

Evaluasi penerapan relationship marketing pada pemasaran produk premium studi kasus pt garuda mataram motor audi indonesia = Evaluation of relationship marketing on premium product marketing study case pt garuda mataram motor audi indonesia

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Abstrak

Komunikasi pemasaran dengan cara yang lama (satuarah) sudah dianggap tidak efektif. Seiring kemajuan zaman, harapan pelanggan pun menjadi tinggi. Pelanggan ingin diakui sebagai individu yang unik dan ingin dilayani secara personal. Relationship marketing dianggap mampu memenuhi harapan pelanggan saat ini karena menekankan pada relationship, networks dan interaction.

Relationship marketing tidak hanya membahas hubungan relasional antara produsen dan konsumen, namun juga membahas hubungan relasional yang berada di luar pasar (mega marketing) dan juga hubungan relasional di dalam organisasi (nano relationship). Fokus utama dari relationship marketing adalah pelayanan pelanggan.

Penelitian ini berusaha untuk mengevaluasi kegiatan relationship marketing yang telah dilakukan oleh PT. Garuda Mataram Motor sebagai supplier mobil premium Audi dalam memasarkan produk-produknya. Penelitian ini menggunakan pendekatan kualitatif. Pengumpulan data diperoleh melalui metode wawancara mendalam dengan narasumber terpercaya.

Hasil penelitian menunjukkan bahwa PT. Garuda Mataram Motor telah menerapkan beberapa dari 30 hubungan relasional yang dijelaskan oleh Evert Gummesson. Perusahaan lebih mementingkan terhadap pembentukan citra disbanding penjualan produk secara langsung. Melalui brand image yang baik, perusahaan yakin bahwa penjualan pun akan meningkat. Perusahaan tidak hanya berusaha untuk memberikan kepuasan kepada pelanggan, namun juga memberikan kesenangan melalui pemberian servis melebihi harapan pelanggan.

Bagi peneliti di masa yang akan datang diharapkan dapat menganalisis lebih dalam lagi tentang penerapan relationship marketing, khususnya pada perusahaan yang berbasis business to customer.

Conventional marketing communication has been assumed no longer ineffective. In line with growing era, customer expectation becomes higher. Customer has desire to be acknowledge as unique individual and wants to be personally served. Relationship marketing has been assumed can fulfill that customer expectation now days because emphasize on relationship, networks and interaction.

Relationship marketing doesn't only discuss about relational relationship between producer and customer, furthermore it discusses about relational relationship which exist above the market (mega marketing) and relational relationship inside the organization (nano relationship). The main focus of relationship marketing is customer service.

This research tries to evaluate relationship marketing activity which has been done by PT. Garuda Mataram Motor as the supplier of premium car Audi in marketing its products. This research uses qualitative approach. Data collection was gathered trough depth interview with trusted man source.

The result of the research shows that PT. Garuda Mataram Motor has implemented some the relational relationship which is explained by Evert Gumesson. The company emphasizes on image creation rather than

direct product sales. Through good brand image, company believes that sales will be increased. Company is not only trying to give satisfaction to customer, but more than that, to give delight to customer by giving a service more than the expectation.

For the future researcher, to be expected to has deeper research on relationship marketing implementation, especially in company based on business to customer (B2C).</i>