

Strategi Pemasaran Jasa Perusahaan Outsourcing Tenaga Kerja dalam Menciptakan Value bagi Pelanggan dan Mengembangkan Pangsa Pasar yang Dimilikinya-Studi Kasus PT.Y

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Abstrak

Outsourcing merupakan kegiatan yang saat ini menjadi suatu trend pada kalangan pelaku industri. Banyaknya perilaku yang menyimpang dalam pelaksanaan di organisasi-organisasi sejenis menyebabkan pemerintah hingga saat ini masih mencoba untuk terus menggodok peraturan mengenai outsourcing.

Dalam skala ekonomis outsourcing memberikan banyak manfaat bagi perusahaan penggunanya, jika mampu dikelola dengan baik. Keuntungan dalam hal biaya-biaya, fleksibilitas, dan peningkatan kualitas merupakan hal-hal yang diharapkan pelanggan dengan melakukan outsourcing.

.....Outsourcing nowadays has become a global trend. It is apparent that many organizations in Indonesia today are making the decision to outsource. This activity however has created some controversies. The government has been crying to monitor and create on going rules to control outsourcing activities in Indonesia, as there was some misconduct that we can easily find in this activity.

Outsourcing has created benefits for its user from economic scale point of view. Through outsourcing, companies today have the ability to develop competitive strategies. Outsourcing has provided many businesses with the opportunity to harvest the benefits of cost reduction, improve qualities, increase its flexibilities, and other benefits that can improve the organization performance in achieving its goals.