

**ANALISIS MANAJEMEN INOVASI INDUSTRI PARIWISATA:  
STUDI KASUS PADA BIRO PERJALANAN WISATA BAGAS JAYA**

***ANALYSIS OF TOURISM INDUSTRY INNOVATION MANAGEMENT: CASE STUDY ON BAGAS JAYA  
TOURISM TRAVEL AGENT***

**Wisnu Bagaskara<sup>1</sup>, Grisna Anggadwita, S.T.,M.M<sup>2</sup>**  
Prodi S1 Manajemen Bisnis Telekomunikasi dan Informatika  
Fakultas Ekonomi Bisnis, Universitas Telkom  
Email: [wisnubagaskara73@yahoo.co.id](mailto:wisnubagaskara73@yahoo.co.id)<sup>1</sup>, [grisnamailbox@yahoo.co.id](mailto:grisnamailbox@yahoo.co.id)<sup>2</sup>

---

**ABSTRAK**

The tourism industry is one form of business that has great potential and growing rapidly in Indonesia. This is supported by tourist attractions in Indonesia. The Government of the Republic of Indonesia also supports the development of the tourism industry. One of the travel agents is the Bagas Jaya travel agent which was established in 2015 and a branch of CV Bagas Jaya in tourism. Bagas Jaya travel agency provide cheap flight tickets products. In doing business in the tourism sector, Bagas Jaya wants to make product innovations that are produced for the future.

The purpose of this research is to find out variable market orientation, product innovation, and product quality simultaneously towards the benefits in Bagas Jaya travel agents. In this study using quantitative research methods with a total sample of 100 respondents who had made transactions in the Bagas Jaya travel agents. In this study using probability sampling techniques with the type of random sampling and descriptive analysis methods also multiple linear regression. The data in the study were processed using SPSS 23 software for Windows.

The results of data processing show that market orientation variables and product innovation have a significant effect on competitive advantage. Whereas the product quality variable does not significantly influence of competitive advantage because the products offered by Bagas Jaya travel agents can still be replicated and have the same products as the products offered by other competitors.

Keywords: market orientation, product innovation, product quality, competitive advantage