

LINKING INCREMENTAL PRODUCT INNOVATION TOWARDS OPERATIONAL PERFORMANCE



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the Bachelor Program (S1) of
Management Department at Faculty of Economics and Business Diponegoro
University

Presented by:

LULU' ALIDYA ARIFIN

NIM. 12010120190097

**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2024**