

Peran relationship marketing dan theory of planned behavior dalam membangun minat berperilaku menitipkan anak di tempat penitipan anak : studi kasus tempat penitipan anak di perkantoran DKI Jakarta =
Role of relation marketing and the theory of planned behavior in developing intention behavioral to entrust child in a child care : case study child care in the offices of DKI Jakarta

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Abstrak

Pada masa sekarang ini di daerah perkantoran di Jakarta banyak bermunculan usaha jasa penitipan anak. Hal ini muncul karena peran ibu yang sudah bergeser, yaitu juga menjadi pencari nafkah dalam keluarga. Agar anak tidak terlantar, para orang tua yang bekerja kemudian menitipkan anak mereka di tempat penitipan anak yang ada di dekat kantor mereka. Namun demikian, masih banyak orang tua yang lebih suka menitipkan anak kepada keluarga dan/atau kepada pengasuh. Penelitian ini bertujuan untuk mengidentifikasi peran pemasaran relasional dan teori perilaku terencana dalam membangun minat orang tua untuk berperilaku menitipkan anak di tempat penitipan anak, khususnya yang berada di daerah perkantoran.

.....Nowadays, child care services emerge near the business areas in Jakarta. The reason for that phenomenon is the shifting of mother's role, from stay at home caretaker to family breadwinner. In order to ensure that their child would not be neglected, working parents sought the service of day care center near their office area. Despite the trend, there are still a lot of parents that choose to leave the children in the care of family members and/or personal nanny than to use the day care service. The object of this study is to identified the role of relationship marketing and the theory of planned behavior in building consumer interest in day care services located in the business areas.