

Analisa hubungan consumption value dan keputusan memilih lembaga bimbingan belajar : studi kasus perbandingan lembaga bimbel NF, GO dan SG = Analysis of consumption value and making decision education consultant : case studies comparaison education consultant Nf, GO and SG

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Abstrak

Education Consultant is a service business operations that can not be seperated from the need for effective marketing communnications is expected to touch consumers and to stay connected with services that are intangible products. The success of the communication strategy refers to the values embodied in consumption value. Value products such covers functional values, social value, conditional value and epistemic value. Authors in this study wanted to know the forms of communication that have been run by tutoring in the area of Depok and determine the relationship between the consumption values that is owned by a decision selecting education consultant.

Result of this study show that consumers education consultant SG,NF and GO have a basic consideration choosing a value based education consultant is emotional value and conditional value. Both values are positively related to the decision to choose education consultant. More consumers see that the emotional value that refers to a special feeling and also the conditional value refers to the situational factors at the time of election education consultant.