

Bab 6



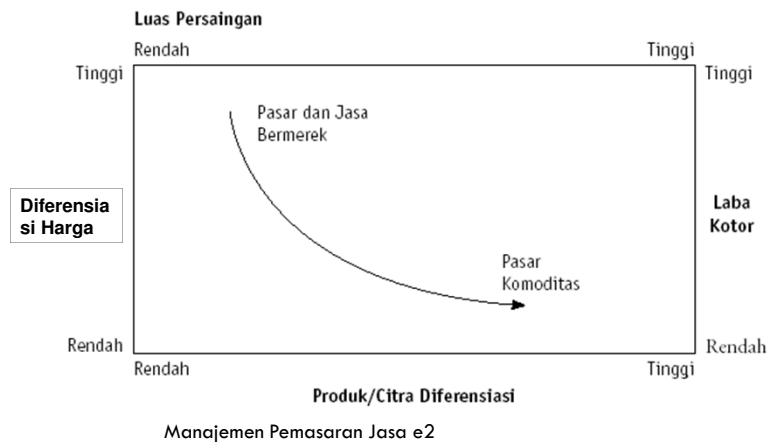
BAURAN PEMASARAN (MARKETING MIX) JASA

Bab 6

Elemen Marketing Mix Jasa (1)

- ***Product***
 - *Core Product*
 - *Expected product*
 - *Augmented product*
 - *Potential Product*
- ***Brand and Differentiated***

Gambar 6.1. Keterkaitan antara Merek dan Diferensiasi



Elemen Marketing Mix Jasa (2)

- *Physical Evidence*
 - *Essential evidence*
 - *Peripheral evidence*
- *Service Product Decision*

Gambar 6.2. Keputusan Strategi Produk Jasa (Ansof Matrix)

	Penetrasi Pasar	Pengembangan Produk atau Jasa
Pasar Lama	Mengulang bisnis Menambah frekuensi Memperdalam konsultasi	Produk dan jasa baru Citra baru Keterlibatan konsultan dalam perusahaan
	Pengembangan Pasar	Diversifikasi
Pasar Baru	Kelompok industri Perkembangan segmen Internasionalisasi	Modal ventura Bisnis baru Akuisisi

Elemen Marketing Mix Jasa (3)

- **Pricing**
 - **Tujuan**
 - *Survival*
 - *Profit maximization*
 - *Sales maximization*
 - *Prestige*
 - *ROI*

Elemen Marketing Mix Jasa (4)

– **Faktor-faktor yang Memengaruhi**

1. *Positioning Jasa*
2. Sasaran perusahaan
3. Tingkat persaingan
4. *Life cycle jasa*
5. Elastisitas permintaan
6. Struktur biaya
7. *Shared resources*
8. *Prevailing economic condition*
9. *Service capacity*

Elemen Marketing Mix Jasa (5)

– **Metode**

1. *Cost-plus pricing*
2. *Rate of return pricing*
3. *Competitive partzy pricing*
4. *Loss leading pricing*
5. *Value-based pricing*
6. *Relationship pricing*

Elemen Marketing Mix Jasa (6)

- **Place (Sistim Delivery/Penyampaian Jasa)**
 - **Lokasi**
 - **Saluran distribusi (*Distribution Channels*)**
 - *Service provider*
 - *Intermediaries*
 - *Customers*

Elemen Marketing Mix Jasa (7)

- **Promotion**

Promotion mix terdiri dari :

 - *Advertising*
 - *Personnel Selling*
 - *Sales promotion*
 - *Public relation*
 - *Word of mouth*
 - *Direct mail*

Elemen Marketing Mix Jasa (8)

- ***People***
 - ***Contactors***
 - ***Modifier***
 - ***Influencers***
 - ***Isolateds***

Elemen Marketing Mix Jasa (9)

- ***Process***
 - ***Complexity***
 - ***Divergence***
- ***Customer Service***
 - ***Identifikasi misi jasa***
 - ***Penentuan sasaran dari customer service***
 - ***Perumusan strategi customer service***
 - ***Implementasi***

End