Innovation Management to Create a Growing Company by Using a Member Card at Natasha Milk Shop

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ABSTRACT

Every year the development of technology is getting faster and every year many companies develop technology from small companies to bona fide companies. Natasha's milk shop is a company that has only started pioneering since 2010 so there are many problems starting with the absence of member cards for consumers, member cards aim to provide promos, discounts and points for every product sales transaction to consumers who shop and with the member card, both parties are mutually beneficial between consumers and companies, member cards also function as branding media, branding media when consumers feel many benefits from using member cards, consumers want to shop and use member cards again. Natasha milk shop companies do not apply member cards If the member card does not exist this is a very serious problem and must be addressed immediately by the natasha milk shop company, the development of technology that cannot be utilized properly by the natasha milk shop company so that there are problems that must be overcome. So with this peniliti want to discuss, innovate and find solutions for the progress of the company natasha milk shop, the purpose of this study wants to make an innovation in the development of technology by making application-based applications so that readers understand the procedures for use from starting member card registration to using member cards in the application. After the application has been developed, the company gives questions to consumers, these questions are to provide the extent of the System Usability Scale for the company. After the System Usability Scale is carried out the results of 15 respondents form 1315: 15 = 88 then for the total calculation of 88, (70 - 90 Good Excellent).

KEYWORDS: Innovation management, product member card

1. Introduction

Every year technology is growing, more and more companies in the retail world want to improve the development of technology, many companies have developed technology such as e-commers. natasha's milk shop company improves human resources, (Human Resources) if human resources are already there, it will later become a growing company and become a bona fide company. Strong Human Resources are resources that can develop innovations for the progress of a company [4].

The company's goal of making member cards builds consumer loyalty, consumers who feel privileged will definitely buy products. To develop the company's application for member cards, it is hoped that the company will increase consumer attractiveness to buy a variety of sales. Many competitors in the business world, companies are competing to be the best in the eyes of the public [2]. With a modern sales system, companies are expected to provide the best service to consumers, with good service to consumers and a comfortable minimarket, consumers are expected to shop again and be marketed further with discounts or member cards. Member cards serve to provide promotions or discounts to consumers so that consumers can get cheaper prices, Member cards can also be obtained by all consumers who shop at natasha milk shops. Before using a member card, consumers must register themselves or fill in their identity in accordance with applicable regulations. If the member card has been registered then the member card can be used so that consumers who shop at Natasha's milk shop will get promos or discounts at attractive prices from Natasha's milk shop. In addition to getting

promos or price discounts, consumers also get points for each transaction, and these points can be exchanged for products or discount coupons [7].

2. Method

2.1 Strategies for building product sales innovation

The purpose of innovation in building a product sale is that companies must understand consumer needs and consumer desires. Various ways companies develop information technology to attract consumer attention so that consumers can shop again, innovations emerge and begin to be developed so that companies fulfill consumer desires. Employees are the brains of the company's progress to innovate and develop information technology today [4].
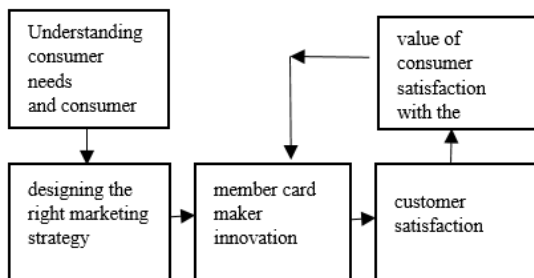

Figure 1. Strategies for building product sales innovation

2.2 Problem identification

Based on the results of this study, it explains that the company has not innovated to create a member card which aims to provide promos, discounts and points for every product sales transaction to consumers who shop and with a member card, both parties benefit from each other between consumers and companies [2].

2.3 Data Collection

The results of interviews with store employees and consumers, it can be concluded, regarding the problems:

1. Have consumers ever asked, is there a member card?
2. If consumers buy a lot of products, is there a low price (discount) offered to consumers?
3. How can natasha milk shop see sales data of consumers who are loyal to natasha milk shop?

2.4 Development of member card creation applications

Technological development is considered as one that is very important for the company, technology helps facilitate work in all respects. With this, the authors developed a member card System Usability Scale creation application so that the company does not lag behind technology and consumers feel happy to have shopped at Natasha's milk shop [1].

2.5 System Usability Scale

System Usability Scale is a measurement tool that can be used to measure the level of usability of the system by giving a question to consumers who will later be able to provide an assessment of customer satisfaction to the natasha milk shop, after consumers buy products using a member card. System Usability Scale uses Likert sentences one to five, namely 1. Disagree, 2. Disagree, 3. Agree, 4. Strongly agree, 5. Strongly agree then the next step is to calculate from each respondance (consumer) who answers questions with the System Usability Scale [8].

2.6 Conceptual Frameworks

From this research problem, the process is carried out on a problem in the framework of.
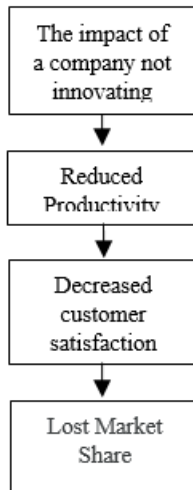
Figure 2. Conceptual Frameworks

Based on the conceptual framework above in the study, the impact of the company if it does not innovate [2]:

a.   Reduced Productivity

Lack of creativity and innovation from management makes employees unmotivated which causes a decrease in productivity levels.

b.   Lower customer satisfaction.

