

# Analisis Perbandingan Hasil Pemasaran Luring Dengan Daring Bisnis Alat Kesehatan Sebelum Dan Sesudah Adanya COVID-19 = Comparative Analysis Of Offline And Online Marketing Results In The Medical Devices Business Before And After The Presence Of COVID-19

Immanuel Oktavian, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920549499&lokasi=lokal>

---

## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh metode pemasaran daring dan luring terhadap penjualan alat kesehatan di Indonesia sebelum dan sesudah adanya pandemi COVID-19. Metode penelitian yang digunakan adalah kuantitatif dengan desain deskriptif analitik. Data dikumpulkan melalui sistem Customer Relationship Management (CRM) dari periode 1 April 2017 hingga 29 April 2023. Analisis data dilakukan dengan menggunakan analisis univariat dan bivariat. Hasil penelitian menunjukkan bahwa terdapat perbedaan signifikan antara jumlah dan nilai transaksi daring dan luring sebelum dan sesudah pandemi. Selain itu, preferensi konsumen dan tenaga pemasaran juga menunjukkan kecenderungan tertentu dalam memilih metode pemasaran yang digunakan. Penelitian ini memberikan kontribusi penting dalam pemahaman strategi pemasaran yang efektif di sektor kesehatan, khususnya dalam konteks disrupsi akibat pandemi.

.....This research aims to analyze the impact of online and offline marketing methods on medical devices sales in Indonesia before and after the COVID-19 pandemic present. The research method used is quantitative with a descriptive-analytic design. Data was collected through the Customer Relationship Management (CRM) system from April 1, 2017, to April 29, 2023. Data analysis was conducted using univariate and bivariate analysis. The results of the study show significant differences in the number and value of online and offline transactions before and after the pandemic. Additionally, consumer and marketing personnel preferences also showed specific trends in choosing the marketing methods used. This research provides important contributions to understanding effective marketing strategies in the health sector, particularly in the context of disruption due to the pandemic.