

# MARKETING MANAGEMENT

12<sup>th</sup> edition



## Pertemuan 9 Ekuitas Merek, Produk, dan Jasa



# Google - 2002 Brand of the Year



# Merek/Brand



Nama, istilah, tanda, simbol atau desain, atau kombinasi dari semuanya, yg dimaksudkan utk mengidentifikasi barang atau jasa yang dijual dan untuk membedakan dengan kompetitor

# Peran Merek



Mengidentifikasi  
pembuatnya

Menyederhakan  
penanganan produk

Mengorganisasikan  
pencatatan

Menawarkan proteksi  
scr legal



# Peran Merek



Menunjukkan kualitas

Menciptakan rintangan  
masuk

Sebagai keunggulan  
bersaing

Menjaga harga  
premium



# Pemberian Merek



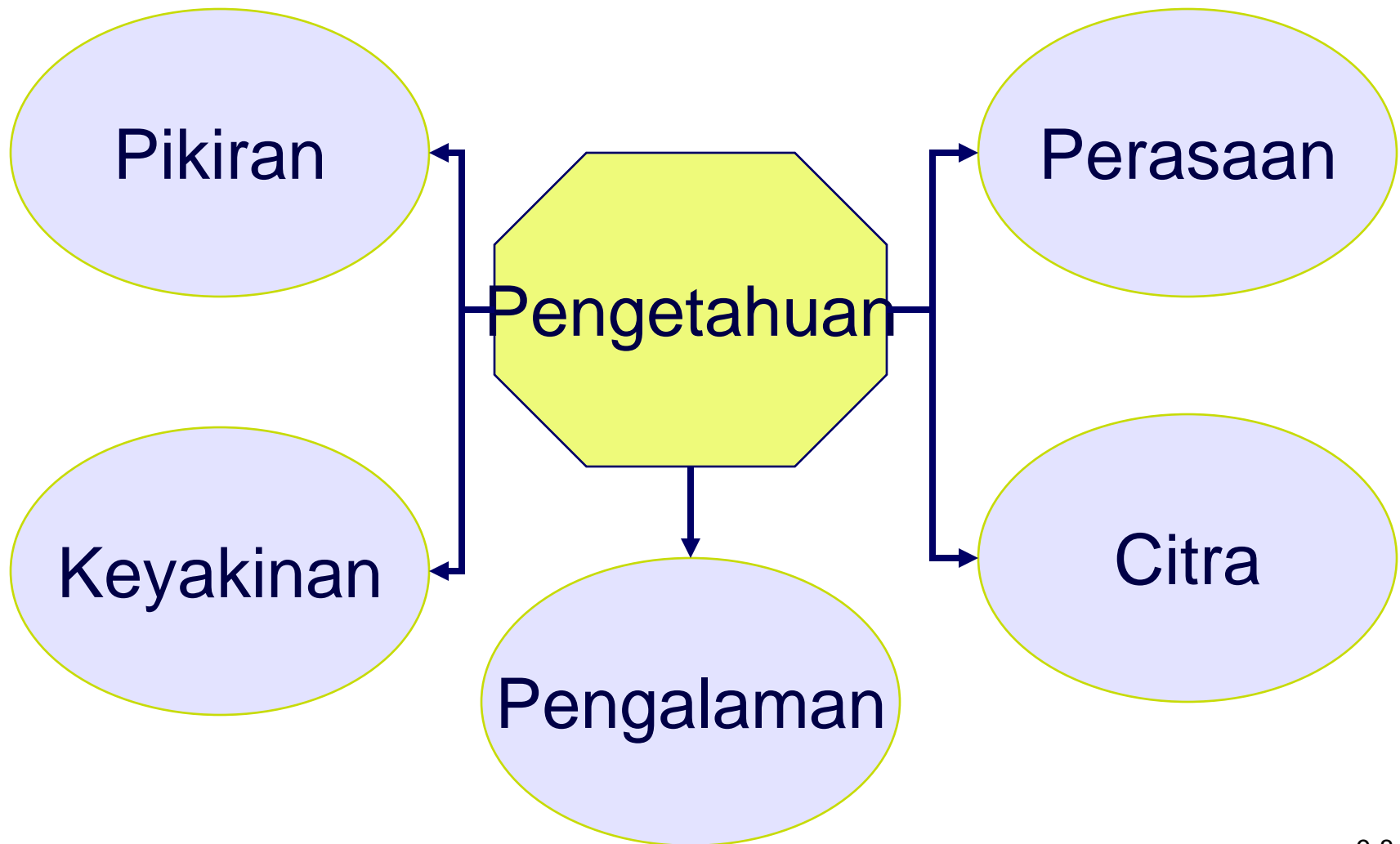
Memberikan produk dan jasa  
kekuatan merek

