

Analisis penerapan integrated marketing communication pada produk berbasis teknologi dalam membangun keputusan pembelian : studi kasus pemasaran produk elektronik Panasonic = Analysis on application of integrated marketing communication on the product-based technology in building purchase decision : case study on electronic product marketing of Panasonic

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Abstrak

Penelitian ini bertujuan untuk menguji bagaimanakah Integrated Marketing Communication (IMC) yang terdiri dari advertising, personal selling, sales promotion, public relations & publicity, direct marketing, serta interactive marketing dapat mendorong terjadinya keputusan pembelian konsumen produk elektronik rumah tangga. Data yang digunakan pada penelitian ini adalah data primer yang didapat dari kuesioner, sedangkan data sekunder diperoleh dari buku teks, internet dan jurnal.

Dari hasil analisis yang diuji didapat public relations dan direct marketing berpengaruh positif dan paling mempengaruhi terhadap keputusan pembelian produk elektronik. Sedangkan advertising, personal selling, sales promotion serta interactive marketing juga berpengaruh positif terhadap keputusan pembelian produk elektronik rumah tangga tetapi tidak setinggi dua bauran komunikasi lainnya. Hal ini berarti keputusan pembelian produk elektronik rumah tangga lebih dipengaruhi oleh public relations dan direct marketing.

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This study aims to examine how the effect of Integrated Marketing Communication (IMC) which consisting of advertising, personal selling, sales promotion, public relations and publicity, direct marketing, and also interactive marketing can be pushed the occurrence of the decision of purchase for consumer electronics products. The data which has been used in this study is the primary data obtained from questionnaires, while secondary data obtained from textbooks, internet and journals.

From the results of analysis which has been tested in the end we obtained findings public relations and direct marketing, have most positive influence on purchasing decisions of electronic products. While advertising, personal selling, promotion and interactive marketing are also a positive influence on purchase decisions electronic products but not as high as two other communications mix. This that an electronic product purchasing decisions are more influenced by public relations and direct marketing.