

Perancangan strategi relationship marketing studi kasus Area Motor = strategic planning of relationship marketing case study of Area Motor

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Abstrak

Area Motor adalah toko suku cadang mobil di daerah Lubuk Begalung, kota Padang, Sumatera Barat. Memasuki usianya yang ke dua puluh lima tahun, Area Motor menghadapi situasi kompetisi yang semakin ketat dengan bertambahnya pesaing baru. Penelitian ini bertujuan untuk merancang strategi pemasaran bagi Area Motor yang berdasarkan konsep relationship marketing. Hasil penelitian memperlihatkan bahwa implementasi relationship marketing di Area Motor adalah dengan cara mengelola pelanggan tetap melalui strategi customer retention.

Area Motor is a spare-part shop for cars and trucks in Lubuk Begalung, Padang, West Sumatra. On its umping twenty-fifth year business, it is facing a tighter competition as more new shops oin the competition. Therefore, this research aims to analyze and design the marketing strategy for Area Motor on the basic of relationship marketing concept. The results reveal that Area Motor supposedly applies relationship marketing by maintaining existing customer through customer retention strategy.