# Ekuitas Merek



Efek berbeda ttg pengetahuan merek yang dimiliki konsumen dalam merespon pemasaran terhadap suatu merek

# Brand Knowledge





# Asosiasi Merek



Kuat

Unik

Disenangi



# Manfaat pemasaran dari Merek yg Kuat



- Memperbaiki persepsi thd kinerja produk
- Loyalitas yg lebih tinggi
- Persaingan lbh tdk bergejolak
- Resiko krisis lebih kecil
- Margin yg lebih besar
- Respon konsumen yg inelastis thd kenaikan harga
- Respon konsumen yg elastis thd penurunan harga
- Koperasi dagang yang lebih besar
- Peningkatan efektifitas IMC
- Peluang lisensi
- Peluang ekstensi merek

# Branding a Place


dined by candlelight in a rainforest?    shopped winter sales before it was winter?    gone wine tasting in a desert?    taken your pick of 1,100 miles of coral reef?

# HAVE YOU EVER

waltzed with a kangaroo?    shared a laugh with an aborigine?    been a fish?    seen an entire country smile?    spent a night out under a different set of stars?

seen a rock scrape the sky?    watched the sun set over the Indian Ocean?    jumped off the end of the earth?    found yourself in a land without strangers?

had an entire island to yourself?    dreamed about a vacation after it was over?    caught a water-taxi to the opera?

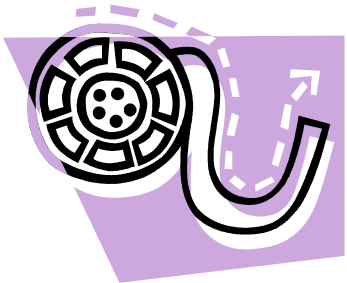
 For those who long to take home more from a vacation than pictures and souvenirs, Qantas is starting from under \$2,000. For more information, call Qantas at 888-798-4949. Or visit our [Australia.com](http://Australia.com) website to find out how two weeks can change your life.

Prices are per person based on double occupancy. Purchase & travel by 11/30/05. Seats are limited and may not be available on every flight. Prices subject to availability. ©2005 Qantas. All rights reserved. Australia.com is a registered trademark of Australia.com. All other trademarks are the property of their respective owners.

# Janji Merek



Visi pemasar mengenai harus menjadi apa suatu merek dan apa yg harus dilakukan suatu merek utk konsumen



