

ABSTRACT

Iman, Moch. Nurul, 2012, "Product Innovation Strategies in Customer Relationship Marketing To Increase Consumer Purchase Motivation (Case Study in PT. Taman Surya Kencana Tulangan Sidoarjo).

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Property sector development, especially residential construction is currently booming. This causes the expansion of opportunities to compete in price competition, product and consumer market is also more severe. Under conditions of increasing competition today, the main priority is customer satisfaction. With increasing customer satisfaction, sales volume of these products will also increase. One way is to use PT. Taman Surya Kencana in advancing the company is pursuing a strategy of product innovation to enhance the motivation to buy the product.

This study uses a descriptive qualitative research methods. In a technique to collect data, researchers using interviews, observation and documentation. The data used is the primary and secondary data. As for data analysis, researchers used descriptive data analysis techniques, the data collected in the form of words, pictures instead of numbers.

From the results of this study indicate that there is a difference between after using a strategy of product innovation and product innovation strategies before using. For the results before pursuing a strategy of product innovation conducted by PT. Taman Surya Kencana to the number of requests from the total amount of goods on offer at 2.16% in 2006, for the year 2007 amounted to 2.10%, until 2008, and for the year 2009 of 2.03%. For results after pursuing a strategy of product innovation that is equal to 27.9% for 2007 to 2008, for the year 2009 of 37.9% until 2011.