

Pengaruh komunikasi pemasaran terpadu terhadap brand awareness studi eksplanatif pengaruh komunikasi pemasaran terpadu terhadap brand awareness program studi manajemen transportasi dan logistik =
The influence of integrated marketing communication imc through brand awareness explanatif study about the influence of integrated marketing communication imc through brand awareness of transportation and logistics management programs

Yulianti Keke, author

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Abstrak

Perguruan Tinggi memiliki peran penting dalam kemajuan suatu negara. Maraknya jasa pendidikan yang menawarkan begitu banyak program studi dengan keunggulan masing-masing membuat para konsumen harus lebih selektif dalam memilih perguruan tinggi lanjutan bagi mereka. Hal tersebut terlihat dengan semakin tingginya tingkat kesadaran masyarakat terhadap pendidikan, akan tetapi pendidikan yang sesuai dengan kebutuhan saat ini masih kurang dikenal oleh konsumen. Tingginya permintaan akan tenaga kerja dibidang transportasi dan logistik, membuat peneliti ingin mengetahui sejauh mana konsumen mengenal program studi transportasi dan logistik, dan sejauh mana pengaruh komunikasi pemasaran terpadu yang telah dilakukan terhadap kesadartahuan konsumen akan brand ini.

Penelitian ini bertujuan untuk menguji bagaimanakah pengaruh Komunikasi Pemasran Terpadu yang terdiri dari advertising, personal selling, sales promotion, public relations & publicity serta direct marketing, terhadap Brand Awareness konsumen pada Program Studi Manajemen Transportasi dan Logistik. Adapun objek penelitian ini adalah mahasiswa STMT Trisakti dan metode penelitian kuantitatif dengan tipe penelitian eksplanatif. Data yang digunakan pada penelitian ini adalah data primer yang didapat dari kuesioner, sedangkan data sekunder diperoleh dari buku teks, internet dan jurnal.

Teknik pengambilan sampel yang digunakan adalah nonprobability sampling yaitu dengan teknik judgment sampling atau juga disebut purposive sampling selanjutnya dengan multi stage cluster sampling dengan populasi mahasiwa STMT Trisakti kurang lebih 3000 mahasiswa dan sampel total sebanyak 169 orang adalah mahasiswa STMT Trisakti Semester 6 dengan asal SMA wilayah Jakarta Timur. Kemudian untuk mengukur besarnya pengaruh komunikasi pemasaran terpadu terhadap brand awareness perguruan tinggi, digunakan teknik analisis data regresi dengan menggunakan software SPSS versi 19.

Dari hasil analisis yang diuji didapat public relations berpengaruh positif dan paling mempengaruhi terhadap peningkatan Brand Awareness konsumen pada Program Studi Manajemen Transportasi dan Logistik.

Sedangkan advertising, personal selling, sales promotion serta direct marketing juga berpengaruh positif terhadap Brand Awareness konsumen pada Program Studi Manajemen Transportasi dan Logistik tetapi tidak setinggi pengaruh public relations. Hal iniberarti peningkatan Brand Awareness konsumen pada Program Studi Manajemen Transportasi dan Logistik lebih dipengaruhi oleh public relations.

.....University has an important role in the progress of a country. The rise of educational services offering so many courses with their respective advantages make the consumers should be more selective in choosing College advanced to them. It looks with the increasing level of public awareness of education, but education that is appropriate to the needs of the moment still less known by consumers. The high demand for labor in

the field of transport and logistics, making researchers want to find out the extent to which consumers know the course of transport and logistics, and the extent of the influence of integrated marketing communications that have been made against consumer brand awareness about this brand.

The aims of this study is to examine how the effect of Integrated Marketing Communication (IMC) which consisting of advertising, personal selling, sales promotion, public relations and publicity, and also direct marketing, can increase brand awareness of consumer on transportation and logistics management programs.

The object of this research are students of STMT Trisakti and using quantitative research methods with eksplanatif research. The Data used in this research is the primary data obtained from questionnaires, while secondary data obtained from textbooks, journals and the internet.

Sampling technique used is the nonprobability sampling technique that judgment sampling or purposive sampling is also called next with multi stage cluster sampling with a population of STMT Trisakti students approximately 3000 students and a total sample about 169 people are students of Trisakti STMT Semester 6 with high school's origin area, East Jakarta. Then to measure the magnitude of the effect of the integrated marketing communications to brand awareness to College, used techniques of data analysis regression using SPSS software version 19.

From the results of analysis which has been tested in the end, we obtained findings public relations, have most positive influence increasing brand awareness of transportation and logistics management programs. While advertising, personal selling, sales promotion and direct marketing are also a positive influence on increasing brand awareness of transportation and logistics management programs but not as high as public relations. This means that the increasing of brand awareness on transportation and logistics management programs is more influenced by public relations.