# Pendorong Ekuitas Merek



## *Tony Stewart*

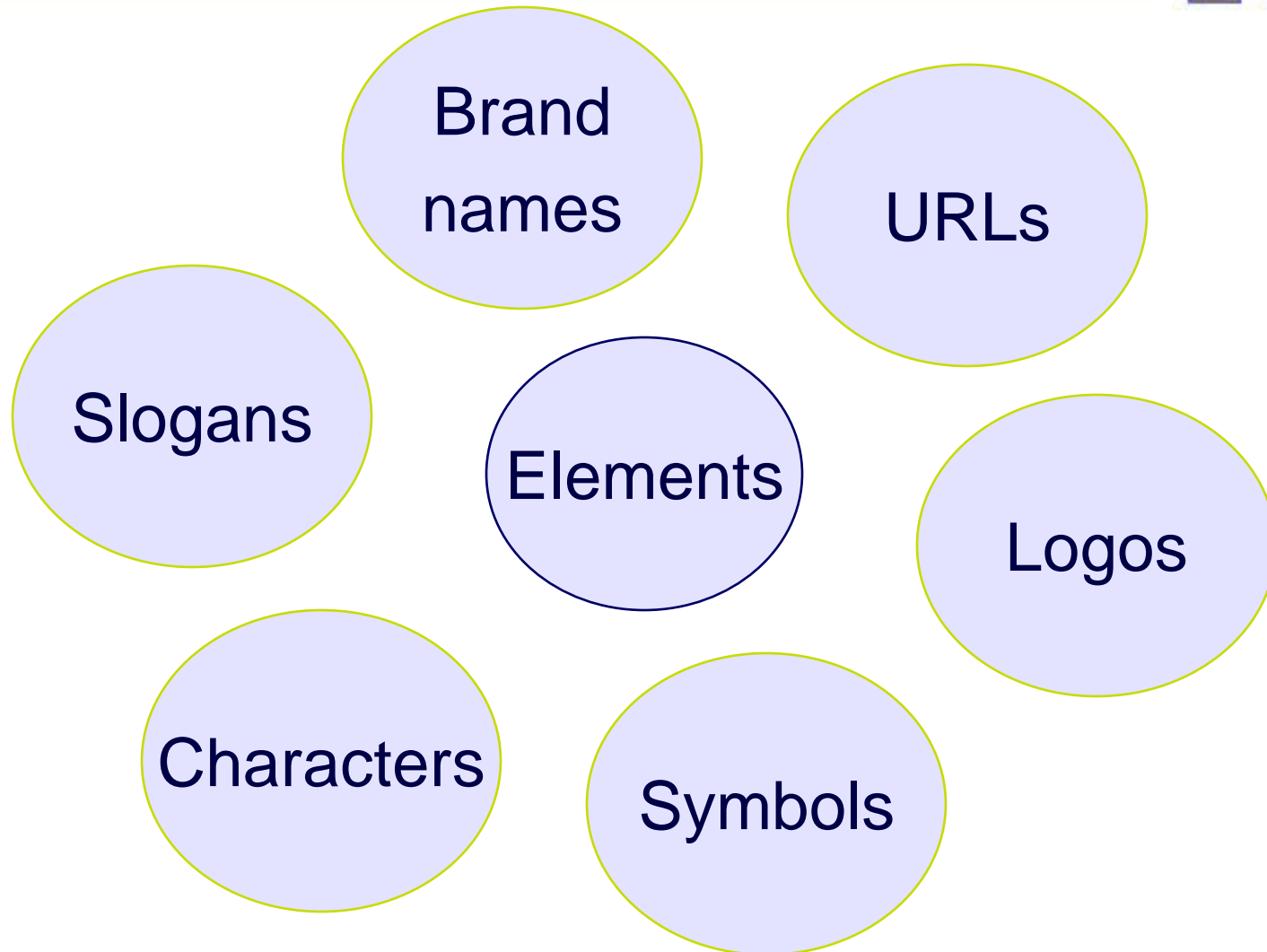
Old Spice is a proud sponsor of  
driver Tony Stewart, the 2002 N  
Check out Tony's 2004 race re

