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## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

Based on research problem, objective, and data processing that has been done by distributing online questionnaires, obtained 50 respondents from R&D executives of food and beverage companies in Jakarta. From the data obtained, it is then processed using SMART-PLS. Validity test, reliability test, descriptive test, and hypothesis test are conducted. Hypothesis testing was conducted with a significance level of 10%. The outcomes of hypothesis testing are :

- Knowledge sharing has no significant effect on product development
- Knowledge creation has no significant product development
- Knowledge creation has a positive effect on product innovation
- Knowledge sharing has a positive effect on product innovation
- Product innovation has a positive effect on product development
- Knowledge creation and product development are mediated by product innovation
- The relationship between knowledge sharing and product development is mediated by product innovation

Based on it, can be concluded that knowledge creation and sharing have no direct influence on product development. Knowledge creation and knowledge sharing affect product development, mediated by product innovation.

#### **5.2 Suggestion**

Based on the research results, several suggestions can be given. The advice given is in the form of advice from a managerial and academic point of view. Here are the suggestions are given.

##### **5.2.1 Managerial Implication**

Based on the results of data processing, several managerial suggestions can be given. First, create a system for the R&D department. Second, required to participate in activities outside the company. Third, conducting regular sharing sessions.

System development in the R&D department aims to ensure that R&D has a systematic system. With a systematic system, tracking data in the R&D department will be easy to do. Meanwhile, with employees often attending seminars or training outside the company, it is hoped that it can help employees in brainstorming for new product development. Also, with regular sharing sessions, each member of the R&D team can provide each other with new knowledge and solve problems quickly.

### **5.2.2 Academic Implication**

In this study, there are also research limitations, namely the scope of research which is only carried out in Jakarta. In addition, the independent variables and indicators used in this study are limited. So that this research can still be developed in further research.

In further research, researchers can expand the research area, so that the data obtained are more varied and the results obtained can describe the situation in a wider scope. Also, if this research will be carried out again, the researcher can add research variables and their indicators.

