

Analisa hubungan fungsi-fungsi komunikasi pemasaran terhadap loyalitas peserta pada event pameran (Studi kasus pameran agro & food expo) = Analysis of the functions of marketing communication relations toward the exhibitors loyalty on exhibition (Study case: in agro & food expo exhibition)

Dyan Syahwati, author

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Abstrak

Pertumbuhan industri pameran semakin meningkat sehingga persaingan pada industri ini semakin ketat. Kondisi ini mengharuskan penyelenggara event pameran merancang strategi komunikasi pemasaran yang tepat untuk memenangkan persaingan. PT Wahyu Promo Citra selaku penyelenggara pameran Agro & Food Expo dapat mempertahankan pamerannya selama sepuluh tahun. Fenomena ini mendorong dilakukannya penelitian dengan topik Analisis Hubungan Fungsi-Fungsi Komunikasi Pemasaran Terhadap Loyalitas Peserta Pada Event Pameran (Studi Kasus Pameran Agro & Food Expo). Berdasarkan hasil penelitian ternyata kedua variabel tersebut tidak saling mempengaruhi secara signifikan. Namun perusahaan perlu mengkaji kembali fungsi-fungsi pemasaran yang telah diterapkan demi tercapainya tujuan pemasaran yang efektif dan efisien.

.....The development of exhibition industry has grown rapidly so that the competition is getting tighter. This condition has urged the event organizer to create a better marketing communication strategy to win the competition. PT Wahyu Promo Citra as the organizer of Agro & Food Expo which already held the show for 10 consecutive times in 10 years. This phenomenon has urges the writer to do a research with topic” analysis of the functions of marketing communication relations toward the exhibitors loyalty on exhibition (study case is Agro & Food Expo exhibition)”. The research is indicating that correlation between independent and dependent variable has not significant. However a company should reconsider the application of marketing functions to reach out marketing objective effectively and efficiently.