ABSTRACT

New product development is a concept that involves improving, improving, modifying, or creating new products by a company. This process enables the transformation of product ideas into physical products for sale, ensures a proactive response to market opportunities, competes with competitors, and increases the competitiveness of the company by creating products that meet market needs and have the potential to provide an early advantage in the market.

This research is classified into qualitative research and descriptive analysis. This research data collection through questionnaires and interviews. Respondents in this study totaled 107 respondents who were Palala Indonesia startup customers.

The results of this study indicate that the features needed to support the convenience of customers in making transactions on the Palala Indonesia website are, service excellence features, vehicle filter features based on product categories and locations, review features, updates to the homepage background, and layout changes to the product catalog. Based on these features, it is known that customer responses fall into the excellent category. Meanwhile, recommendations for improvement and further website development are the addition of a guide page for ordering vehicles, adjusting font size, and balancing to display photos of people who provide reviews.

Key Words*: Startup, website, New Product Development.*