How “Ready” Are Indonesian Notebook Customers For Mass Customization?

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Abstract

Objectives - The objective of this research is to analyze the readiness level of Indonesian notebook customers toward mass customization in notebook computer. This study also examined the difference level of agreement between “ready” and “not ready” customers toward the key benefits and weaknesses of mass customization.

Method - The questionnaires were distributed by sending out links of the online questionnaire to respondents, mostly through e-mail, Twitter, Kaskus, Macclubindonesia and Facebook. The online questionnaire method is the simplest filter to get the most appropriate target in this study in order to accomplish relevant result. Data gathered then analyzed using Cross tabulation, frequency analysis, mean value analysis, and independent simple t-test.

Results - There were 10 hypotheses, 7 were accepted and 3 were rejected. The findings bring out several important implications to several stakeholders, who are: Notebook Company, customer, and the government.

Conclusion – The table shows the mean range for this research is 2.89 – 4.28. It means high level of agreement. Thus, Indonesian notebook customer can be classified as ready customer for mass customization approach.

Keyword – mass customization, standardization, flexibility, readiness, premium, waiting time, delivery, tester, mass production, satisfaction