Elemen Merek

Aktivitas Pemasaran

Arti Perpindahan

# Elemen Merek



# Aktivitas Pemasaran



Personalisasi

Integrasi

Internalisasi



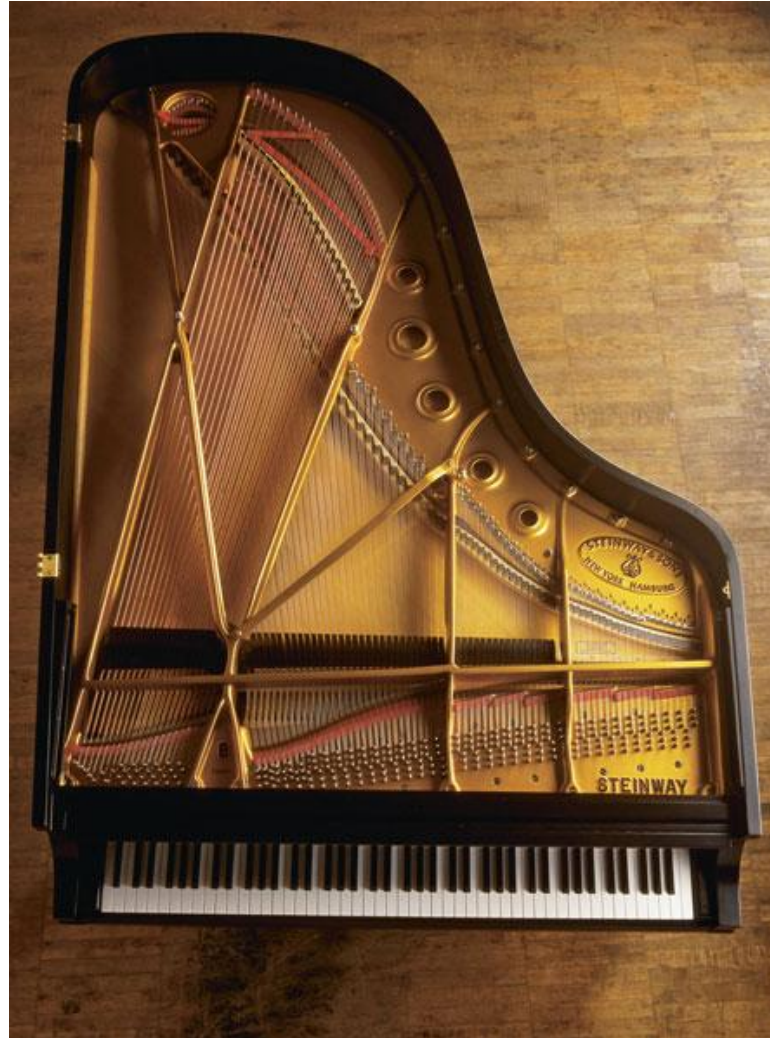
# Table 9.2 The 10 Most Valuable Brands



<b>Brand</b>	<b>2004 Brand Value (Billions)</b>
Coca-Cola	\$67.39
Microsoft	\$61.37
IBM	\$53.79
GE	\$44.11
Intel	\$33.50
Disney	\$27.11
McDonald's	\$25.00
Nokia	\$24.04
Toyota	\$22.67
Marlboro	\$22.13



