

Perumusan strategi promosi jasa layanan pinjaman profesi kospin jasa Bandung berdasarkan preferensi pelanggan

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Abstrak

with widely opened of banks opportunity to develop their wings through banking products, triggered private/government banks or cooperation to launch many products, such as credit/loan product. nowadays, loan credit is attracting to the citizens because the economics crisis that cause citizens to propose the loan to fulfill their needs or to continues their trades. especially the loan with easy procedure and light interst. many banks available make the competitions is very tough. koperasi simpan pinjam (KOSPIN JASA) is one cooperation that provide one of its product called "pinjaman profesi". one thing that usually done to win the market is with product position analyzes with its competitor, perceptions and preferences of the respondents are the basic things in this analyzes. in this research, primer data are collected through the spreading of questionnaire. the result is the users of "pinjaman karya" are private employees with the salary between Rp. 1.000.000-Rp. 2.000.000. and all the users is proffesioanl workers. there are some attributes to choose the loan known as easy procedures, interest, services and promotion. for product positioning, done with identify the core competence to penetrate thye market, so that KOSPIN JASA is the preference of the citizens who want a loan. because of that, it is necessary to introduce positioning statement and it is adapted with the attribute "mudah, rendah, baik". promotion strategies that work effectively are through newspaper, pikiran rakyat. beside newspaper, television play an important role, such as Trans TV. and also personal selling that distribute brochure or via posters. effective promotion strategy can affect final needs of consumer so that can push market demand and value.