

MARKETING MANAGEMENT

12th edition



Pertemuan 4 Riset Pemasaran dan Estimasi Pasar





Build-A-Bear Workshop makes the most of “interactive entertainment retailing”

Marketing Research



Perancangan, pengumpulan,
Penganalisisan dan pelaporan data dan
temuan yang relevan dengan situasi
pemasaran yang spesifik yang dihadapi
perusahaan

Types of Marketing Research Firms

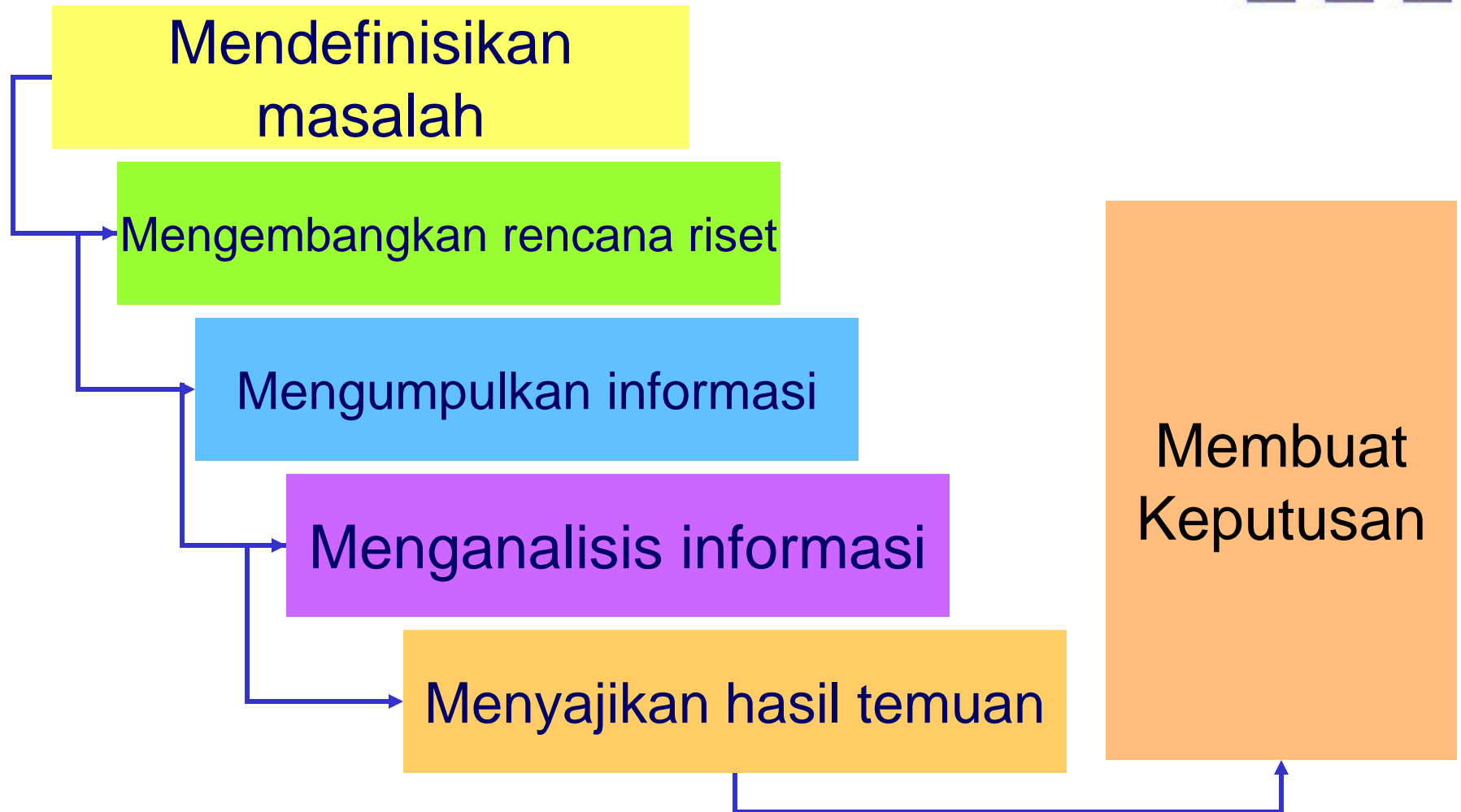


Servis
Sindikata

Custom

Lini
Khusus

The Marketing Research Process

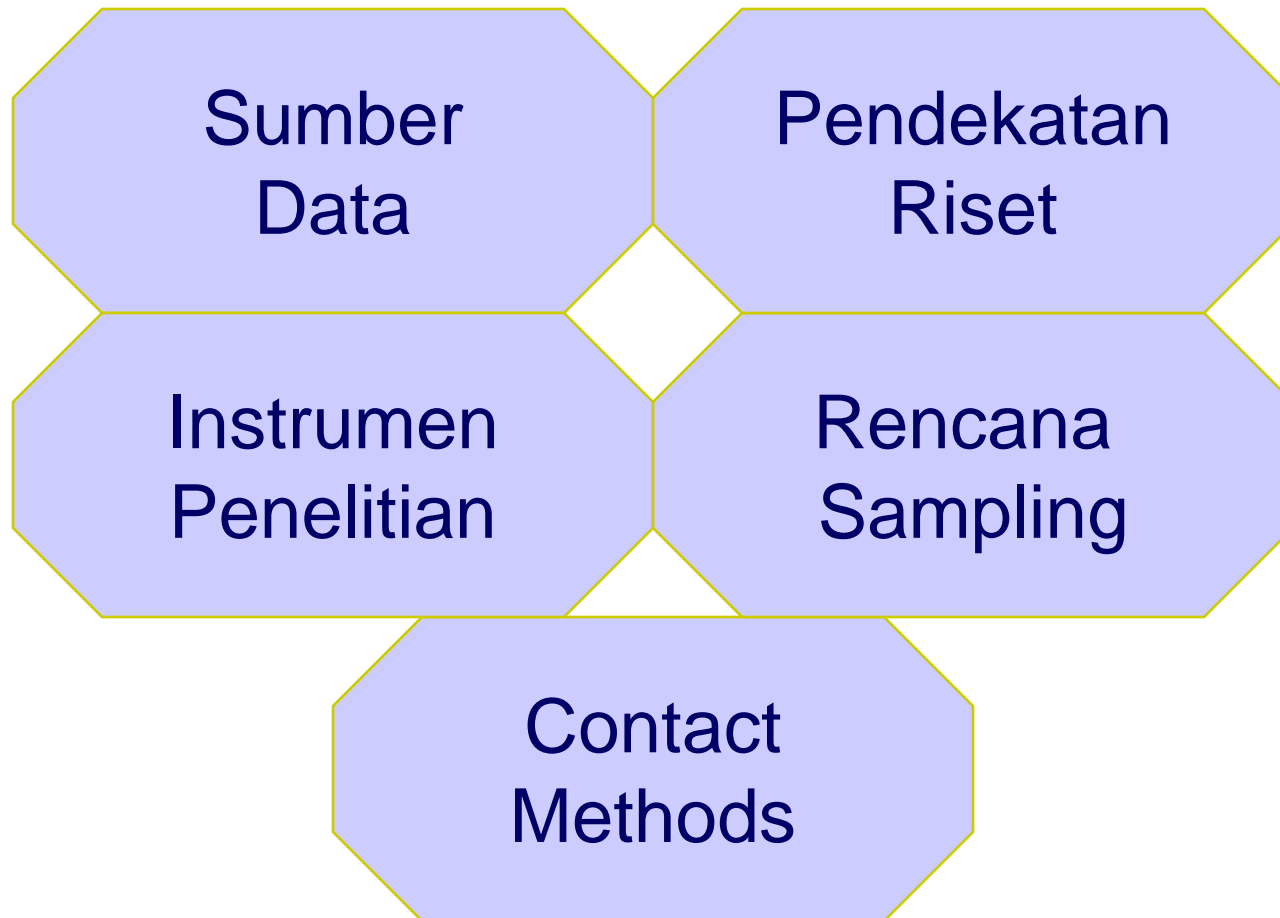


Step 1



- Mendefinisikan masalah
- Membuat alternatif keputusan
- Menentukan tujuan riset

