ABSTRACT

This study examines how customer orientation and product innovation contribute to competitive differentiation at SOYSU Foodtruck in the Universitas Diponegoro campus market. The research focuses on the flow of customer information, its translation into product and process changes, and the relationship between the company's offering and customers' experience of value.

A qualitative deductive approach was applied using a priori thematic analysis. Customer orientation, innovation, services, customer value, and competitive advantage informed five propositions and an initial coding framework. The analysis compared interviews with three internal informants and two customers, observational records, and company documents covering business development through August 2026. Source comparisons, coded evidence matrices, alternative explanations, and informant confirmation documents supported analytical traceability.

The findings identify customer input through counter interactions and QR forms, information sharing through briefings, and responses concerning formulation, flavours, packaging, and production. The two customers associated value with taste, consistency, staff information, price, and campus access. Differences in feedback preferences and concerns about stock and operating hours show that value depends on the purchase context. Product information and post-purchase communication indicate an early form of servitization. In Chapter IV, Service-Dominant Logic integrates the findings through the application of capabilities, resource integration, and value determination by beneficiaries. Dominant refers to service as the explanatory basis of exchange. The study concludes that SOYSU's differentiation involves connected product, information, operational, and service capabilities. The findings provide a contextual explanation rather than evidence of population loyalty or a causal estimate of revenue growth.

Keywords: customer orientation; product innovation; competitive advantage; deductive analysis; Service-Dominant Logic.

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