Companies that do not innovate to the development of technology and service products will find it difficult to meet customer satisfaction.

c.   Loss of market share

If the company does not innovate and keep up with market developments, the company will lose profits and will lose money.

3.   Research Objectives And Research Results

3.1 Research objectives

The purpose of this research is to develop a technology system that is in natasha milk shop, and build company loyalty and consumers to shop again. In order for consumers who feel privileged to buy products and loyalty to the company, therefore the company develops member card-based technology, so that consumers shop using member cards and get many discounts, promos, points and others. [4]. The creation of customer satisfaction can provide several benefits, among others, the

relationship between the company and consumers becomes harmonious, provides a good basis for repeat purchases and creates customer loyalty and is profitable for the company.

3.2 Usefulness of member cards

Figure 3. Member cards

The customer card is a symbol from the company to consumers who have built loyalty, so that customers feel privileged and buy products to be able to get discounts and promos offered to customers [5].

3.3 Member card registration

Figure 4. Member card registration

This application menu can be used by users to register member cards to consumers, which aims consumers who do not have a member card can register a member card. If the consumer has registered a member card, then

the consumer will get a member card from the natasha milk shop [5].

3.4 Sales application

Figure 5. Sales application members

This application menu can be used by users for goods sales transactions and if the consumer already has a member card, the user must enter the consumer member number and can also scan the member to purchase goods or transactions for goods that have been purchased by consumers [5].

After consumers register for a member card and get a member card and shop using a member card for loyalty to purchase goods to natasha milk shop. Then natasha milk shop gives questions to consumers, the following questions using the System Usability Scale (SUS) system [8]:

1. Do consumers strongly agree with the existence of a member card
2. Do consumers feel happy when shopping with a member card
3. Are there many discounts or promo obtained by consumers with a member card
4. Is every shopping required by using a member card
5. How is the technique of using the member card application
6. Who has the right to use the application
7. Is the member card application working properly
8. I feel that this application is still not perfect
9. Before this application is used, the company needs to do a trial first

Table 2. System Usability Scale Question (SUS)

Respondent	System Usability Scale Question										Total	Value (Total * 2,5)
	1	2	3	4	5	6	7	8	9	10		
Agus	4	4	5	5	5	3	3	5	1	4	39	98
Minto	5	5	4	4	3	4	1	4	2	5	37	93
Nella	5	4	4	5	4	2	3	5	1	4	37	93
Andi	4	5	5	4	5	3	2	4	1	2	35	88
Amir	5	5	4	5	4	1	3	5	2	4	38	95
Tomi	4	5	4	5	3	3	3	5	1	5	38	95
Susi	5	5	5	5	1	4	2	5	2	4	38	95
Naya	5	5	4	5	3	3	2	4	1	5	37	93
Tono	4	4	5	5	2	2	3	5	2	4	36	90
Anggi	5	5	5	5	3	4	2	5	1	5	40	100
Mei	4	5	4	5	4	3	1	5	5	4	40	100
Yono	5	5	5	5	3	1	3	4	1	1	33	83
Pandi	5	5	4	4	4	3	2	5	4	4	40	100
Robi	4	5	5	5	3	3	3	5	1	4	38	95
TOTAL CALCULATION												88

From the results of the System Usability Scale questions obtained based on the respondent assessment in the form of questions, from 15 respondents will form 1315: 15 = 88 then for the total calculation result 88 [9].

Table 3. Description of the assessment of each consumer name

ANSWER	SCORE
Disagree	1
Do not agree	2
Agree	3
Strongly agree	4
Very strongly agree	5

Each consumer is required to provide an answer to each question, this question is based on problems in natasha's milk shop to provide an assessment [10]

Figure 6. Determination of Assessment Results (Bangor, Kortum, & Miller, 2009)

From the System Usability Scale Scoring image for determining the assessment 90 - 100 = Best Imaginable, 70 - 90 = Good Excellent, 50 - 70 = Ok, 25 - 50 = Poor, 0 - 25 = Word Imaginable [11][12]. From the research title "Management innovation to create a growing company using member cards at natasha milk shop". Based on table 2 for the results obtained from the System Usability Scale is 88. Based on the System Usability Scale image for the results of 88 is at 70 - 90 Good Excellent, so with this member card it is really needed at Natasha's milk shop. With the member card, it is hoped that Natasha's milk shop can stabilize the hearts of consumers and develop more technology for the development of the company.

4. Conclusion

The innovation carried out in this research is based on the problems that exist in the company, so with this the company applies a member card for consumers who shop at Natasha's milk shop. This research was prepared based on the development of technology so that the company could take the hearts of consumers, before developing the application many consumers asked if there was a member card here. After that, application-based technology development was carried out. After the application has been developed, the company gives questions to consumers, these questions are to provide the extent of the System Usability Scale for the company. After the System Usability Scale is carried out the results of 15 respondents form 1315: 15 = 88 then for the total calculation of 88, (70 - 90 Good Exellent). With the company's seriousness to develop technology and take the hearts of consumers, the company applies a member card as a technology development tool.

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