33%) were appropriate for data analysis. Structural equation modeling was used to analyze the data. The results suggest that market intelligence quality influences new product performance, while customer-centric commitment does not. However, customer interaction management capabilities genuinely mediate the relationship between market intelligence quality and customer-centric commitment with new product performance. This study has practical implication for micro-retail fashion. The managers should emphasize on development of organization capabilities to interact with customers beside of market intelligence in order to improve the new product performance. This study is unique as it is set in Indonesia, the fourth most populous nation in the world with a very wide and dynamic micro-retail fashion business. This is one of the first studies which puts customer interaction management capabilities as mediator for new product performance enhancement.

Keywords : Market Intelligence Quality, Customer Centric Commitment, Customer Interaction Management Capabilities, New Product Performance, Introduction some previous studies show that one