

ABSTRACT

The global community in making competitive product innovations. In addition there is a potential Startup in Indonesia that becomes Telkom Indonesia which makes Special Division for Best Services (DDS). Amid growing threats and potential, the business used to start with is very easy. DDS uses the Lean Startup Method and makes a Customer Development model in product innovation. Customer Development has several stages, one of which is Customer Validation where the author conducts customer validation research on mutual buying interest. In this case, DDS will launch the Indicar product as a new product and become the object of research. This study uses statistical data with 13 respondents with saturated, non-probability samples, and simple linear regression to calculate customer validation (X) of Purchase Interest (Y). Research states that customer validation of Belianyak's interest

Key Words: customer validation, willingness to buy, linier regretion, saturation sampling.