

# MARKETING MANAGEMENT

12<sup>th</sup> edition



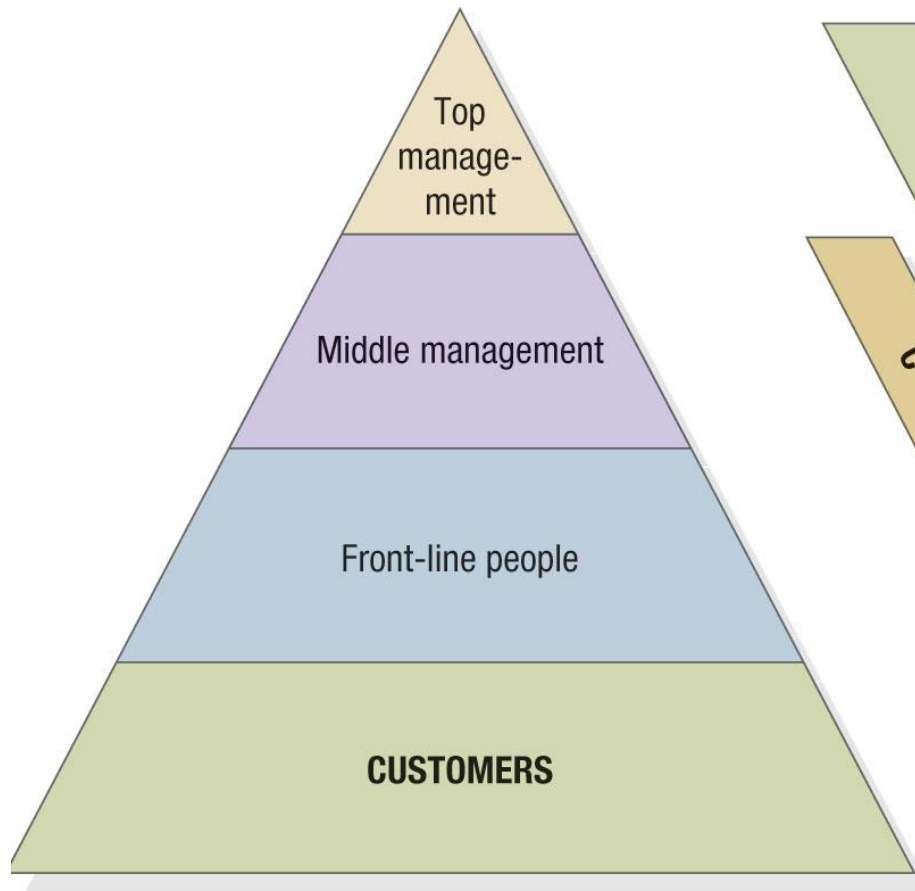
## Pertemuan 5 Menciptakan Customer Value, Satisfaction, and Loyalty