# Dibalik merek yang baik terdapat produk yang baik pula

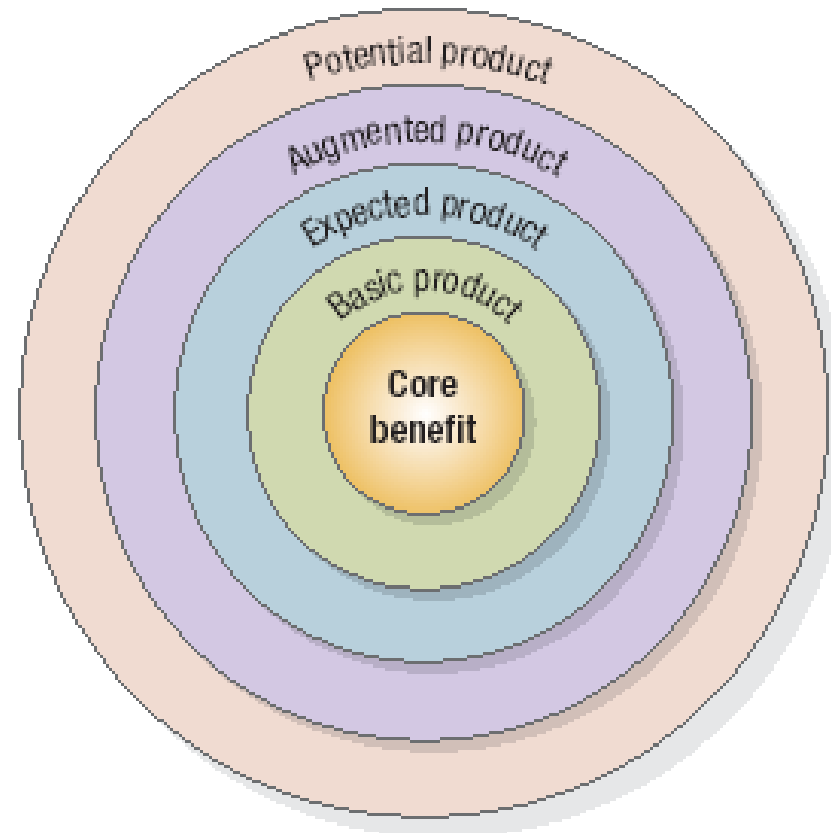


# Product



Segala sesuatu yang dapat ditawarkan ke pasar utk memuaskan keinginan atau kebutuhan.

# Lima Tingkatan Produk



# Klasifikasi Produk



Durability

Tangibility

Use



# Klasifikasi Barang Konsumen



Kenyamanan

Belanja

Khusus

Tidak Terlihat

# Klasifikasi Barang Industri



Materials and parts

Capital items

Supplies/  
business services

# Hierarki Produk



# Product Systems and Mixes



- Product system
- Product mix
- Product assortment
- Depth
- Length
- Width
- Consistency



# Co-branding



# Packaging



Seluruh aktivitas perancangan dan produksi  
tempat suatu produk

# Packaging dipengaruhi oleh...



Swalayan

Kesejahteraan konsumen

Citra

Peluang inovasi



# Fungsi Label



<b>Nutrition Facts</b>	
Serving Size ½ cup (114g) Servings Per Container 4	
<b>Amount Per Serving</b>	
<b>Calories</b> 90	Calories from Fat 30
<b>% Daily Value*</b>	
<b>Total Fat</b> 3g	<b>5%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 300mg	<b>13%</b>
<b>Total Carbohydrate</b> 13g	<b>4%</b>
Dietary Fiber 3g	<b>12%</b>
Sugars 3g	
<b>Protein</b> 3g	
Vitamin A 80%	• Vitamin C 60%
Calcium 4%	• Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000    2,500
Total Fat	Less than 65g    80g
Sat Fat	Less than 20g    25g
Cholesterol	Less than 300mg    300mg
Sodium	Less than 2,400mg    2,400mg
Total Carbohydrate	300g    375g
Dietary Fiber	25g    30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

Identifikasi

Peringkat

Deskripsi

Promosi

# Warranties and Guarantees



[Sign Up](#) | [Log In](#) | [Help](#)

Welcome

Send Money

Request Money

Merchant Tools

Auction Tools

## Money Back Guarantee

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Safeguard your online purchases with PayPal's Money Back Guarantee.

When you make a payment on the PayPal website, you can now buy a Money Back Guarantee to protect your purchase of physical goods on selected transactions. If you purchase the Money Back Guarantee, you will have the option to return your merchandise to PayPal in exchange for a reimbursement (not including the Guarantee fee), provided that you file a complete reimbursement request within 45 days of payment.

This program will only be offered for tangible goods transactions of less than \$1,000.00 USD with pre-qualified sellers. PayPal may take additional criteria into account in deciding whether to offer the Money Back Guarantee on a particular transaction.

You will know if a transaction qualifies when you get to the Confirm Payment Details page. If we are offering the Money Back Guarantee, you will see a check box quoting the price of the Guarantee for that transaction. Just click on the box before you send payment. For more complete information about the Money Back Guarantee and its specific exclusions and fees, please go to the [Money Back Guarantee Policy](#) of the [User Agreement](#).

