

Value Creation and Consumer Perceived Value FP Corporation
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This paper describes the value creation and consumer perceived value in the FP Corporation through four aspects of the approach expressed by Sweney and Soutar. Sweeney and Soutar (2001) identified four interrelated dimensions of consumer perceived value (CPV): emotional value, social value, Quality/ performance value, dan Price/value for money.

Key words : value creation, emotional value, social value, Quality/ performance value, Price/value for money.

FP Corporation is a company that manufactures food containers "Eco Tray and Eco APET", according to the philosophy of "environment, security, safety, and health".

StorbackadanLehtinen¹define value creation as a process by which the customer fulfills his own objectives.In his book, Barnes²said“Peter Drucker has observed some new definition of the functions of a business enterprise is the creation of value (value creation) and welfare”.

FP Corporation always creates new value that is different from its competitors, which makes the FP Corporation has the added value of its own that is not owned by other companies. One of which is a FP corporation by creating food containers not only white but also colored.

By value creation, the company will get various advantages (Duchessi³): 1. Gives the companies the impetus and direction to unite multiple business functions around common goals and strategies; 2. Recognize the importance of focusing on customers' needs and expectation; 3. Comprehend the fundamental elements of customer value; 4. Develop and implement the business, personel, information and quality systems require to deliver customer value. So that makes the FP Corporation has more value than its competitors.

FP Corporation also makes products with an attractive design and fashionable. Additionally FP Corporation began to create new products that are not related to food containers but rather a plastic cup for a pencil or pens. Furthermore, different products with other companies, FP

Corporation manufactures food containers that can be used in microwave, without melting and remained good.

Sweeney and Soutar (2001) identified four interrelated dimensions of consumer perceived value (CPV) : emotional value, social value, Quality/ performance value, dan Price/value for money⁴.

- a. Emotional value, which is a utility that comes from positive emotions arising from using the product.
- b. Social value, ie the utility gained from the ability of products to enhance the self-concept - the social economy.
- c. Quality / performance value, the utility gained from the product due to the reduction of the cost of short-term and long-term costs.
- d. Price / value for money, the utility gained from the perception of the quality and performance expected for the product.

Consumer perceived value in the FP Corporation through four aspects of the approach expressed by Sweney and Soutar

- a. Emotional value, which is a utility that comes from positive emotions arising from using the product. That is the positive emotions of customers when using FP product that feels safe, because it no longer uses "Styrofoam" and such products can be considered practical because it can be put into the microwave.
- b. Social value, the utility gained from the ability of products to enhance the self-concept - the social economy.FP Corporation in cooperation with supertmaket, minimarket and household to collect garbage all food container that have been used. With disposable garbage collection is then collected and cleaned of the former food or oil, before being sent to a recycling company FP Corporation.All this is easier in garbage collection that will be recycled, so as to company then only need to scan based on the colored and check the cleanliness of traces of oil.
- c. Quality / performance value, the utility gained from the product due to the reduction of the cost of short-term and long-term costs. The utility of the product for the reduction of the cost of short-term and long-term costs are in addition to using scrap materials, products processed by FP corporation was created weighs lightweight product to minimize the packing when it is distributed.
- d. Price / value for money, the utility gained from the perception of the quality and performance expected for the product. Perception of the quality and performance of the product is expected on a product that is appropriate where product quality is good and there are no similar products.

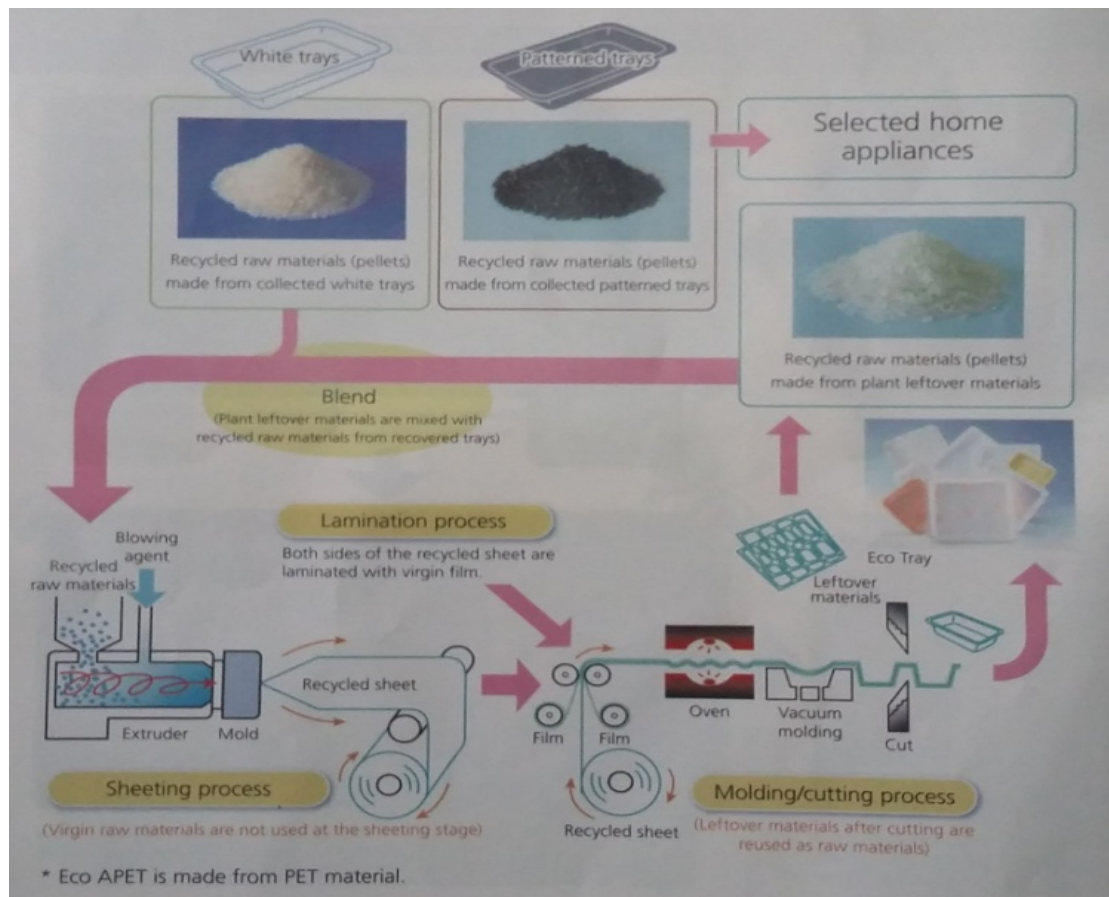
Conclusion

No longer uses "Styrofoam" and such products can be considered practical because it can be put into the microwave.

Perception of the quality and performance of the product is expected on a product that is appropriate where product quality is good and there are no similar products.

The utility of the product for the reduction of the cost of short-term and long-term costs are in addition to using scrap materials, products processed by FP corporation was created weighs lightweight product to minimize the packing when it is distributed.

Develop and implement the business, personal, information and quality systems require to deliver customer value. So that makes the FP Corporation has more value than its competitors.



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