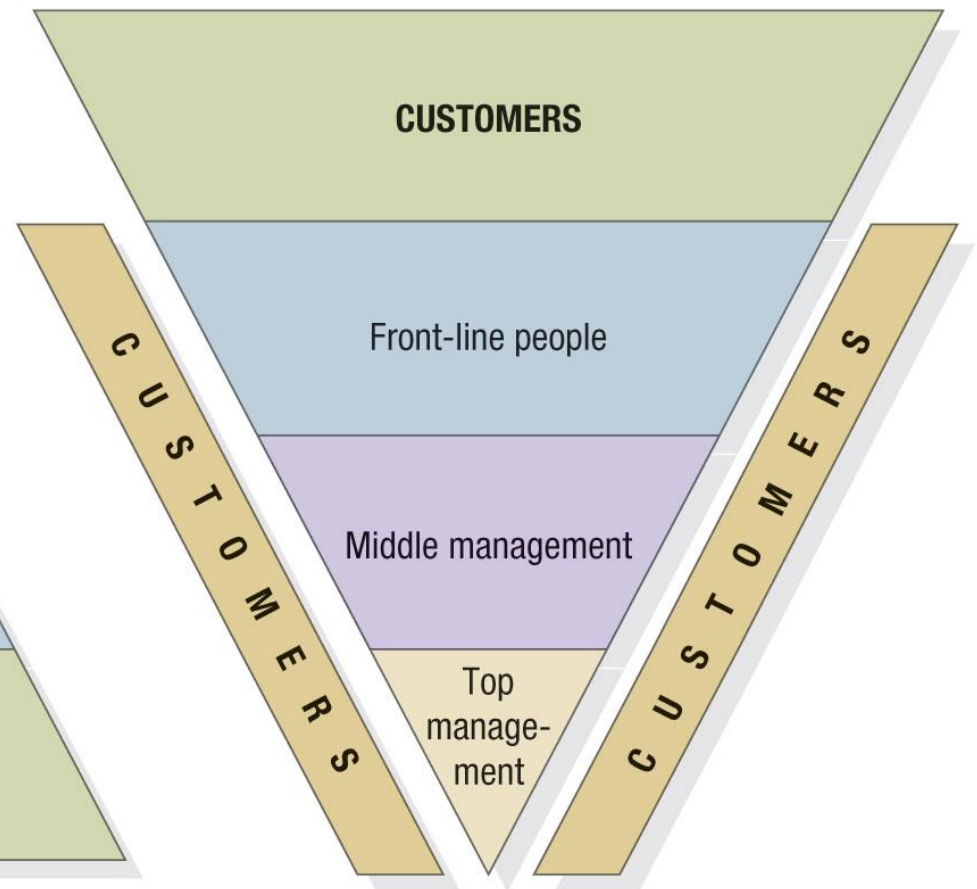
# Figure 5.1 Organizational Charts



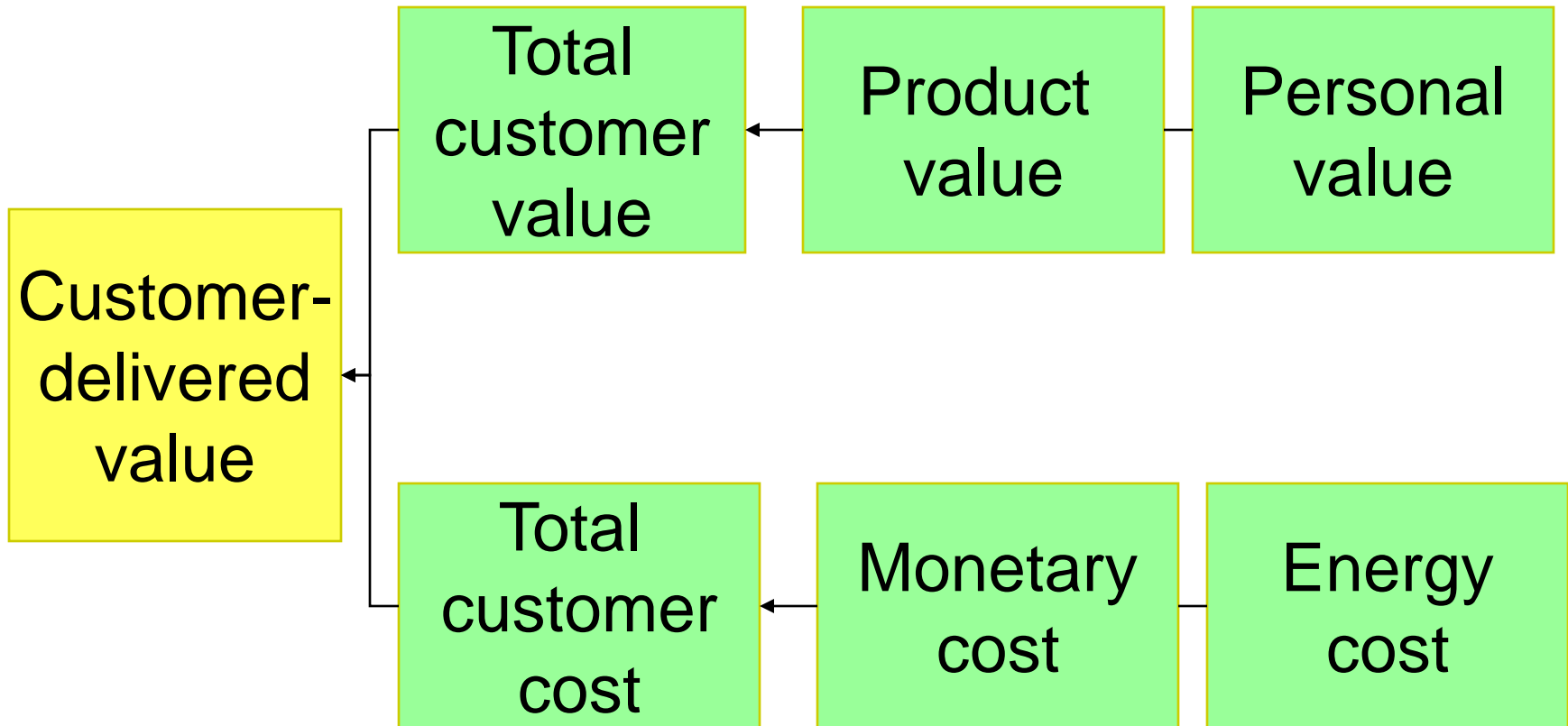
(a) Traditional Organization Chart



(b) Modern Customer-oriented Organization Chart



# Penentu Customer Value



# Loyalty



Suatu komitmen mendalam untuk membeli ulang atau re-patronize produk atau jasa yang dipilih di masa yad terlepas dari pengaruh situasional dan usaha pemasaran yang mungkin menjadi penyebab switching behavior.

# The Value Proposition



The screenshot displays the British Airways website interface. At the top left is the British Airways logo. To its right is a navigation menu with links: Home | Contact Us | Site Index | Site Help | Company Information | Legal | Cookies. Below the logo is a dark blue banner with the text "FIRST experience" and a right-pointing arrow, followed by "United Kingdom" and another right-pointing arrow. To the right of the banner is a small image of two flight attendants. On the left side of the page is a vertical sidebar with a search bar labeled "Search ba.com" and a "Go" button. Below the search bar is a list of menu items, each with a right-pointing arrow: Special offers, Planning my trip, Booking my trip, Manage my booking, About my journey, Customer support, Corporate travel, and Executive Club. The main content area features a large image of a first-class airplane cabin. The text "Unmistakably FIRST" is positioned at the top left of the image, and the "FIRST" logo is at the top right. Overlaid on the image is the text "Let us guide you through the FIRST experience".

