

Analisis pemasaran dalam rangka revitalisasi peran PD Dharma Jaya sebagai unsur dewan ketahanan pangan di DKI Jakarta = Marketing analysis in order to revitalize the role of PD Dharma Jaya as the member of food security board in special capital region of Jakarta

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Abstrak

[Tesis ini menganalisis tentang bauran pemasaran produk daging sapi potong PD Dharma Jaya yang terdiri dari variabel produk, harga, promosi, distribusi dan personil dalam rangka revitalisasi peran PD Dharma Jaya berdasarkan persepsi pelanggan dan pegawai. Penelitian menggunakan metode kuantitatif yang diperkuat dengan observasi dengan jumlah sampel total 96 orang, wawancara terbuka dan wawancara mendalam (in depth interview). Uji beda 2 sampel menggunakan uji U Mann Whitney dipakai untuk menguji perbedaan persepsi antara pelanggan dan pegawai PD Dharma Jaya. Hasil penelitian menunjukkan bahwa terdapat perbedaan persepsi antara pelanggan dan pegawai untuk variabel produk, harga, promosi dan distribusi PD Dharma Jaya yang ditunjukkan dengan nilai probabilitas masing-masing variabel sebesar 0,000 atau di bawah level signifikansi sebesar 0,050. Berdasarkan hasil analisis kuesioner, observasi dan wawancara dengan pelanggan, pegawai dan pihak terkait, jika variabel bauran pemasaran diperbaiki, maka akan dapat mendukung upaya revitalisasi peran PD Dharma Jaya sebagai unsur Dewan Ketahanan Pangan Provinsi DKI Jakarta yaitu mewujudkan Ketahanan Pangan Daerah sebagai bagian dari Ketahanan Nasional.

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observation, open interview and in depth interview. Mann-Whitney U test is used to test customers and employees' difference perception. And the results show that there is difference perception between customers and employees about product, price, promotion and place proven by probability value 0,000 for each variables or below level of significance 0,050. With analysis result from questionnaires, observation and interview with customers, employees and related parties, improvement of marketing mix is needed to support the role revitalization effort of PD Dharma Jaya as the member of Food Security Board in Special Capital Region of Jakarta that is achieving Regional Food Security as a particularity of National Resilience.

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