# Service (Jasa)



Tindakan atau kinerja suatu pihak  
Yang bersifat intangible dan tidak  
menghasilkan perpindahan kepemilikan  
dimana produksinya bisa atau  
tidak bisa berkaitan dengan produk  
secara fisik

# Service Sectors



**Government**

**Private  
nonprofit**

**Business**

**Manufacturing**

**Retail**

# Karakteristik Jasa



Intangibility

Inseparability

Variability

Perishability





# Bukti Fisik Jasa

Tempat

Orang

Peralatan

Alat Komunikasi

Simbol

Harga



# Bagaimana Meningkatkan Quality Control

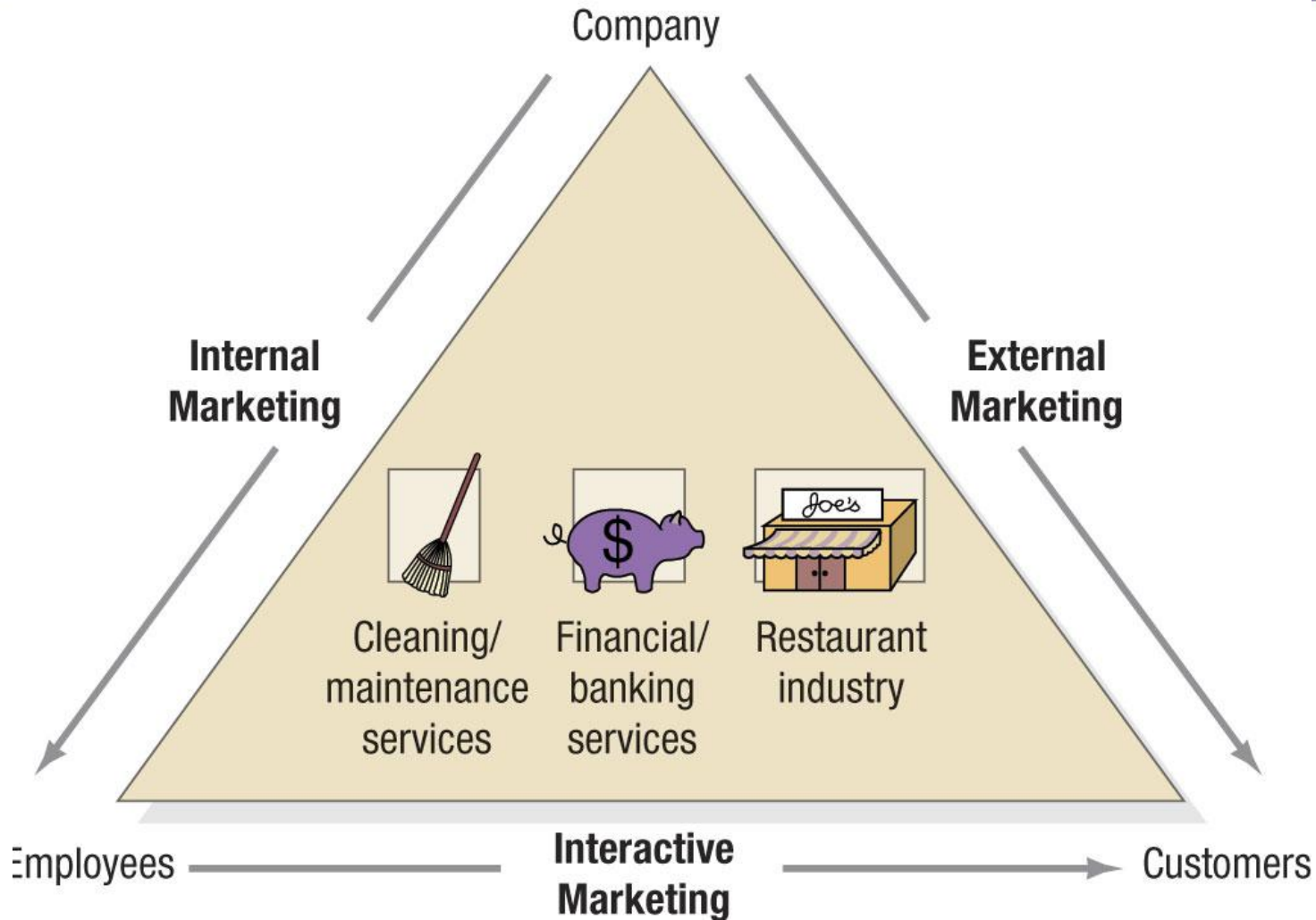


Prosedur perekrutan dan pelatihan yang baik

