

ABSTRACT

Indonesia is the most consumptive country in the world, even since the global economic crisis of Indonesi such as unaffected and people's purchasing power remain high, hence from that, Indonesia become one of the country which become target of product sale. This phenomenon is what should be taken by the creative industries of Indonesia to create new products that can be used by consumers. One of the creative industry players in the field of watch accessories is Matoa Indonesia which is one of the creative industry companies that succeeded in innovating their products that are watches made from wood waste. Seeing the potential that exists in Indonesia today, both the potential purchasing power and resources in Indonesia are adequate, Matoa company to innovate and become a pioneer of wood watches in Indonesia.

This study aims to determine the effect of product innovation and marketing strategy on consumer value on watch / eco watch products from Matoa Indonesia. The method used in this research is quantitative with the type of descriptive and causal analysis. The type of data needed for this research is primary data and secondary data. Sampling is done by non-probability sampling method of accidental sampling type with the number of respondents taken as many as 100 respondents who know the watch / eco watch Matoa Indonesia. Then for analytical techniques using multiple linear regression analysis and data processing using SPSS software version 22.

Based on the results of hypothesis testing as a whole indicate that product innovation and marketing strategy simultaneously have a positive effect on consumer value in watch / eco watch Matoa Indonesia with value equal to 222.480 bigger than Ftabel that is 3,09 and partial test result hypothesis show that variable of innovation products and marketing strategies have an influence on consumer value. Based on the coefficient of determination of product innovation and marketing strategy have an effect on 82,1% to consumer value and the rest 17,9% influenced by other variable not examined in this research.

Keywords: Product Innovation, Marketing Strategy, Consumer Value,

Matoa Indonesia