Step 2



Pendekatan Riset



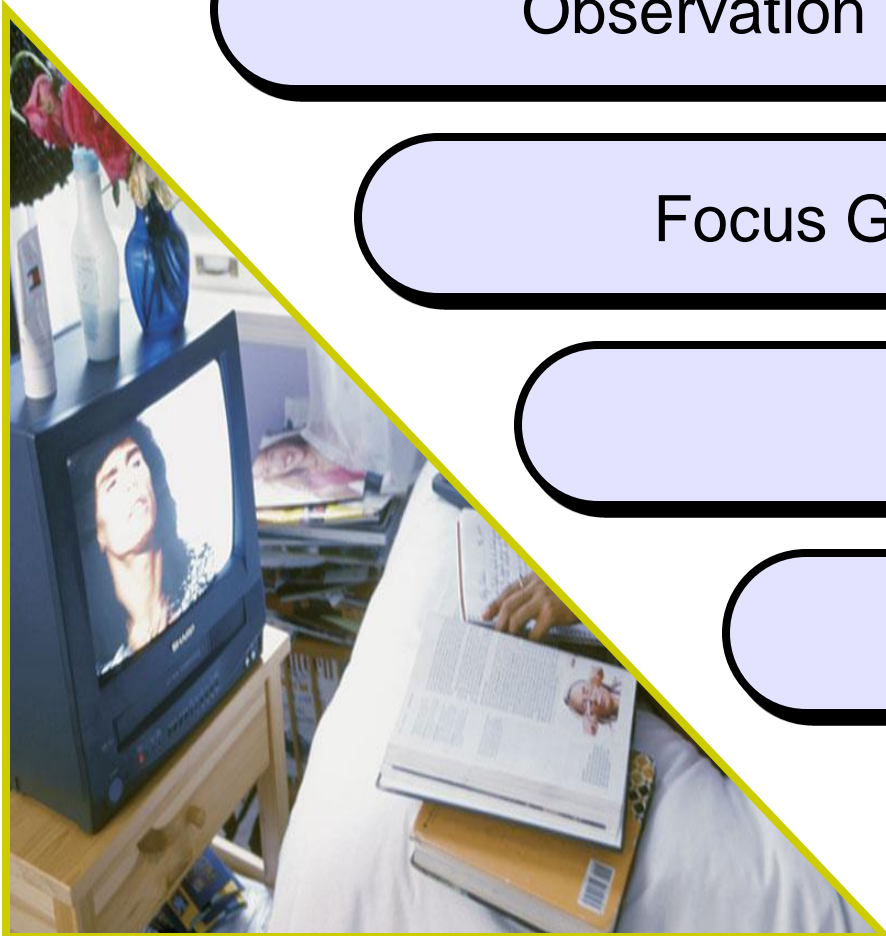
Observation

Focus Group

Survey

Behavioral Data

Experimentation



Focus Group in Session



Instrumen Penelitian



- Kuesioner
- Pengukuran Kualitatif
- Peralatan Mekanik

Questionnaire Do's and Don'ts



- Pastikan pertanyaan bebas dari bias
- Pertanyaan simpel
- Pertanyaan spesifik
- Hindari jargon
- Hindari *sophisticated words*
- Hindari kata yg tidak pasti
- Hindari pertanyaan negatif
- Hindari dugaan sementara
- Hindari kata yg bisa salah didengan
- Gunakan jawaban responsif
- Gunakan kategori yang eksklusif
- Gunakan pilihan “lainnya” dalam jawaban

Pertanyaan Tertutup - Dikotomi



Dalam memperisapkan perjalanan ini, apakah anda menghubungi Garuda Indonesia?

Ya Tidak

Pertanyaan Tertutup – Multiple Choice



Dengan siapa anda melakukan perjalanan?

- Tidak ada
- Pasangan
- Pasangan dan anak
- Anak saja
- Rekan bisnis/teman/kerabat
- Tour group yang terkoordinir

Pertanyaan Tertutup – Skala Likert



Tunjukkan tingkat persetujuan anda terhadap pernyataan berikut: Penerbangan kecil secara umum memberikan pelayanan yang lebih baik dari penerbangan besar.