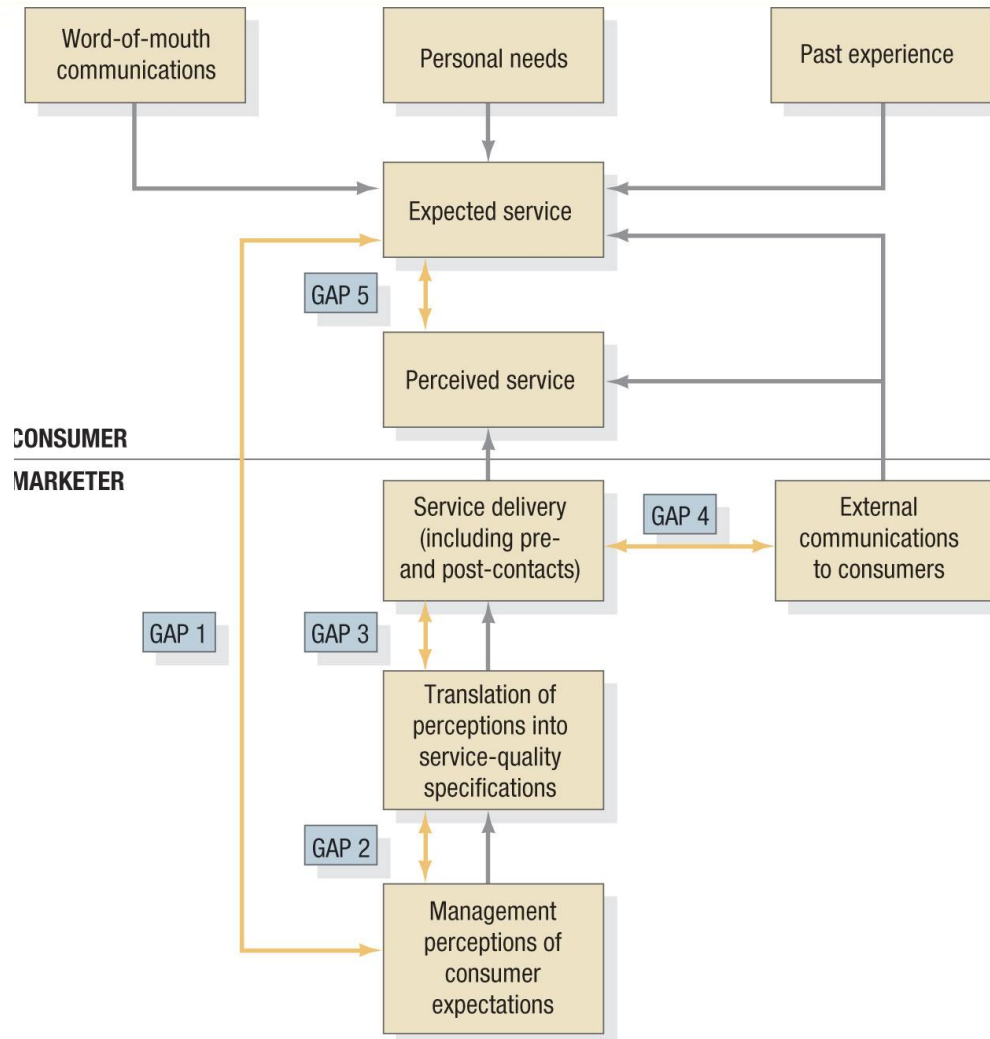
Standarisasi proses kinerja jasa

Monitor customer satisfaction

# Figure 13.3 Holistic Marketing for Services



# Service-Quality Model



# Gap yang Muncul dalam Service Delivery yang Tidak Berhasil



- Gap between consumer expectation and management perception
- Gap between management perception and service-quality specifications
- Gap between service-quality specifications and service delivery
- Gap between service delivery and external communications
- Gap between perceived service and expected service

# Determinan dari Service Quality



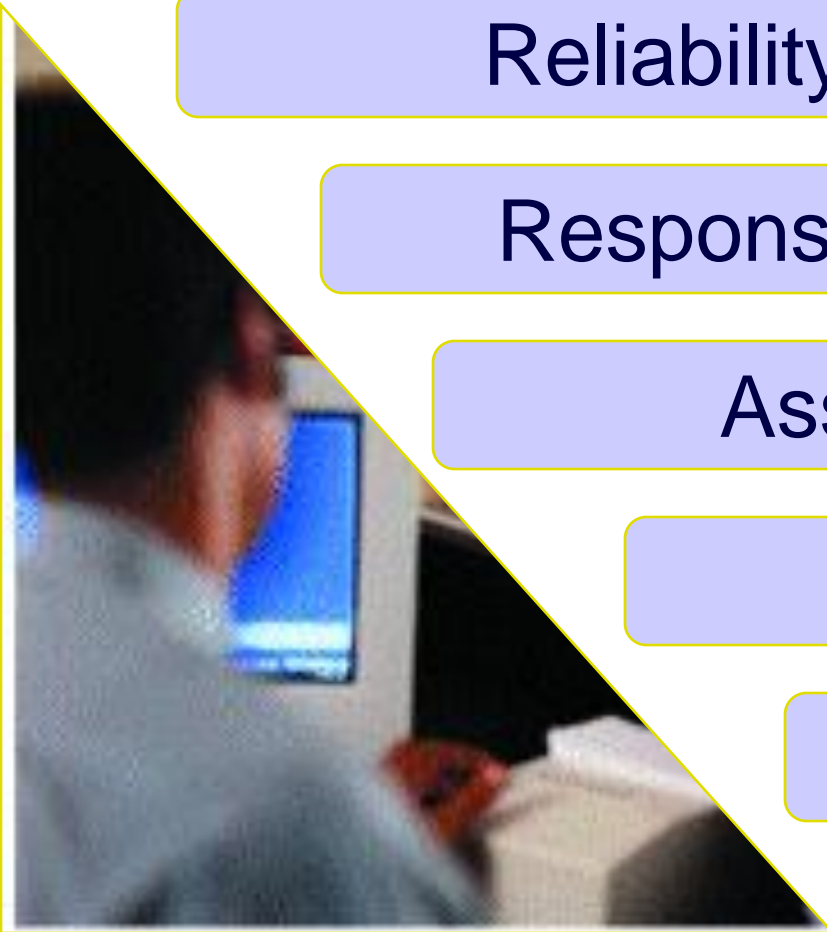
Reliability

Responsiveness

Assurance

Empathy

Tangibles




# Mengembangkan Strategi Merek pada Jasa

Memilih Elemen Merek


Membangun Dimensi Citra

Menentukan Strategi Merek



WE SEE YOUR NEED FOR  
LIFE INSURANCE GROWING EVERY DAY.  
WE LIVE WHERE YOU LIVE.™

As your family grows, so does your need for protection. From Whole Life Insurance to Term Insurance, nobody helps you provide that protection like State Farm. We're there to help you with your other financial needs too, like State Farm Mutual Funds.™

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