

Perancangan strategi pemasaran produk makanan yang dijual secara online = Designing a marketing strategy for food products sold online

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Abstrak

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Salah satu agenda Nawacita yang diusung pemerintah Indonesia adalah meningkatkan produktivitas rakyat, salah satunya melalui UMKM di bidang makanan. Perkembangan internet dan pertumbuhan pengguna media sosial yang pesat di Indonesia turut memberikan andil dalam memberikan peluang baru dengan adanya kanal dan metode pembelian baru, akan tetapi sekaligus menambah persaingan. Oleh karena itu diperlukan strategi pemasaran yang kuat untuk meningkatkan pembelian produk makanan secara *online* agar bisnis dapat bertahan. Dalam pembuatan strategi tersebut, diteliti pengaruh faktor *Freshness, Novelty, Importance of Product Information, Wired Lifestyle, Perceived Risk, Perceived Difficulty, Perceived Control, Subjective Norms,* dan *Attitude* terhadap niat beli terhadap produk makanan secara *online* dengan menggunakan metode SEM. Selain itu, digunakan *Importance-Performance Analysis* untuk mendapatkan *action items* dan prioritas pelaksanaan untuk setiap *action items*. Penelitian ini mengambil studi kasus untuk UMKM Kai Laziz Food dalam perencanaan strategi, akan tetapi faktor yang berpengaruh terhadap niat beli diperoleh melalui kuesioner kepada pengguna media sosial secara umum. Hasil penelitian ini adalah faktor-faktor yang berpengaruh terhadap niat beli terhadap produk makanan secara *online* dan strategi untuk meningkatkan niat beli, khususnya Kai Laziz Food, sehingga dapat bersaing dan bertahan di tengah persaingan yang ketat.

One of Nawacita agenda carried out by Indonesian government is to impr

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ove peoples productivity, one of which is through MSMEs in food sector. The development of the internet and the rapid growth of social media users in Indonesia have contributed to providing new opportunities, such as new channels and purchasing methods, but at the same time increasing competition. Therefore, a strong marketing strategy is needed to increase the purchase of food products online so that businesses can survive. In making this strategy, the influence of *Freshness, Novelty, Importance of Product Information, Wired Lifestyle, Perceived Difficulty, Perceived Control, Subjective Norms, and Attitude* on buying intention towards food products online was examined using SEM. In addition, *Importance-Performance Analysis* is used to obtain action items and prioritize the implementation of each action item. This study took a case study for Kai Laziz Food in making the marketing strategy, but the factors that influence purchase intention were obtained through a questionnaire in which respondents were users of social media in general. The results of this study are factors that influence purchase intention to buy food online and strategies to increase purchase intentions, especially for Kai Laziz Food, so they can compete and survive on the midst of this intense competition.</p>