- Sangat tidak setuju
- Tidak setuju
- Tidak keduanya
- Setuju
- Sangat setuju

Pertanyaan Tertutup – Semantic Differential



Garuda Indonesia

BesarKecil

Berpengalaman.....Tidak Berpengalaman

Modern.....Kuno

Pertanyaan Tertutup – Skala Kepentingan



Layanan Makanan di Penerbangan adalah _____
bagi saya

- Sangat penting sekali
- Sangat penting
- Agak penting
- Tidak terlalu penting
- Tidak penting

Pertanyaan Tertutup – Rating Scale



Layanan Makanan di Garuda Indonesia_____.

- Sangat baik sekali
- Sangat baik
- Baik
- Biasa saja
- Buruk

Pertanyaan Tertutup – Skala Keinginan utk Membeli



Sebagaimana ingin anda melakukan pembelian tiket Garuda Indonesia jika in-flight Internet access tersedia?

- Pasti membeli
- Mungkin membeli
- Tidak yakin
- Mungkin tidak membeli
- Pasti tidak akan membeli

Pertanyaan Terbuka – Sangat Tidak Terstruktur



Apa pendapat anda tentang Garuda Indonesia?

Pertanyaan Terbuka – Asosiasi Kata



Apa kata pertama yang ada di benak anda mengenai?

Garuda _____

Indonesia _____

Perjalanan _____

Pertanyaan Terbuka – Melengkapi Kalimat



Jika saya memilih penerbangan, hal yang paling penting untuk dipertimbangkan dalam membuat keputusan adalah:

