

Pengaruh Inovasi Produk, Kualitas Informasi, Inovasi Proses Terhadap Kinerja Operasi Perusahaan *Coffee Shop* Di Yogyakarta

Rizky Valeo Nugraha

Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia

14311438@students.uii.ac.id

Tujuan dari penelitian ini adalah untuk membahas pengaruh inovasi produk, kualitas informasi, proses inovasi terhadap kinerja operasional perusahaan di *coffee shop* di Yogyakarta. Penelitian ini menggunakan metode penelitian kuantitatif, sampel yang digunakan dalam penelitian ini di kumpulkan dari pemilik *coffee shop* di Yogyakarta yang diambil melalui purposive sampling. Jumlah sampel yang digunakan adalah 120 responden. Penelitian ini menggunakan program perangkat lunak SPSS 21 dan teknik analisis yang digunakan adalah regresi linier berganda. Hasil penelitian ini menunjukkan bahwa inovasi produk, kualitas informasi, inovasi proses secara signifikan mempengaruhi kinerja operasi perusahaan.

Kata Kunci : Inovasi Produk, Kualitas Informasi, Inovasi proses, Kinerja Operasional perusahaan.

The Effect Of Product Inovation, Quality Informatio, Process inovation on Company Operational Performance in Coffee Shop in Yogyakarta

Rizky Valeo Nugraha

Management, Faculty of Economics, Universitas Islam Indonesia

14311438@students.uii.ac.id

The purpose of this study was to discuss the effect of innovation product, information quality, process innovation to company operational performance in coffee shop companies at Yogyakarta. This research uses quantitative research method, the sample used in this study were collected from the owner of a coffee shop at Yogyakarta which was taken through a purposive sampling method. The number of samples used was 120 respondents. This study was using SPSS 21 software program and the analysis technique used was multiple liniear regression. The results of this study indicate that product innovation, information quality, process innovation significantly affect the company's operational performance.

Keywords : Product Innovation, Information Quality, Process Innovation, Company Operational Performance.