

Analisis perilaku konsumen terhadap element Marketing Mix dalam fenomena mobil "Sejuta Umat" di Indonesia : Studi kasus mobil merek Toyota Avanza = Analysis of consumer behavior against element of Marketing Mix in the phenomenon of the car "a Million People" in Indonesia : A study about brand Toyota Avanza

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404666&lokasi=lokal>

Abstrak

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Ketatnya persaingan dunia otomotif di Indonesia, memaksa para produsen untuk mengeluarkan inovasi produknya. Dalam persaingan tersebut, ternyata mobil LMPV tetap menjadi kategori mobil yang paling diminati oleh masyarakat Indonesia. Fenomena ini ternyata membuat para produsen di bidang otomotif mengambil spekulasi untuk terjun ke dalam persaingan mobil kelas LMPV tersebut. Toyota merupakan pionir mobil di kelas LMPV dengan produknya Toyota Avanza. Walaupun kini Toyota Avanza memiliki banyak kompetitor di kelasnya, angka penjualan produk ini masih menduduki posisi teratas. Alasan Toyota Avanza menduduki posisi teratas karena memperhatikan elemen-elemen marketing mix seperti produk, harga, tempat/keterjangkauan, dan promosi. Keempat elemen marketing mix tersebut dapat mempengaruhi keputusan pembelian konsumen.;

ABSTRACT

The tight competition of automotive market in Indonesia forces the producers to create innovation in their product. In that competition, LMVP cars are still the most attractive cars for Indonesian society. This phenomenon pushes the car producers to start entering the LMVP class. Toyota is the pioneer in the LMVP class with the Toyota Avanza. Although now Avanza has a lot of competition they are still on top above than the other competitors. The reason why Avanza is on top because it takes into consideration elements of mix marketing such as product, price, place and promotion. Those four elements can influence the decision making of consumers., The tight competition of automotive market in Indonesia forces the producers to create innovation in their product. In that competition, LMVP cars are still the most attractive cars for Indonesian society. This phenomenon pushes the car producers to start entering the LMVP class. Toyota is the pioneer in the LMVP class with the Toyota Avanza. Although now Avanza has a lot of competition they are still on top above than the other competitors. The reason why Avanza is on top because it takes into consideration elements of mix marketing such as product, price, place and promotion. Those four elements can influence the decision making of consumers.]