Keseluruhan manfaat yang dijanjikan perusahaan untuk disampaikan

# Mengukur Kepuasan

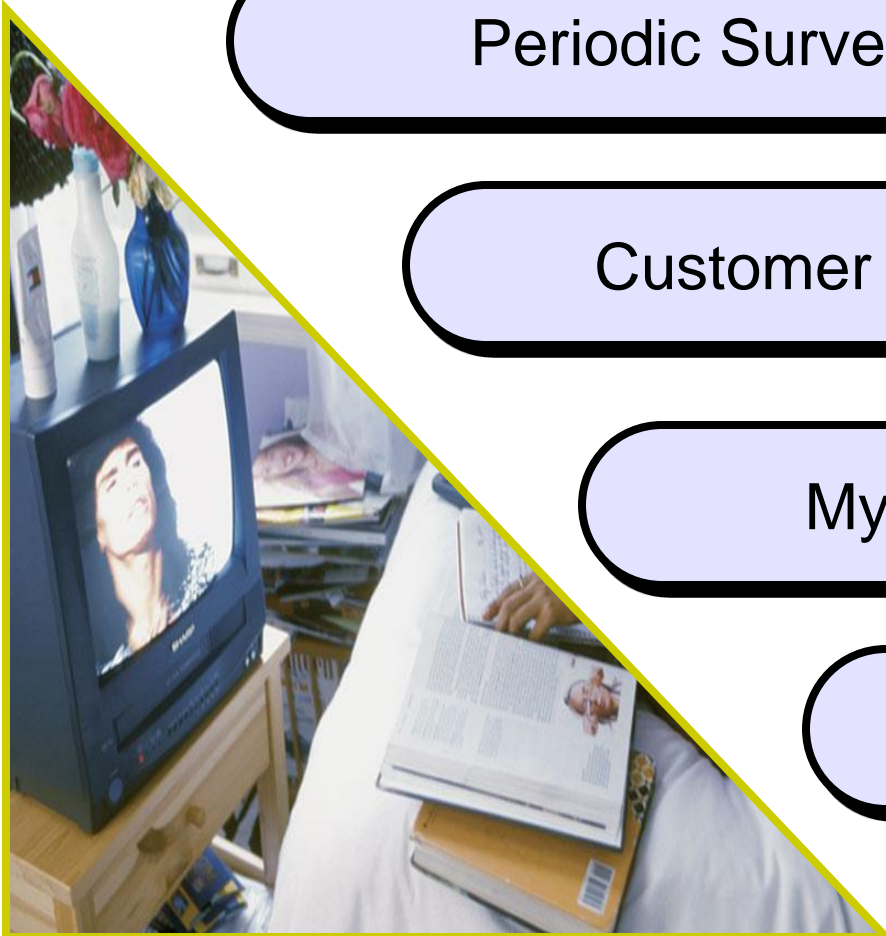


Periodic Surveys

Customer Loss Rate

Mystery Shoppers

Monitor competitive  
performance



# Kualitas Produk dan Jasa



Kualitas adalah fitur dan karakteristik total dari suatu produk dan jasa untuk memuaskan kebutuhan

