

Analisis Dampak Corporate Culture terhadap Pembentukan Integrated Marketing Communication di Industri Perbankan Indonesia = Analysis of the Impact of Corporate Culture on the Formation of Integrated Marketing Communication in Indonesian Banking Industry

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh corporate culture dalam pembentukan strategi integrated marketing communication (IMC) serta dampaknya terhadap market performance di industri perbankan Indonesia. Industri perbankan Indonesia menghadapi persaingan yang ketat dan perlu adanya inovasi secara internal dari perusahaan perbankan untuk menjaga relevansi dan daya saing. Penelitian ini mengumpulkan data melalui survei online kepada manager bank di Indonesia dan menggunakan PLS SEM sebagai metode analisis. Hasil penelitian menunjukkan bahwa corporate culture berpengaruh positif terhadap implementasi IMC melalui 4 dimensi, Message consistency, Interactivity, Organizational alignment, dan Stakeholder-centered Strategic Focus. Controlling culture memiliki pengaruh positif lebih besar dibandingkan collaborative culture. IMC yang efektif berpengaruh positif pada pertumbuhan market performance melalui 3 dimensi, Sales-Related Performance, Brand advantage, dan Customer satisfaction. Kesimpulannya, integrasi corporate culture yang mendukung dan strategi IMC yang efektif dapat meningkatkan market performance di sektor perbankan Indonesia.

.....This study aims to analyze the influence of corporate culture on the formation of integrated marketing communication (IMC) strategies and their impact on market performance in the Indonesian banking industry. The Indonesian banking industry faces intense competition and requires internal innovation from banking companies to maintain relevance and competitiveness. This study collected data through an online survey of bank managers in Indonesia and used PLS SEM as the analytical method. The results show that corporate culture has a positive influence on the implementation of IMC through four dimensions: Message consistency, Interactivity, Organizational alignment, and Stakeholder-centered Strategic Focus. Controlling culture has a greater positive influence compared to collaborative culture. Effective IMC positively impacts market performance growth through three dimensions: Sales-Related Performance, Brand advantage, and Customer satisfaction. In conclusion, the integration of supportive corporate culture and effective IMC strategies can improve market performance in the Indonesian banking sector.