

## Chapter 12

## Penetapan

Harga Produk:
Pertimbangan,
Pendekatan, dan Strategi Penetapan Harga

## "The real issue is value, not price."

## -Robert T. Lindgren



## Price

- Price adalah sejumlah uang yang dikenakan atas barang atau jasa.
- Elemen marketing mix element yang menghasilkan revenue
- Harga terlalu tinggi membuat pelangggan potensial lari, harga terlalu rendah memotong revenue.


## Faktor yang Dipertimbangkan dalam Menetapkan Harga

| Internal factors: <br> Marketing objectives <br> Marketing-mix strategy <br> Costs <br> Organization for pricing |
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| Pricing <br> decisions |
| External factors: <br> Nature of the market <br> and demand <br> Competition <br> Other environmental <br> factors (economy, <br> resellers, government) |

## Internal Factors

- Marketing Objectives
-Survival
-Current Profit Maximization
-Market-Share Leadership
-Brand Equity Growth
-Product-Quality Leadership


## Internal Factors

- Marketing Mix Strategy
- Costs
-Fixed vs. Variable Costs
- Organizational Considerations


# External Factors Affecting Pricing Decisions 

- Market and Demand
- Cross Selling and Upselling
- Consumer Perceptions of Price and Value


# External Factors Affecting Pricing Decisions 

- Analyzing the Price - Demand Relationship
- Price Elasticity of Demand
- Factors Affecting Price Sensitivity


## Price Elasticity of Demand



## General Pricing Approaches

- Cost-Based Pricing
- Break-Even Analysis and Target Profit Pricing
- Value-Based Pricing
- Competition-Based Pricing


## Cost Based Pricing



## Break-even

- $\mathrm{BE}=$ Fixed Costs/Contribution (SP-VC)
- Example - Meal - SP = \$20, VC = \$8
- Fixed costs are \$2400 a day
- $\mathrm{BE}=\$ 2400 / \$ 12=200$
- Need to sell 200 meals @ \$20 to break-even
- $V C=40 \%$, contribution = 60\%
- $\mathrm{BE}=\$ 2400 / .6=\$ 4000$


## Break-even Analysis or Target Profit Pricing



## Value-based Pricing



## Competition-Based Pricing



Marketing for Hospitality and Tourism, 4th edition

## Pricing Strategies

- New-Product Pricing Strategies
- Existing-Product Pricing Strategies
- Psychological Pricing
- Promotional Pricing


## New-Product Pricing Strategies

- Prestige Pricing
- Market-Skimming Pricing
- Market-Penetration Pricing


## Setting Initial Product Prices

## Market Skimming

> Menetapkan harga tinggi utk produk baru utk mendapatkan revenu yg maksimum dari target pasar.
> Hasilnya: kuantitas sedikit tapi penjualan lebih menguntungkan
> Popular night club charges a high cover charge

## Market Penetration

> Menteapkan harga rendah utk produk baru utk menarik pasar yang banyak.
> Hasilnya: market share yann besar.
> New Marriott

## Existing-Product Pricing Strategies

- Product-Bundle Pricing
- Price-Adjustment Strategies
- Volume Discounts
- Discounts Based on Time of Purchase
- Discriminatory Pricing
- Yield Management
- Non-Use of Yield Management
- Last-Minute Pricing


## Product-Bundling Pricing

- Transfer surplus reservation price (the maximum price a customer will pay for a product)
- Pelanggan A akan membayar 50 ribu utk tiket masuk Dufan dan 120 ribu utk hotel. Pelanggan B akan membayar 75 ribu utk tiket masuk Dufan dan 90 ribu utk hotel. Sebuah hotel menjual paket dua malam termasuk tiket masuk dufan seharga 280 ribu rupiah.
- Price-bundling mengurangi price competition membuat sulit utk mengetahui harga dari tiap komponen.
- In an airline and hotel package it is difficult to determine the price of the room


## Psychological Pricing

- Price-quality relationship
- Reference prices
- Rounding
- Length of the field


## Promotional Pricing

- Harga sementara dari suatu produk dibawah harga normal dan kadangkala dibawah biaya.


## - Value Pricing

-Price Sensitivity Measurement

## Price Sensitivity Measurement

- Price Sensitivity Measurement (PSM) membantu menyeimbangkan antara harga dengan produk atau jasa berdasarkan presepsi value dari konsumen.
- The product or service to be cheap?
- The product or service to be expensive?
- The product or service to be too expensive, so expensive that you will not consider buying it?
- The product or service to be too cheap, so cheap that you would question the quality?


## Other Pricing Considerations

- Price Spread Effect
- "The highest price menu item should not be more the 2.5 times the price of the lowest"
- Price Points


## Initiating Price Cuts

- Excess capacity
- Dominate market
- Increase market share


## Initiating Price Increases

- Increase profits
- Cost inflation
- Excess demand


## Reactions to Prices Changes

- Buyer's reaction
- Competitor's reaction
- Trade Ally's reaction


## Responding to Price Changes

- Why did competitor change price?
- To gain market share? Use excess capacity?
-Where is my product in its life cycle?
- What is its importance in the company's product mix?


## Best Practices

- Boston Market
- Royal Caribbean Cruises revenue management department
- La Colombe D'Or cross-selling strategies