# Quality



Conformance  
quality

Performance  
quality

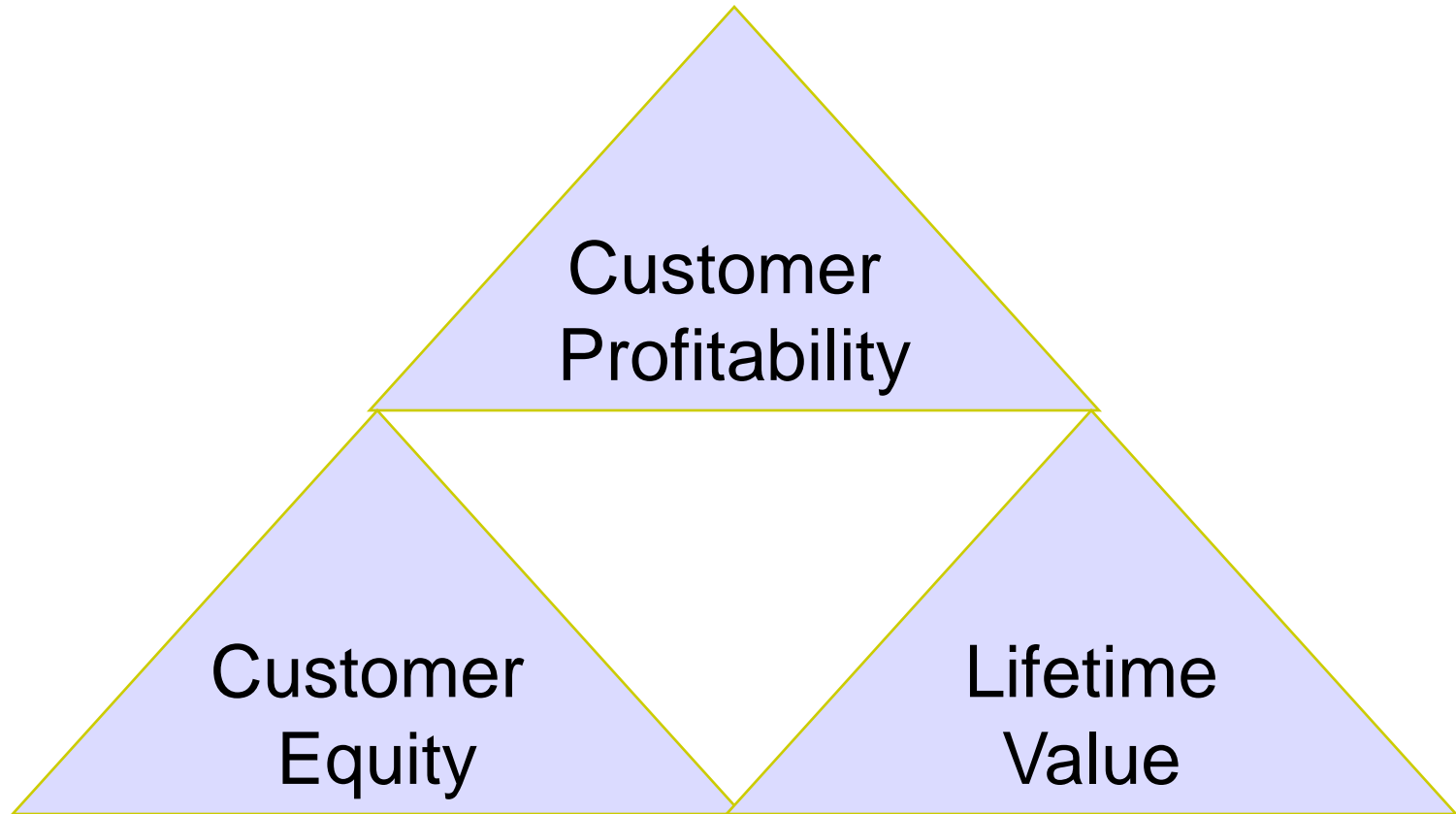


# Total Quality Management



TQM adalah pendekatan menyeluruh suatu organisasi untuk memperbaiki keseluruhan kualitas dari proses, produk, dan jasa organisasi

# Maximizing Customer Lifetime Value



# Figure 5.3 Customer-Product Profitability Analysis



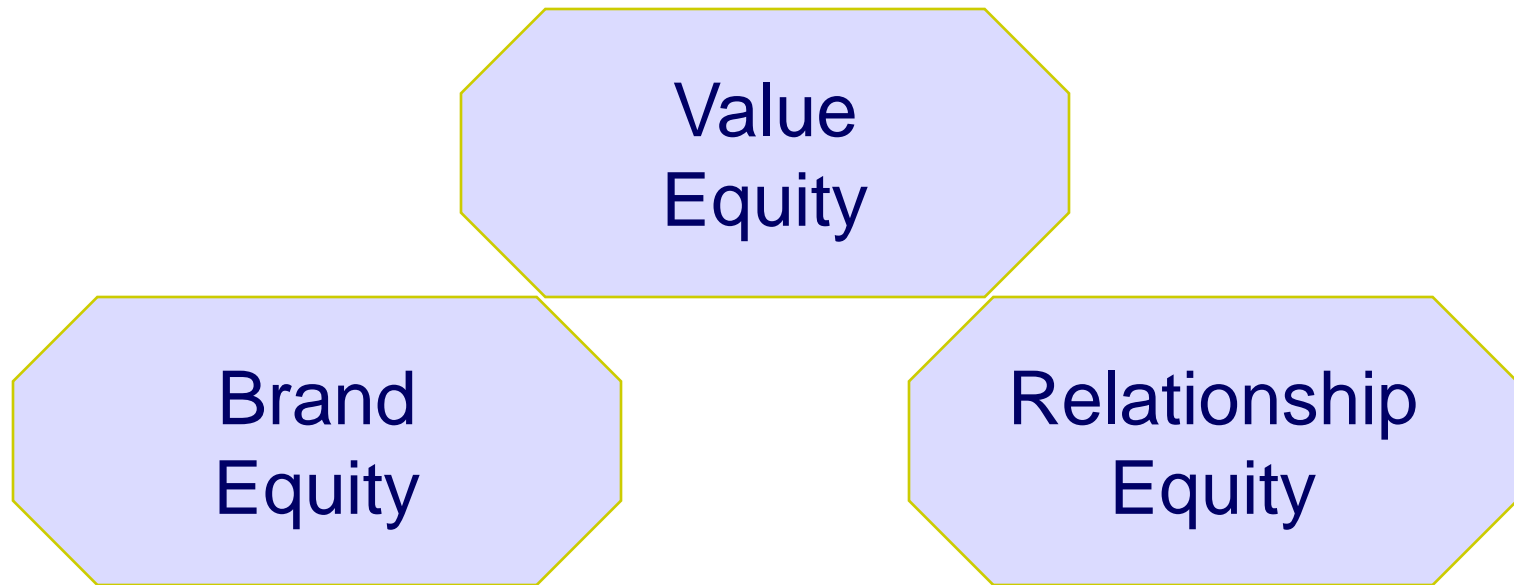
		Customers			
		C <sub>1</sub>	C <sub>2</sub>	C <sub>3</sub>	
Products	P <sub>1</sub>	+	+	+	Highly profitable product
	P <sub>2</sub>	+			Profitable product
	P <sub>3</sub>		-	-	Losing product
	P <sub>4</sub>	+		-	Mixed-bag product
		High-profit customer	Mixed-bag customer	Losing customer	

