

Bab 1



DINAMIKA BISNIS JASA DAN PENTINGNYA PEMASARAN JASA

Pengertian Jasa (1)

- *A service is an activity or a series of activities which take place in interactions with a contact person or physical machine and which provides consumer satisfaction (Lehtinen, 1983).*
- *A service is any activity of benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product (Kotler, 1988).*

Pengertian Jasa (2)

A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the customer and service employees and/or physical resources or good and/or system of the service provider, which are provided as solutions to customer problems (Gronroos, 1990).

Service is all economic activities whose output is not a physical product or construction is generally consumed at that time it is produced, and provides added value in forms (such as convenience, amusement, comfort or health) (Valarie A. Zethaml & Mary Jo Bitner, 1996).

Berbagai Faktor yang Mendorong Pertumbuhan Bisnis Jasa

1. Perubahan Demografis
2. Perubahan Psikografis
3. Perubahan Sosial
4. Perubahan Perekonomian
5. Perubahan Politik dan Hukum

Perkembangan Industri Jasa

Tabel 1.1
Pengeluaran pribadi untuk kebutuhan jasa menurut
tingkat pendapatan di Amerika Serikat
(dalam Jutaan Dolar AS)

SEKTOR JASA	TINGKAT PENDAPATAN RUMAH TANGGA				TOTAL
	< 25	25 - 50	50 - 75	> 75	
Perumahan	252	245	96	64	657
Restoran	76	126	70	47	319
Transportasi	32	37	13	6	88
Medical	131	106	38	22	297
Rekreasi	55	70	33	22	180
Personal business	56	60	31	22	169
Pendidikan	11	15	10	6	42
Lain-lain	21	24	11	13	69

Karakteristik dan Klasifikasi Jasa

- *Intangibility* (tidak berwujud)
- *Unstorability*
- *Customization*

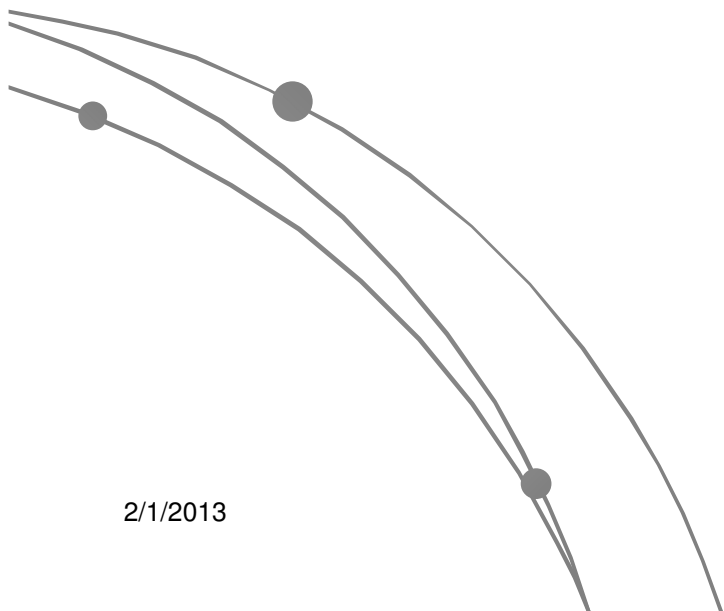
Faktor-faktor yang Menjadi Kunci Sukses Jasa

1. Memperbarui Jasa yang Ditawarkan
2. Melokalisasi Sistem *Point Of Service*
3. Melakukan Kontrak Layanan untuk Mengikat Konsumen
4. Menggunakan Kekuatan Informasi
5. Menetapkan Nilai Strategis dari Jasa bagi Konsumen

Kerangka Kerja Analisis Pemasaran Jasa: Pendekatan Dramaturgi

- Kontek Sosial dan Fisik dari Pertukaran Jasa
- Aspek Sosial (*The Social Setting*)
- Aspek Fisik (*The Physical Setting*)
- Memahami Pemasaran Jasa Melalui Analog Dramaturgi
- Kinerja
- Kinerja Tim
- Pertunjukan Langsung atau Dibalik Layar
- Aspek Manajemen Impresi
- Aplikasi Dramaturgi dari Pertukaran Jasa

End



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