

Analisis pengaruh program pemasaran terhadap ekuitas merek berbasis konsumen dalam industri selular

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Abstrak

Tingkat kompetisi dalam industri selular kian hari kian meningkat. Pertumbuhan industri selular yang sedemikian tinggi dipacu antara lain oleh tingkat mobilitas masyarakat, harga ponsel yang semakin terjangkau, dan tarif kartu perdana dari operator selular yang murah'. Saat ini, operator berlomba mempertahankan dan menambah pelanggannya dengan promosi yang memicu permasalahan baru yaitu menurunnya margin. Alternatif solusinya adalah dengan membangun ekuitas merek.

Penelitian ini bertujuan untuk menganalisis pengaruh program pemasaran yaitu price deals, intensitas iklan dan intensitas distribusi terhadap ekuitas merek dan dimensidimensinya. dengan menggunakan analisis regresi.

Penelitian membuktikan pula bahwa program pemasaran memberikan pengaruh positif terhadap dimensi-dimensi ekuitas merek yang selanjutnya memberikan efek positif terhadap ekuitas merek. Elemen price deals yang diduga berpengaruh negatif terhadap persepsi kualitas dan brand awareness ternyata justru berpengaruh positif. Intensitas iklan berpengaruh paling dominan diikuti intensitas distribusi dan price deals.

Oleh sebab itu disarankan kepada operator selular untuk berhati-hati dalam memberikan price deals, terutama dengan adanya potensi turunnya tingkat revenue dan profit perusahaan. Proporsi iklan untuk mengkomunikasikan keunggulan kompetitif, positioning dan image merek perlu ditingkatkan. Hubungan baik dan kerjasama dengan berbagai mitra saluran distribusi seperti outlet ritel operator dan bank, perlu terus dipelihara dan ditingkatkan.

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<i>Day by day competition level of cellular industry is growing. This growth was accelerated by the mobility of the people, low handset price and low subscription fee. Nowadays operators are competing in maintaining and adding customers by using promotions which gives operators a new problem that is the decrease of profit margin. An alternative solution to this situation is brand equity.

This research objectives was to analyze the effects of marketing activities (consist of: price deals, advertising intensity and distribution intensity) upon brand equity and its dimensionality by using regression analysis.

The research proves that marketing activities correlates positively to dimensionality of brand equity and brand equity itself as well. Although price deals were hypotheses to correlate negatively to perceived quality and brand awareness, it turns out that the research proves it correlates positively. Advertising intensity has the biggest effects to brand equity, followed by distribution intensity and price deals.

Operator should implement price deals carefully, especially by the possibility of revenue and profit decrease. Proportion of advertising to communicate competitive advantage, positioning, and brand image must be elevated. Good relationships and cooperation with channel partners such as banking and outlets must be kept and increased all the time.</i>