# Estimasi Lifetime Value



- Annual customer revenue: \$500
- Average number of loyal years: 20
- Company profit margin: 10
- Customer lifetime value: \$1000

# Pemicu Customer Equity



# Framework for CRM



Identifikasi prospek dan pelanggan

Membedakan pelanggan berdasarkan kebutuhan dan nilai

Interaksi untuk memperbaiki pengetahuan

Customize bagi tiap pelanggan

# CRM Strategies



Mengurangi tingkat kesalahan

Meningkatkan *longevity*

Meningkatkan “share of wallet”

Menyisihkan low-profit customers

Fokus kepada high-profit customers



# Table 5.1

## Mass vs. One-to-One Marketing



### Mass

- Pelanggan masal
- Pelanggan anonim
- Produk standar
- Produk masal
- Distribusi masal
- Periklanan masal
- Pesan satu arah
- Economies of scale

### One-to-One

- Pelanggan individu
- Profil pelanggan
- Customized market offering
- Customized production
- Economies of scope
- Share of customer



# Customer Retention



- Mendapatkan pelanggan memerlukan biaya 5 kali lebih besar daripada mempertahankan pelanggan yang ada.
- Rata-rata pelanggan yang hilang adalah 10% dari jumlah pelanggan tiap tahunnya
- 5% pengurangan terhadap pelanggan yang cacat dapat meningkatkan profit sebesar 25% - 85%.
- The customer profit rate increases over the life of a retained customer.