Pertanyaan Terbuka – Melengkapi Cerita

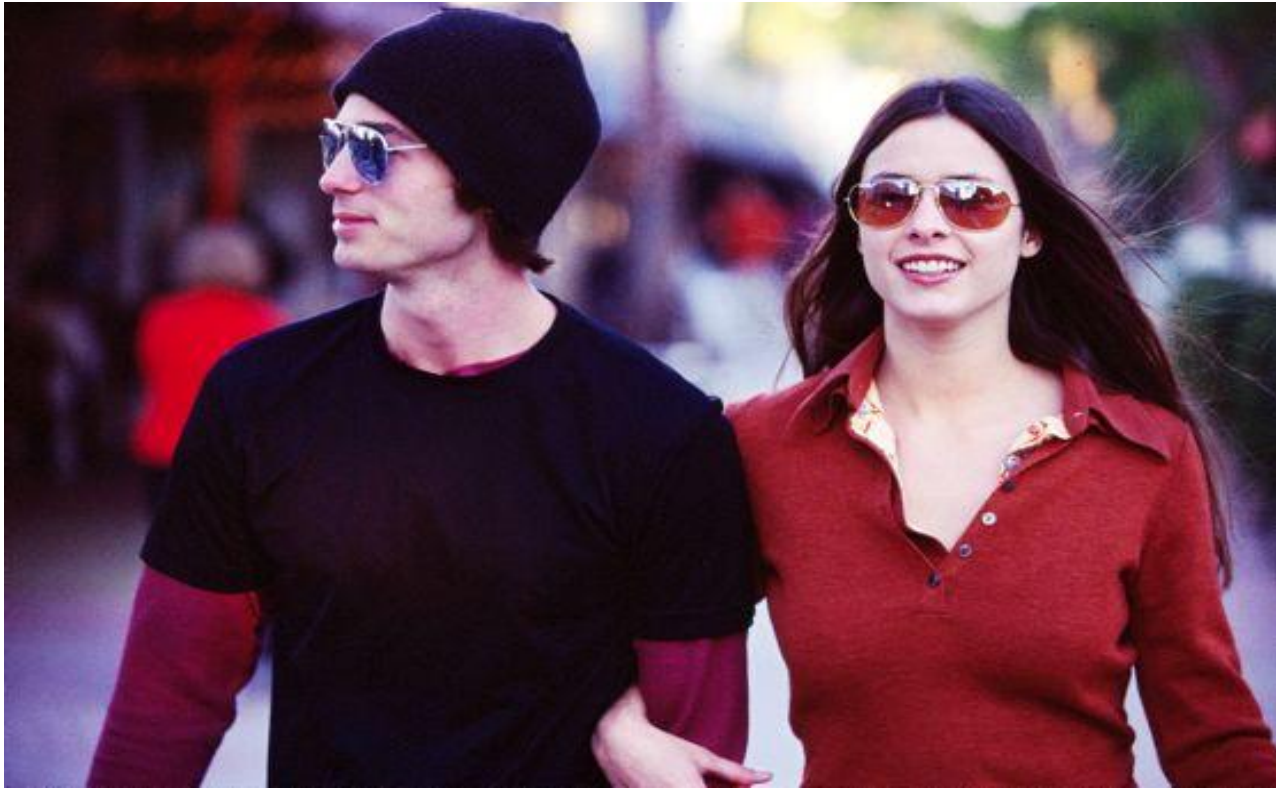


“Saya terbang denga Garuda beberapa hari yg lalu. Saya menyadari bahwa eksterior dan interior pesawat memiliki warna yang cerah. Hal ini berpengaruh terhadap pikiran dan perasaan saya.”
Silakan lengkapi cerita tersebut.

Pertanyaan Terbuka – Gambar (Kotak Kosong)



Pertanyaan Terbuka – Thematic Apperception Test (TAT)



Buatlah cerita yang merefleksikan apa yang terjadi pada gambar ini.

Pengukuran Kualitatif



Shadowing: Mengobservasi

Behavior mapping: Memotret

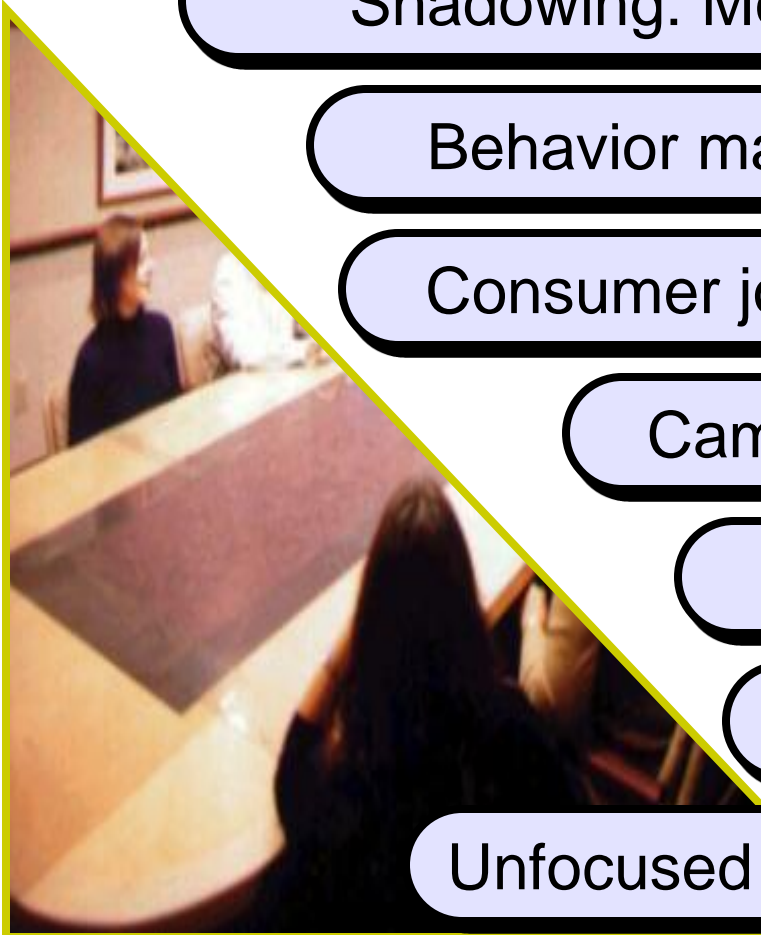
Consumer journey: Interaksi konsumen

Camera journals: Catatan visual

Extreme user interviews

Storytelling: pengalaman pribadi

Unfocused groups: wawancara berbagai kel



Peralatan Mekanik



Galvanometers: minat atau emosi

Tachistoscope: Kilasan iklan

Eye cameras: pergerakan mata

Audiometers: TV

GPS: Radio

Rencana Sampling



- Sampling unit: Siapa yang akan disurvei?
- Sample size: Berapa banyak yang harus disurvei?
- Sampling procedure: Bagaimana responden dipilih?

Types of Samples



Probability

- Simple random
- Stratified random
- Cluster

Nonprobability

- Convenience
- Judgment
- Quota

Contact Methods



Mail Questionnaire

Telephone Interview

Personal Interview

Online Interview

This Week's Poll

Now that Ashley knows the truth about Gloria, what should she do next?

