

# **Performance Evaluation and Organization of New Product in Indonesia Manufacturing Firms**

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## **Abstract**

This study aims to explore and analyse the organisation and performance evaluation of the new product in 285 manufacturing companies in Indonesia. The methods in this study using the survey through a questionnaire that already created and modified according to the manufacturing sector in Indonesia. The respondents are manager level in the various departments such as marketing, product planning, product development, and R&D. The results stated that marketing department has a significant role in providing and determining the idea of new product while R&D department is implementing that idea to be feasible. The initiative to develop new products come from the direction of the top-level management and from external. Around 61% of companies have formal procedures in the development of new products but does not have a special unit to deal with this activity. Out of all, 74% stated that another party holds the activity. Regarding the performance of new products, the implementation of the development of new products provides benefits to the company, both internally and externally. In the future, this study should be extending the coverage area and subsector of manufacturing industry.

## **Keywords**

Indonesia, Manufacturing Sector, New Product, Organization, Performance Evaluation

## **Biography**

**Evo Sampetua Hariandja** is an Assistant Professor and faculty member in Department of Management Business School Universitas Pelita Harapan. He earned Bachelor in Industrial Engineering from Institute of Technology Bandung, Masters in Finance and Marketing from Kwik Kian Gie Business School, Indonesia and PhD in Entrepreneurship and Technology Management from Institute of Technology Bandung. He has published journal and conference papers. Dr Evo has completed research projects with Mitsubishi Motors Indonesia, Volkswagen Indonesia, General Motors Indonesia, Post Indonesia, Naviikarana Consulting Group, and Busana Perkasa Garment. His research interests include service sector, manufacturing, dynamic capability, service innovation, product development management, and design thinking. He is a member of PII, AOM, SMS and AMA.