# Penggambaran Dinamika Pasar

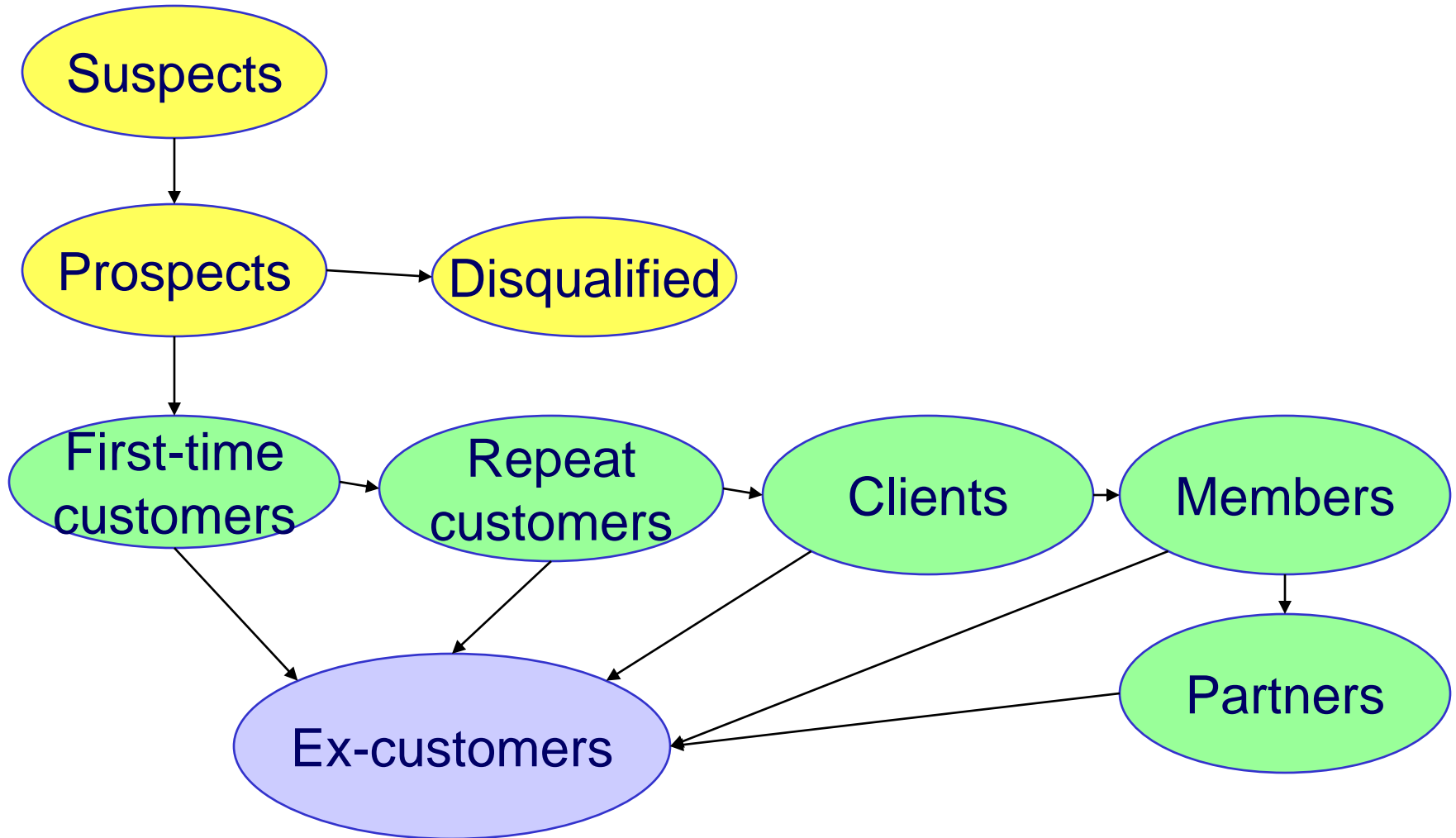


Permanent  
Capture  
Markets

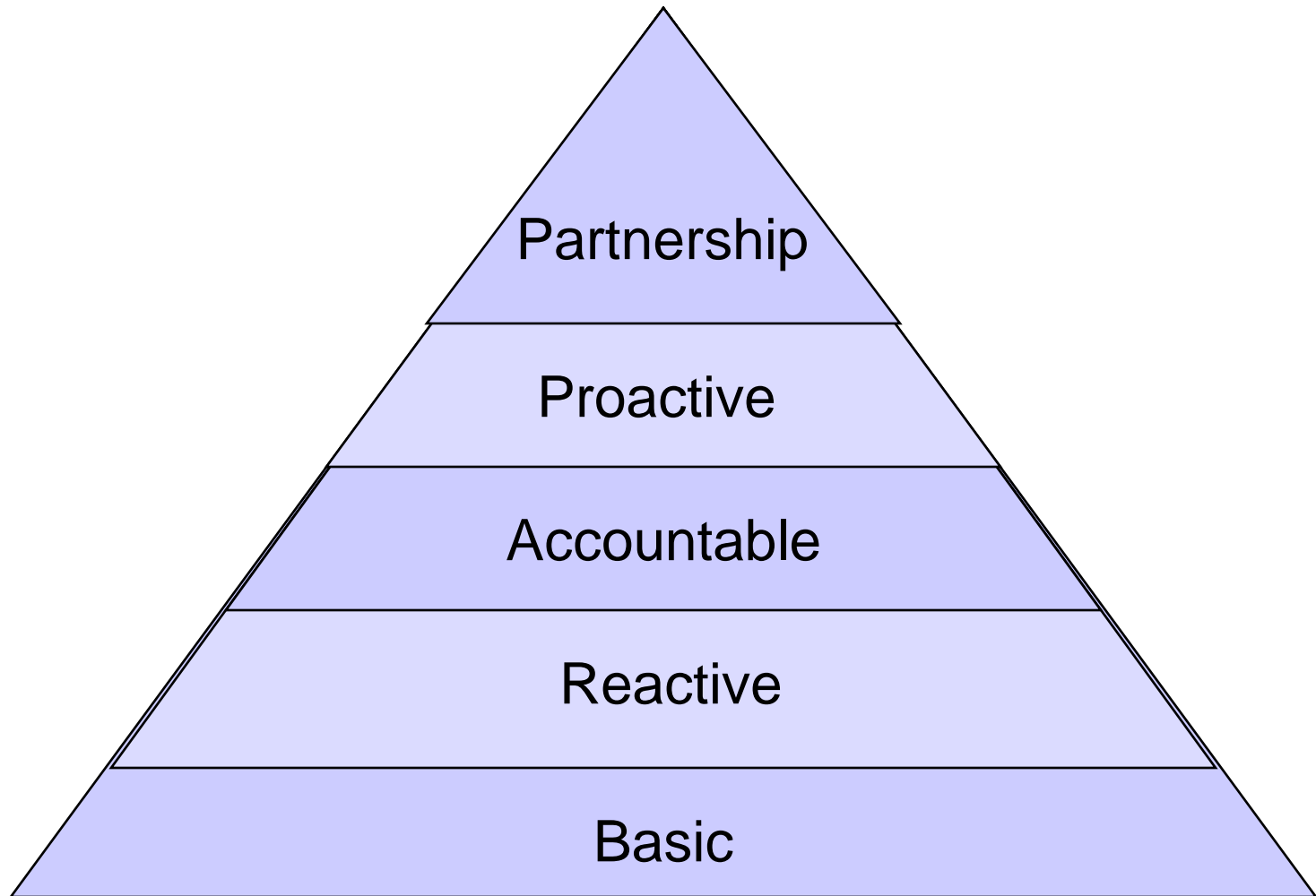
Simple  
Retention  
Markets

Customer  
Migration  
Markets

# The Customer-Development Process



# Building Loyalty

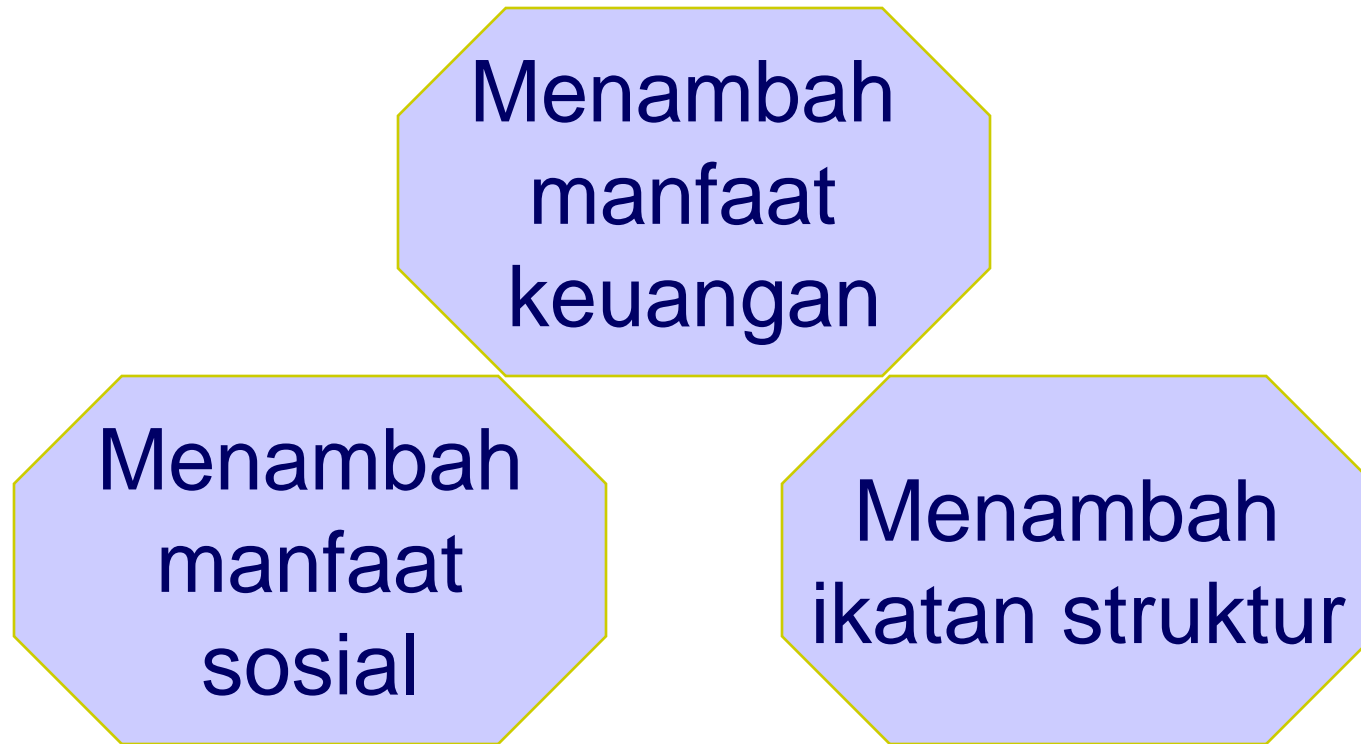


# Mengurangi Customer Defection



- Menentukan dan mengukur tingkat retensi.
- Distinguish causes of customer attrition.
- Estimasi profit loss yg berhubungan dengan pelanggan yg hilang
- Menilai biaya untuk mengurangi *defection rate*.
- Mengumpulkan umpan balik pelanggan

