

Peran atribut Consumer Durable Goods dalam menyusun strategi bauran pemasaran : studi kasus Planetary Mixer Merek Sinmag di PT. Sinar Himalaya = The role of attribute Consumer Durable Goods in developing marketing mix strategy : case study Planetary Mixer Brand Sinmag at PT. Sinar Himalaya

Yenny Simulya, author

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Abstrak

ABSTRAK

Tesis ini membahas mengenai peran atribut consumer durable goods untuk planetary mixer SM-201 dalam menyusun strategi bauran pemasaran. Penelitian ini menggunakan metode penelitian eksploratori (teknik in-depth-interview) dan metode penelitian deskriptif. Penelitian ini dilakukan kepada 100 responden melalui teknik probability sampling. Berdasarkan hasil in-depth interview didapatkan 12 atribut consumer durable goods planetary mixer yang dibagi menjadi 2 kategori yaitu atribut instrinsik (tahan lama, reliabilitas mixer, kemudahan penggunaan, performansi, kemudahan servis, fitur, desain) dan atribut ekstrinsik (harga, merek, negara asal pembuat, garansi dan brand image). 12 atribut ini akan diuji hubungannya dengan karakteristik demografi responden.

Penelitian ini menghasilkan 4 cluster pelanggan yaitu cluster 1 (warranty-lover), cluster 2 (durable-lover), cluster 3 (price economic-lover) dan cluster 4 (comfortlover). Strategi bauran pemasaran produk yang akan dilakukan yaitu menerapkan proses produk augmented dan memprioritaskan atribut yang diinginkan pelanggan berdasarkan cluster pelanggan. Strategi bauran pemasaran distribusi dilakukan dengan sistem distribusi hibrid dan terpusat di kantor Jakarta. Strategi bauran pemasaran promosi dilakukan dengan pameran bakery, demo bakery dan sales door-to-door. Strategi bauran pemasaran harga dilakukan dengan pemberian diskon khusus dan pembayaran mesin secara kredit.

<hr><i>ABSTRACT</i>

This thesis discusses the role of consumer durable goods attributes for planetary mixer SM-201 in developing marketing mix strategy. This research uses exploratory research (technical in-depth-interviews) and descriptive research method. The research is conducted with 100 respondents through probability sampling technique. Based on the results of in-depth interviews found 12 attributes of consumer durable goods planetary mixers are divided into 2 categories: intrinsic attributes (durability, reliability mixer, ease of use, performance, serviceability, features, design) and extrinsic attributes (price, brand, county-of-origin, warranty and brand image). 12 attributes will be tested which are related to the demographic characteristics of respondents.

This research resulted in four clusters, namely cluster 1 (warranty-lover), cluster 2 (durablelover), cluster 3 (price economic-lover) and cluster 4 (comfort-lover). Marketing mix strategy will be applied the augmented product process and prioritize attributes desired based on customer clusters. Marketing mix strategy distribution will be applied with hybrid and centralized distribution system in the Jakarta office. Marketing mix promotion will be applied by the bakery exhibition, bakery demos and sales door-to-door. Price

marketing mix will be applied by assigning a special discount and on credit-payment machines.</i>