

ABSTRAK

Dalam persaingan di dunia perdagangan pada tahun 2016, khususnya dalam bidang teknologi sudah berkembang dengan sangat ketat. Dan setiap teknologi terbaru tentu akan ada manfaat bagi banyak orang. Persaingan industri smartphone di Indonesia menjadi semakin ketat dengan semakin banyaknya brand yang bersaing di bisnis ini. Merek produk yang sangat mendominasi Indonesia pada tahun 2016 adalah Apple. Apple sebagai perusahaan multinasional dalam bidang teknologi yang saat ini telah menghadirkan produk andalannya, yaitu iPhone 7.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Objective New Product Quality*, *Indirect Network Externalities*, dan *Direct Network Externalities* terhadap *New Product Performance* melalui *Switching Costs*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Switching Costs* sehingga meningkatkan *New Product Performance* dari pengguna produk Apple iPhone 7.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 109 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, memiliki dan menggunakan Apple iPhone 7 di Surabaya dalam kurun 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Objective New Product Quality* tidak berpengaruh signifikan terhadap *Switching Costs* dengan koefisien regresi sebesar 0.207; variabel *Indirect Network Externalities* berpengaruh signifikan terhadap *Direct Network Externalities* dengan koefisien regresi sebesar 0.499; variabel *Indirect Network Externalities* tidak berpengaruh signifikan terhadap *Switching Costs* dengan koefisien regresi sebesar 0.125; variabel *Direct Network Externalities* berpengaruh signifikan terhadap *Switching Costs* dengan koefisien regresi sebesar 0.903; variabel *Switching Costs* berpengaruh signifikan terhadap *New Product Performance* dengan koefisien regresi sebesar 0.458; variabel *Objective New Product Quality* berpengaruh signifikan terhadap *New Product Performance* dengan koefisien regresi sebesar 0.441.

Kata kunci: *Objective New Product quality, Indirect Network Externalities, Direct Network Externalities, Switching Costs, dan New Product Performance*

ABSTRACT

In the competition in the world of trade in 2016, especially in the field of technology has grown very tightly. And every new technology will surely have benefits for many people. The competition of the smartphone industry in Indonesia is becoming increasingly tight as more and more brands are competing in this business. The product brand that dominates Indonesia in 2016 is Apple. Apple as a multinational company in the field of technology that currently has its flagship product, the iPhone 7.

This study aims to find out how the influence of Objective New Product Quality, Indirect Network Externalities, and Direct Network Externalities to New Product Performance through Switching Costs. The expected benefit of this research is to increase the repertoire of science in the field of management, especially how big the influence of Switching Costs so as to improve the New Product Performance of users of Apple iPhone 7 products.

This research is a causal research. The research method used is quantitative method with data processing using AMOS. Data collection was done by distributing questionnaires to 109 respondents with characteristics of male and female respondents aged 18-60 years, owning and using Apple iPhone 7 in Surabaya in the last 6 months.

The results showed that Objective New Product Quality has no significant effect on Switching Costs with regression coefficient of 0.207; Indirect Network Externalities variables significantly influence Direct Network Externalities with regression coefficient of 0.499; Indirect Network Externalities variable has no significant effect on Switching Costs with regression coefficient of 0.125; Direct Network Externalities variables significantly influence the Switching Costs with regression coefficient of 0.903; variable of Switching Costs have significant effect to New Product Performance with regression coefficient of 0.458; Objective New Product Quality variables significantly influence the New Product Performance with regression coefficient of 0.441.

Key Words: *Objective New Product Quality, Indirect Network Externalities, Direct Network Externalities, Switching Costs, and New Product Performance*