

ABSTRACT

Change is a necessity for businesses that want to develop and survive by adapting their products to the interests of a very diverse market. Ecoxyn, as a business brand in the resin and environmental based merchandise category, is seen as having a blue ocean business line compared to rubber and acrylic based merchandise. In welcoming the market with a blue ocean business mechanism, Ecoxyn has carried out various research and development actions to find the most ideal materials and methods. Ecoxyn started the business by serving products on a small scale and developed gradually by analyzing the advantages and disadvantages of several methods.

Through a number of tenders, Ecoxyn succeeded in reaching a major agreement with Telkom University to produce 4500 pcs of key chain merchandise in the graduation tender. The significant increase in production capacity prompted the company to conduct more in-depth research to meet the tender requirements. However, at the Telkom University graduation tender in November with a quantity of 4500 pcs, several problems arose such as the high risk of rejected goods, high production costs and long production times. In response to these challenges, Ecoxyn has made changes in terms of product design and technology with the aim of making application easier. Therefore, in this research, the researcher intends to investigate "The INFLUENCE OF ECOXYN PRODUCT INNOVATION DEVELOPMENT ON PRODUCTION PERFORMANCE EFFICIENCY AND CONSUMER SATISFACTION ON THE QUALITY OF ECOXYN INDONESIA MSME PRODUCTS (Tender Case Study for Telkom University Graduation Key Chain Merchandise)." This research aims to understand the impact of Ecoxyn product innovation on production performance efficiency and consumer satisfaction with product quality.

Keywords: Innovation, Product Design, Efficiency, Quality