

**THE CUSTOMER'S PERCEPTION OF ROUGE DANCERS'
SERVICE INNOVATION**

A THESIS



By:

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**ENGLISHPRENEURSHIP STUDY PROGRAMME
FACULTY OF LANGUAGE AND ARTS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
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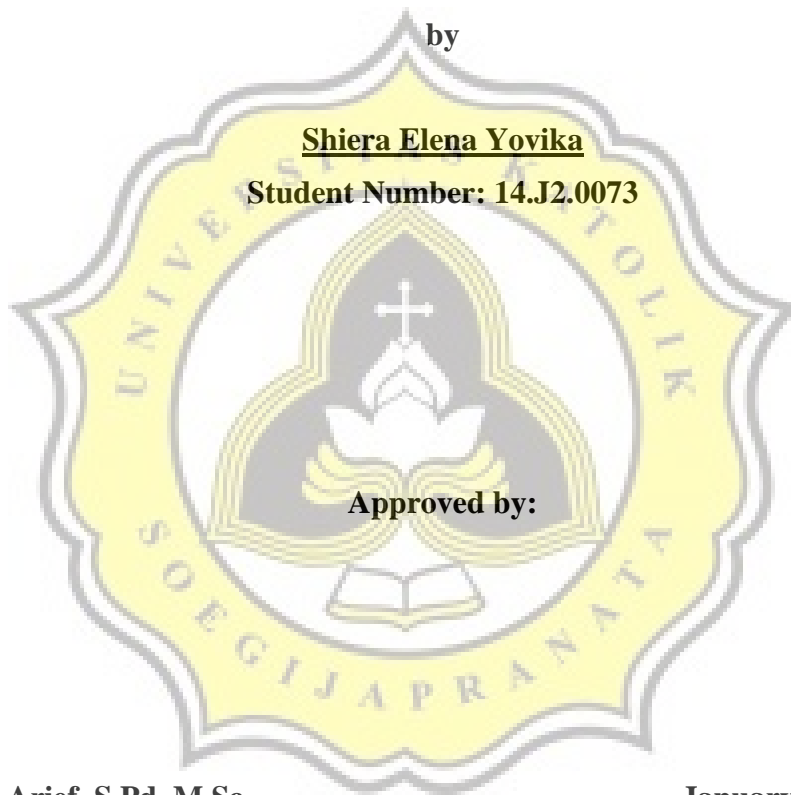
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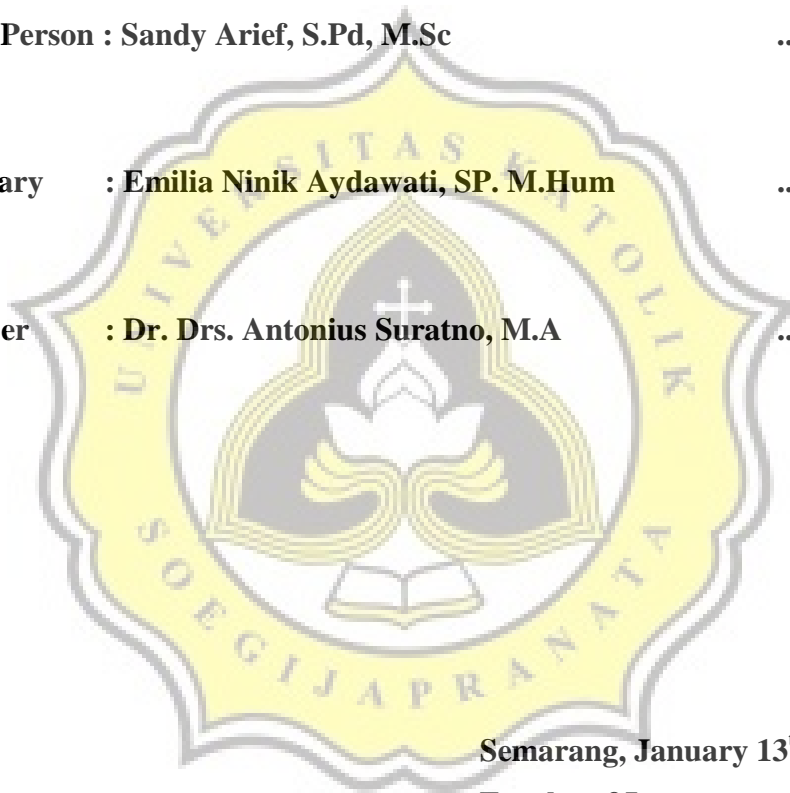
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TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
ABSTRACT	v
ABSTRAK	vi
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Scope of the Study	3
1.3 Problem Formulation	3
1.4 Objectives of the Study	4
1.5 Significance of the Study	4
CHAPTER II LITERATURE REVIEW	5
2.1 Innovation	5
2.2 The Concept of Innovation.....	6
2.2.1 Incremental.....	7
2.2.2. Architectural.....	7
2.2.3 Radical.....	7