- Go straight to John and tell him the truth. Ashley was right all along; Gloria is a lying, manipulating, gold-digger!
- Give Gloria the opportunity to tell John the truth herself.
- Stay out of it! John is happy with Gloria -- why ruin his marriage over who her sons are?
- Not sure.

Submit your Vote!

Karakteristik Riset Pemasaran yang Baik



- ✓ Metode keilmuan
- ✓ Kreativitas penelitian
- ✓ Metode berganda
- ✓ Saling bergantung
- ✓ Nilai dan biaya informasi
- ✓ Skeptikal
- ✓ Ethical marketing

Table 4.4 Marketing Metrics



External

- Kesadaran
- Pangsa pasar
- Harga
- Banyaknya keluhan
- Customer satisfaction
- Distribusi
- Jumlah pelanggan
- Loyalitas

Internal

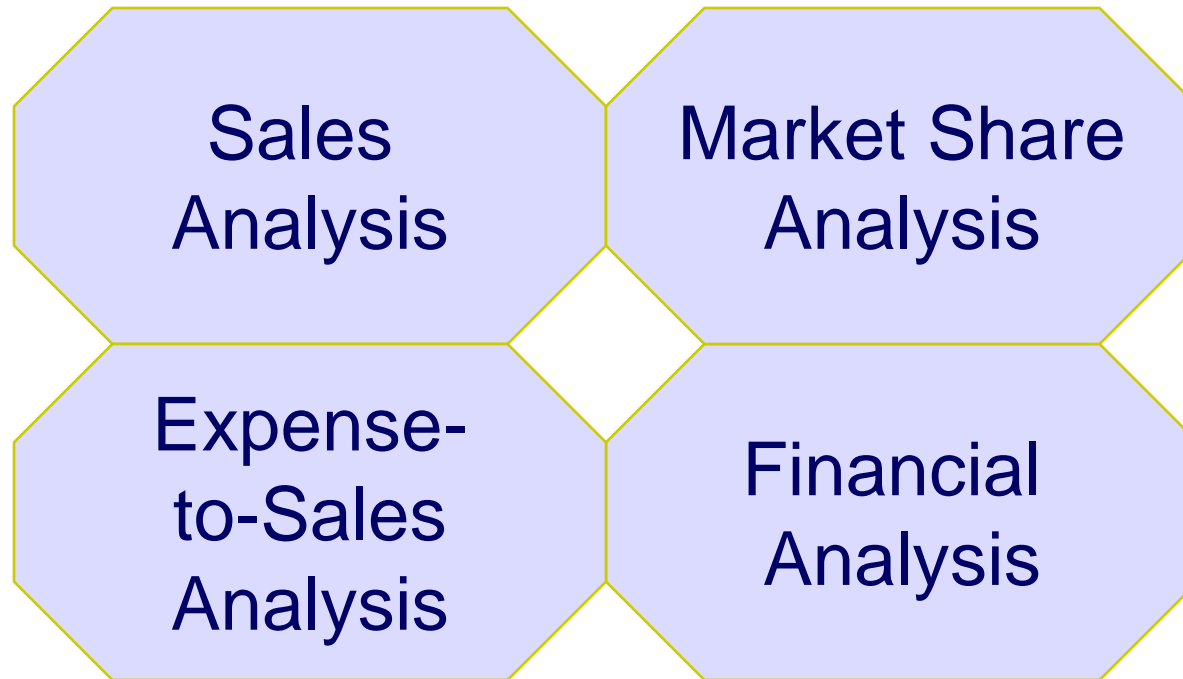
- Sadar tujuan
- Komitmen thd tujuan
- Dukungan aktif
- Ketersediaan sumber daya
- Tahapan karyawan
- Keinginan utk belajar
- Keinginan utk berubah
- Kebebasan utk ggal
- Otonomi

Table 4.5 Sample Customer-Performance Scorecard Measures



- % of new customers to average #
- % of lost customers to average #
- % of win-back customers to average #
- % of customers in various levels of satisfaction
- % of customers who would repurchase
- % of target market members with brand recall
- % of customers who say brand is most preferred

