

Constructing Service Innovation Model for SMEs in Automotive Service Industries: A Case Study of Auto Repair Motorcycle in Makassar City

Authors : Muhammad Farid, Jen Der Day

Abstract : The purpose of this study is to explore the construct of service innovation model for Small and medium-sized enterprises (SMEs) in automotive service industries. A case study of repair shop of the motorcycle at Makassar city illustrates measure innovation implementation, the degree of innovation, and identifies the type of innovation by the service innovation model for SMEs. In this paper, we interview 10 managers of SMEs and analyze their answers. We find that innovation implementation has been slowly; only producing new service innovation 0.62 unit average per year. Incremental innovation is the present option for SMEs, because they choose safer roads to improve service continuously. If want to create radical innovation, they still consider the aspect of cost, system, and readiness of human resources.

Keywords : service innovation, incremental innovation, SMEs, automotive service industries

Conference Title : ICIMIE 2016 : International Conference on Innovation, Management and Industrial Engineering

Conference Location : Kyoto, Japan

Conference Dates : November 10-11, 2016