

Upaya Komersial Layanan Kereta Rel Listrik (KRL) Pada Masa Pandemi Covid-19 Melalui Pendekatan Strategi Marketing Mix 7P = Commercial Efforts for Electric Multiple Unit Train (KRL) Services During The Covid-19 Pandemic Through The Marketing Mix 7P Strategies Approach

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Abstrak

Pengurangan daya angkut dan kekhawatiran penumpang terkait kebersihan dan keamanan kereta selama masa pandemi Covid-19 menyebabkan menurunnya jumlah pengguna moda transportasi kereta rel listrik (KRL) yang cukup signifikan yakni sebesar 83,55% pada April 2020 dibandingkan dengan tahun sebelumnya pada bulan yang sama. Oleh karena hal tersebut PT. Kereta Commuter Indonesia (KCI) sebagai penyedia jasa layanan KRL perlu melakukan upaya-upaya yang berguna untuk meningkatkan pelayanan dan pemasaran supaya masyarakat dapat memanfaatkan layanan KRL secara aman dan nyaman serta meyakinkan penumpang bahwa perusahaan terus berupaya untuk memberikan pelayanan yang paling baik selama masa pandemi Covid-19. Tujuan dari penelitian ini adalah untuk menganalisis upaya komersial layanan kereta rel listrik (KRL) pada masa pandemi Covid-19 melalui pendekatan strategi Marketing Mix 7P. Teori yang digunakan ialah strategi Marketing Mix 7P oleh Kotler (2002) yang diantaranya terdiri dari strategi product, price, promotion, place, people, process, dan physical evidence. Penelitian ini menggunakan pendekatan penelitian post-positivist dan termasuk kedalam jenis penelitian deskriptif. Teknik pengumpulan data yang digunakan ialah wawancara mendalam dan studi pustaka. Hasil penelitian menunjukkan bahwa PT. KCI menerapkan upaya-upaya baru pada dimensi product, promotion, price, people, process, dan physical evidence menyesuaikan dengan kondisi pandemi Covid-19 sementara belum ada upaya baru pada dimensi place.

.....The Covid-19 pandemic crisis has greatly impacted a major reduction in service capacity and also rising anxiety among communities using public transport which has an impact on the decrease in the number of users of the electric multiple unit train (KRL) services, which was 83,55% lower in April 2020 compared to the previous year before the pandemic. Given the circumstances it is crucial for PT. Kereta Commuter Indonesia to make some efforts to improve both services and marketing so that people can feel safe using the services and convinced that KCI continues to strive to provide the vest service even during the Covid-19 pandemic. This study aims to analyze the efforts of KRL services during the Covid-19 pandemic through the Marketing Mix 7P strategies by Kotler (2002) which includes product, price, promotion, place, people, process, dan physical evidence strategies. This study uses a post-positivist research approach and belongs to the type of descriptive research. The data collection techniques used were interviews and library research. The results of this study indicate that PT. Kereta Commuter Indonesia has implemented new efforts in product, promotion, price, people, process, and physical evidence strategies while there has been no change in place strategy during the Covid-19 pandemic.