

Marketing plan untuk joy cook analisa differensiasi antara elpiji 12 kg dan joy cook = Marketing plan for joy cook differentiation analysis between elpiji 12 kg and joy cook

I Gusti Bagus Suteja, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20422627&lokasi=lokal>

Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk menganalisis differensiasi antara produk Joy Cook dan ELPIJI 12 kg Hasil penelitian ini nantinya diharapkan dapat memberi masukan tentang marketing strategi dan marketing plan Joy Cook untuk memperluas pangsa pasar LPG Non Subsidi untuk rumah tangga Berdasarkan hasil penelitian melalui survey pada 90 orang responden melalui pendekatan perceived risk financial functional physical sensory temporal dan social dan pendekatan unique selling proposition lebih aman lebih ekonomis pelayanan lebih eksklusif member benefit maka diketahui bahwa responden merasa tidak ada perbedaan antara Joy Cook atau Elpiji 12 kg Kaca kunci differensiasi perceived risk unique selling proposition marketing strategy marketing plan.

<hr>

ABSTRACT

This research aims to analyze the differentiation between Joy Cook and ELPIJI 12 kg The main finding of this study is that there is no differentiation between Joy Cook and ELPIJI 12 kg according to 90 respondents survey either using perceived risk approach financial functional physical sensory temporary and social or unique selling proposition approach safer more economical more exclusive service and member benefit This leads to an important implication that the decision maker should redevelop Joy Cook rsquo s marketing strategy and marketing plan in order to expand the Non Subsidy LPG products market for household Key Words differentiation perceived risk unique selling proposition marketing strategy marketing plan.;This research aims to analyze the differentiation between Joy Cook and ELPIJI 12 kg The main finding of this study is that there is no differentiation between Joy Cook and ELPIJI 12 kg according to 90 respondents survey either using perceived risk approach financial functional physical sensory temporary and social or unique selling proposition approach safer more economical more exclusive service and member benefit This leads to an important implication that the decision maker should redevelop Joy Cook rsquo s marketing strategy and marketing plan in order to expand the Non Subsidy LPG products market for household Key Words differentiation perceived risk unique selling proposition marketing strategy marketing plan ;This research aims to analyze the differentiation between Joy Cook and ELPIJI 12 kg The main finding of this study is that there is no differentiation between Joy Cook and ELPIJI 12 kg according to 90 respondents survey either using perceived risk approach financial functional physical sensory temporary and social or unique selling proposition approach safer more economical more exclusive service and member benefit This leads to an important implication that the decision maker should redevelop Joy Cook rsquo s marketing strategy and marketing plan in order to expand the Non Subsidy LPG products market for household Key Words differentiation perceived risk unique selling proposition marketing strategy marketing plan ;This research aims to analyze the differentiation between Joy Cook and ELPIJI 12 kg The main finding of this study is that there is no differentiation between Joy Cook and ELPIJI 12 kg according to 90 respondents

survey either using perceived risk approach financial functional physical sensory temporary and social or unique selling proposition approach safer more economical more exclusive service and member benefit This leads to an important implication that the decision maker should redevelop Joy Cook rsquo s marketing strategy and marketing plan in order to expand the Non Subsidy LPG products market for household Key Words differentiation perceived risk unique selling proposition marketing strategy marketing plan ;This research aims to analyze the differentiation between Joy Cook and ELPIJI 12 kg The main finding of this study is that there is no differentiation between Joy Cook and ELPIJI 12 kg according to 90 respondents survey either using perceived risk approach financial functional physical sensory temporary and social or unique selling proposition approach safer more economical more exclusive service and member benefit This leads to an important implication that the decision maker should redevelop Joy Cook rsquo s marketing strategy and marketing plan in order to expand the Non Subsidy LPG products market for household Key Words differentiation perceived risk unique selling proposition marketing strategy marketing plan , This research aims to analyze the differentiation between Joy Cook and ELPIJI 12 kg The main finding of this study is that there is no differentiation between Joy Cook and ELPIJI 12 kg according to 90 respondents survey either using perceived risk approach financial functional physical sensory temporary and social or unique selling proposition approach safer more economical more exclusive service and member benefit This leads to an important implication that the decision maker should redevelop Joy Cook rsquo s marketing strategy and marketing plan in order to expand the Non Subsidy LPG products market for household Key Words differentiation perceived risk unique selling proposition marketing strategy marketing plan]