# Pembentukan Ikatan Pelanggan yg Kuat



# Financial Benefits



# Social Benefits



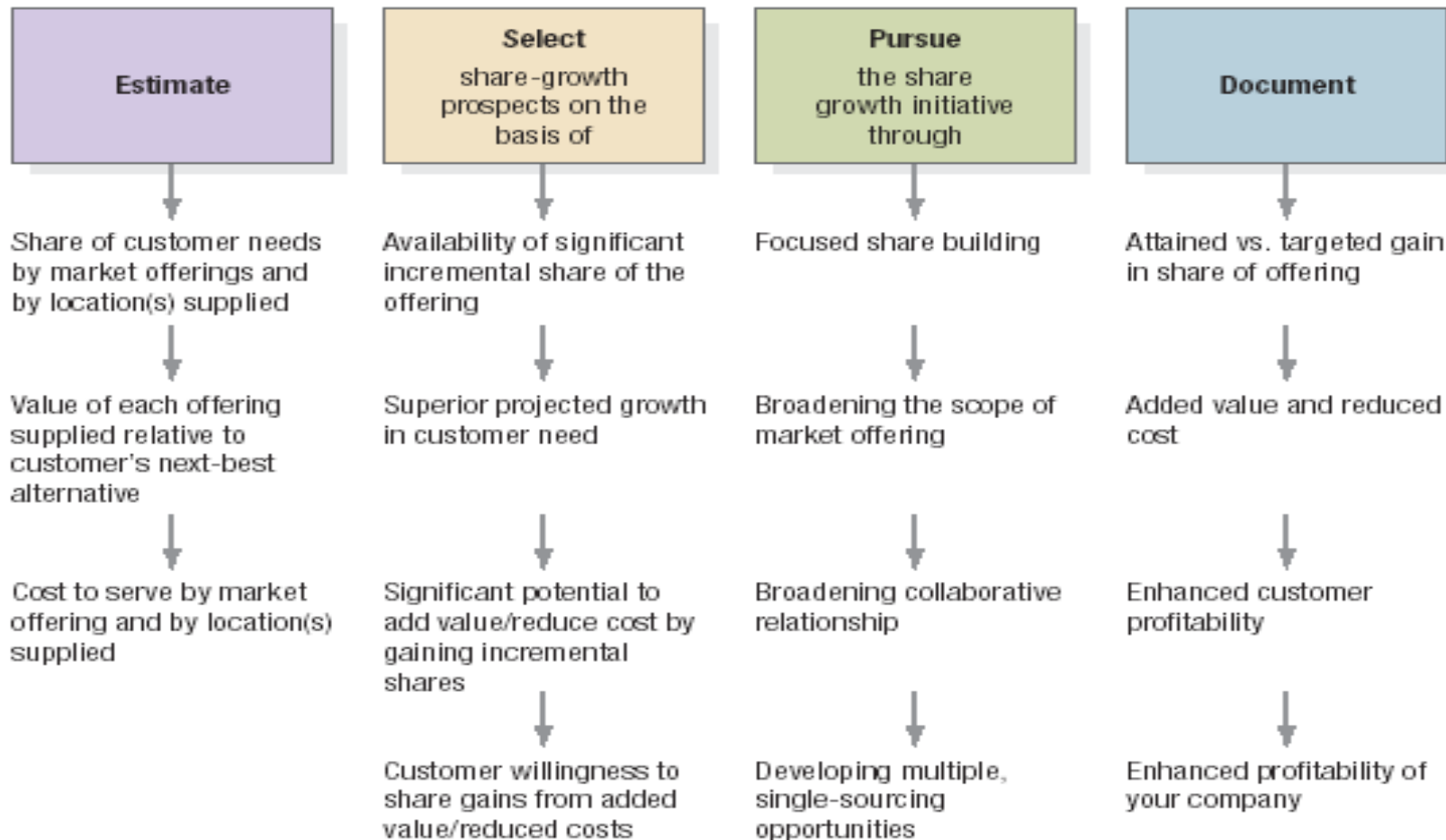


# Konsep Kunci Database



- Customer database
- Database marketing
- Mailing list
- Business database
- Data warehouse
- Data mining

# Figure 5.6 Increasing Customer Share Requirements



# Using the Database



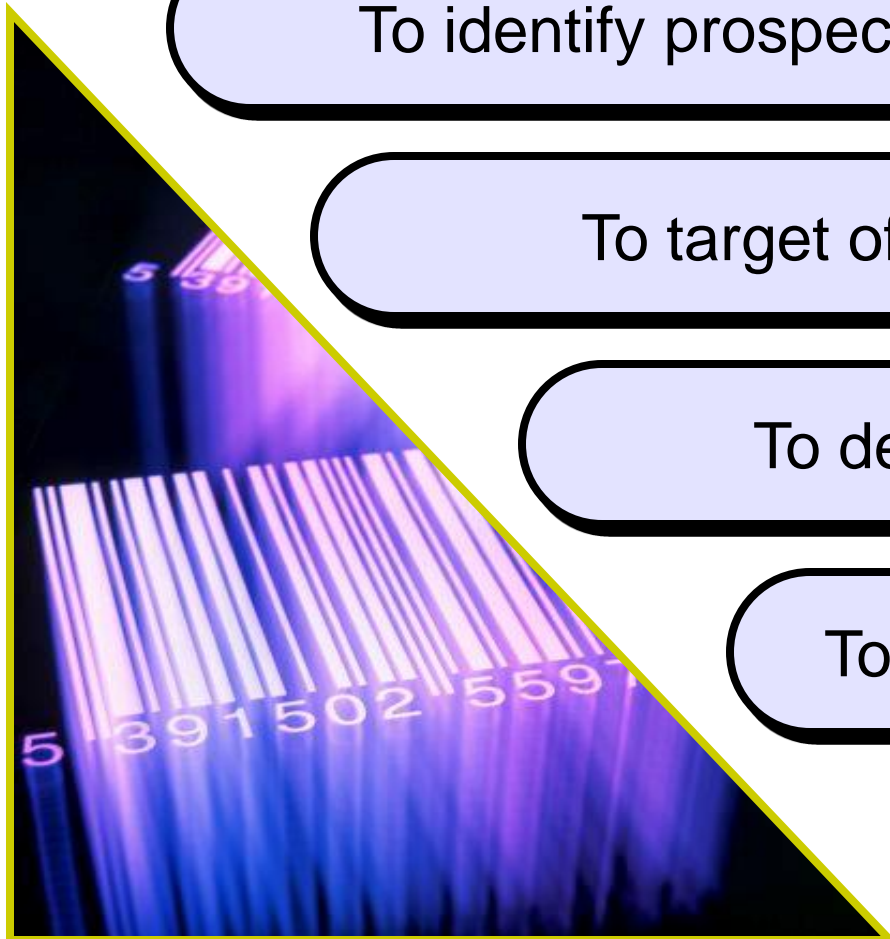
To identify prospects

To target offers

To deepen loyalty

To reactivate customers

To avoid mistakes



# At Enterprise, You Always Know Where You Stand.

There's a place where the number one priority is you. That's why no matter what the season, no matter what the reason, you can always count on Enterprise.



**Pick Enterprise. We'll pick you up.<sup>®</sup>**  
**1 800 rent-a-car**



THE PERFECT RENTAL PACKAGE – RIGHT IN YOUR NEIGHBORHOOD.



## Focus on CRM



# Marketing Debate



## ✓ Online Versus Offline Privacy?

Take a position:

1. Privacy is a bigger issue in the online world than in the offline world.
2. Consumers receive more benefit than risk from marketers knowing their personal information.

# Marketing Debate



Choose a business and show how you would go about developing a quantitative formulation that captures the concept of customer lifetime value.