

## Tools marketing public relations PT Philips Indonesia dalam menjaga loyalitas pelanggan = PT Philips Indonesia marketing public relations tool to preserve the customer loyalty

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### Abstrak

Di era globalisasi, persaingan antar perusahaan semakin ketat. PT Philips Indonesia berusaha untuk menjaga loyalitas pelanggannya dengan memanfaatkan inovasi tools marketing public relations yang unik dan menarik. Kasus ini dibahas dengan menggunakan konsep marketing public relations dan loyalitas pelanggan. Tools marketing public relations yang digunakan oleh PT Philips Indonesia ialah publikasi, identitas media, event, dan aktivitas pelayanan publik.

Dari pembahasan, dapat disimpulkan bahwa tools marketing public relations yang dilakukan PT Philips Indonesia mampu membantu promosi dengan menambah informasi baru dan meningkatkan image yang positif bagi produk sehingga dapat membangun loyalitas pelanggan, yaitu pembelian kembali terhadap produk dan mereferensikannya kepada orang lain.

*In this globalization era, the competition between companies is getting stronger. PT Philips Indonesia tries to maintain the customers loyalty by improving the the marketing public relations tools. This case study is reviewed by using marketing public relations and customer loyalty concepts. The marketing public relations tools that have been applied by PT Philips Indonesia in this case study are publication, media identity, event, and public service.*

Based on discussion, it can be conclude that the marketing public relations tools that have been used by PT Philips Indonesia are able to help their promotion by adding the new information and inreasing the positive product image which build bustomer loyalty, buy the product in continuity and give reference to the other.