

Implementasi Relationship Marketing PT Robert Bosch Terhadap Distributor (Studi Divisi Automotive Aftermarket) = Implementation of Relationship Marketing in PT Robert Bosh to Wholesaler (Case Study in Automotive Aftermarket Division)

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Abstrak

Sebagai importir yang baru di pasar Indonesia, PT Robert Bosch memilih distributor sebagai saluran distribusi. Dengan situasi yang mudah berubah, Bosch ingin mempertahankan distributornya. Hal ini dilakukan dengan mengimplementasikan relationship marketing terhadap distributor. melalui dimensi instrumental dan dimensi interpersonal. Maka dari itu peneliti ingin melihat persepsi distributor terhadap implementasi relationship marketing yang telah dilakukan. Penelitian menggunakan pendekatan kuantitatif. Sampel penelitian adalah 15 distributor PT Robert Bosch divisi Automotive Aftermarket dengan metode total sampling. Instrumen penelitian ini menggunakan kuesioner dan dianalisis dengan analisa deskriptif dengan melihat mean dan frekuensi dari setiap jawaban. Hasil dari penelitian ini menunjukkan implementasi relationship marketing yang dilakukan oleh Bosch kuat pada sub dimensi produk.

.....As a new Importer in Indonesia Market, PT Robert Bosch chose distributor as a main distribution channel. With unstable condition in Indonesian market, PT Robert Bosch wanted to keep their distributor. To keep their distributor, PT Robert Bosch implements relationship marketing to distributor through instrumental dimension and interpersonal dimension.

The purpose of this research is to see distributor perception of relationship marketing implementation that has been done by PT Robert Bosch. This research is using quantitative approach with sample of 15 PT Robert Bosch distributors Automotive Aftermarket division. This research is using total sampling method. The instrument for this research is questioner and is being analyzed with descriptive analysis by looking at mean and frequency of each answer. The result of this research shows the strong implementation of relationship marketing that has been done by PT Robert Bosch to sub product dimension.