Model Matematis Prediksi Produk Sukses Berdasarkan Orientasi Fungsional Emosional Produk

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Abstract	The risk of product loss can be minimized by mathematical model of predictive success or failure of a product at the earlyÃ‚Â design stage. Model is build from 30 graphics of strategy canvas industries.Canvas strategy contains success factors product overview.Ã‚Â This research starts with standardise canvas intervaland factor successdescription. Next step is factors successclasification, based onÃ‚Â functionalemotional product orientation. The result of it are 66 data sets. Data set are constructed based on value innovation concept.Ã‚Â Every data set consist ofone price factor, one innovation factor and one factor of succes indicator. The Mathematical model fromÃ‚Â desimal data obtained by Ordinary LeastSquare (OLS) estimation parameter method. Binary data obtained by Maximum LikelihoodÃ‚Â Estimator (MLE). Mathematical model selection base onmodel and coeficient significant (ÃŽÂ±=0.05). While model significances decimalÃ‚Â data are then validated by One Way Analysis of Variance (ANOVA), binary data validated by Hosmer and Lemeshow analysis toÃ‚Â testgoodness of fit of the model. Coefficient of significances are tested with t and wald statistic. Finally, mathematical model requiredÃ‚Â is derived from prediction capability relied on R squareAdjusted for decimal data and R square Nagelkerke analysis for binary data.Ã‚Â The result of this research is model with prediction capability up to 70%. Thereare three models developed, new emotional modelÃ‚Â with 74.1% predictioncapability, functional velocity model (73.1%), and functional capability (70.8%).
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