2.3 The Process of Innovation.....	8
2.4 Diffusion of Innovations	13
2.5 The Framework of Thought	15
2.6 Operational Definition	16
CHAPTER III RESEARCH METHODOLOGY	18
3.1 Research Subject.....	18
3.2 Participants.....	18
3.3 Types and Data Sources	19
3.4. Methods of Data Collection	19
3.5 Data Analysis Techniques.....	20
CHAPTER IV DATA ANALYSIS	22
4.1 Statistical Result.....	22
4.2 Service Innovation in Management Side	23
4.3 Service Innovation in Non-Management Side	26
4.4 General Findings	29
CHAPTER V CONCLUSION AND SUGGESTION	31
5.1 Conclusion	31

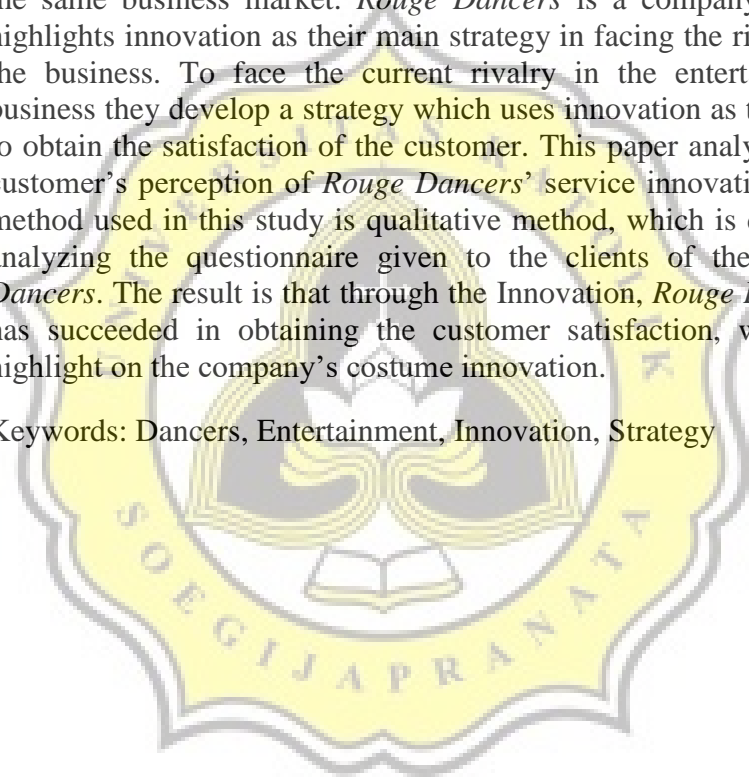
5.2 Suggestion.....	32
BIBLIOGRAPHY.....	33
APPENDICES	34



ABSTRACT

The recently intensified rivalry has made every business think that they must have advantages over the others. The company must be reliable in the development and management of new products or services. One of the efforts that the company can do to gain advantages for its business is by innovation. With innovations, a company will have more selling points than other competitors in the same business market. *Rouge Dancers* is a company which highlights innovation as their main strategy in facing the rivalry in the business. To face the current rivalry in the entertainment business they develop a strategy which uses innovation as the base to obtain the satisfaction of the customer. This paper analyzed the customer's perception of *Rouge Dancers*' service innovation. The method used in this study is qualitative method, which is done by analyzing the questionnaire given to the clients of the *Rouge Dancers*. The result is that through the Innovation, *Rouge Dancers* has succeeded in obtaining the customer satisfaction, with the highlight on the company's costume innovation.

Keywords: Dancers, Entertainment, Innovation, Strategy



ABSTRAK

Persaingan yang semakin intensif baru-baru ini membuat setiap bisnis berpikir bahwa mereka harus memiliki keunggulan dibandingkan yang lain. Perusahaan harus dapat dipercaya dalam pengembangan dan pengelolaan produk atau jasa baru. Salah satu upaya yang perusahaan dapat lakukan untuk mendapatkan keuntungan bagi usahanya adalah dengan inovasi. Dengan inovasi, sebuah perusahaan akan memiliki nilai jual yang lebih daripada pesaing lainnya di bisnis yang sama. *Rouge Dancers* adalah sebuah perusahaan yang menyoroti inovasi sebagai strategi utama mereka dalam menghadapi persaingan dalam bisnis. Untuk menghadapi persaingan dalam bisnis hiburan saat ini, mereka mengembangkan strategi yang menggunakan inovasi sebagai landasan utama untuk mendapatkan kepuasan pelanggan. Makalah ini mencoba untuk menganalisis persepsi pelanggan tentang inovasi pelayanan dari *Rouge Dancers*. Metode yang dilakukan dalam studi ini adalah metode kualitatif, yang dilakukan dengan cara menganalisa hasil kuesioner yang telah dibagikan kepada pelanggan dari *Rouge Dancers*. Hasilnya adalah bahwa inovasi ini berhasil dalam mendapatkan kepuasan pelanggan, dengan sorotan utama pada inovasi kostum yang dilakukan oleh perusahaan

Kata Kunci: Dancers, Hiburan, Innovation, Strategi