Alat untuk Mengukur Kinerja Rencana Pemasaran



Sales Analysis



**Sales-
Variance
Analysis**

**Micro-
Sales
Analysis**

Market Share Analysis



- Overall market share
- Served market share
- Relative market share

Figure 4.2 The Control-Chart Model

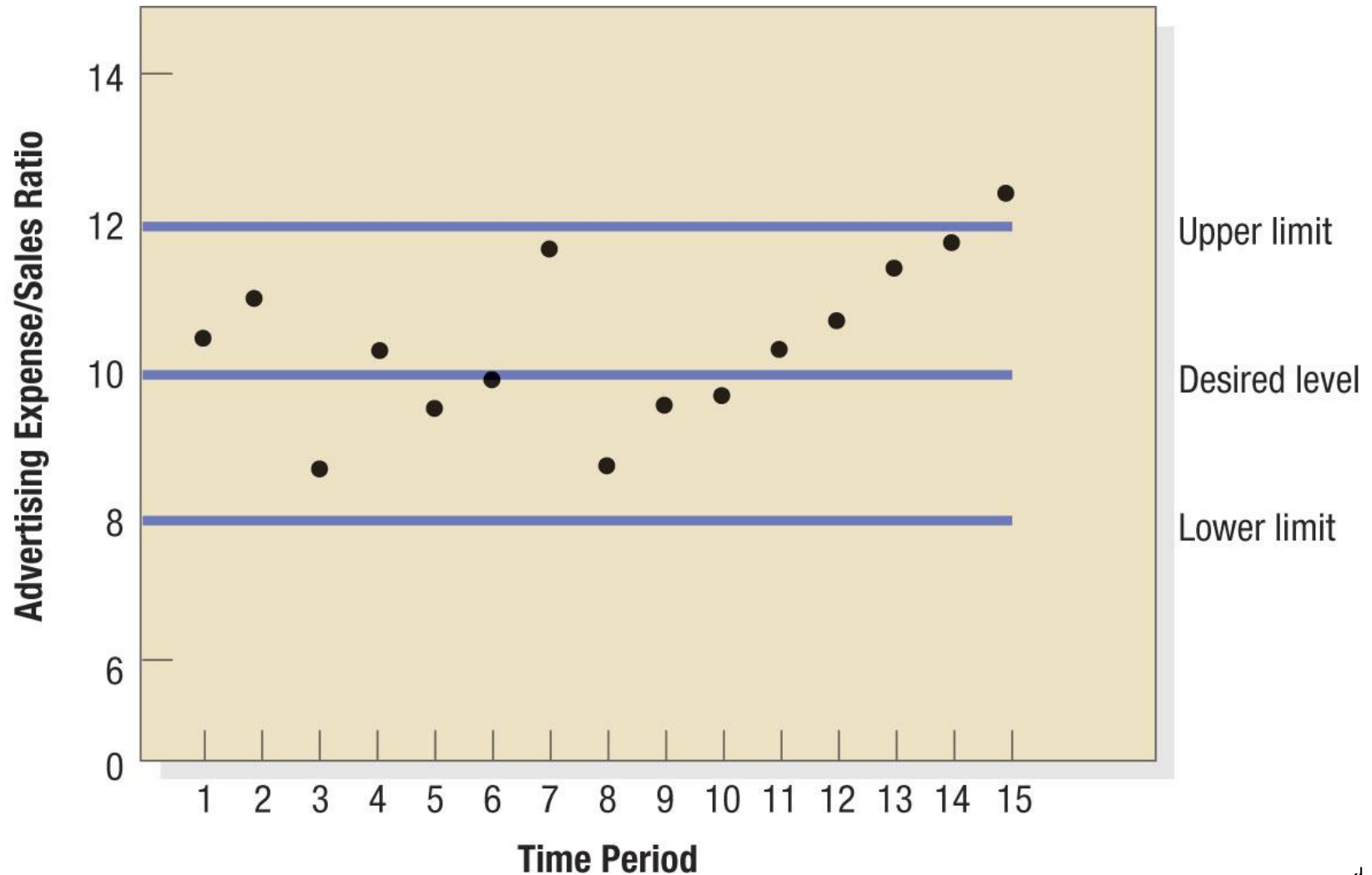
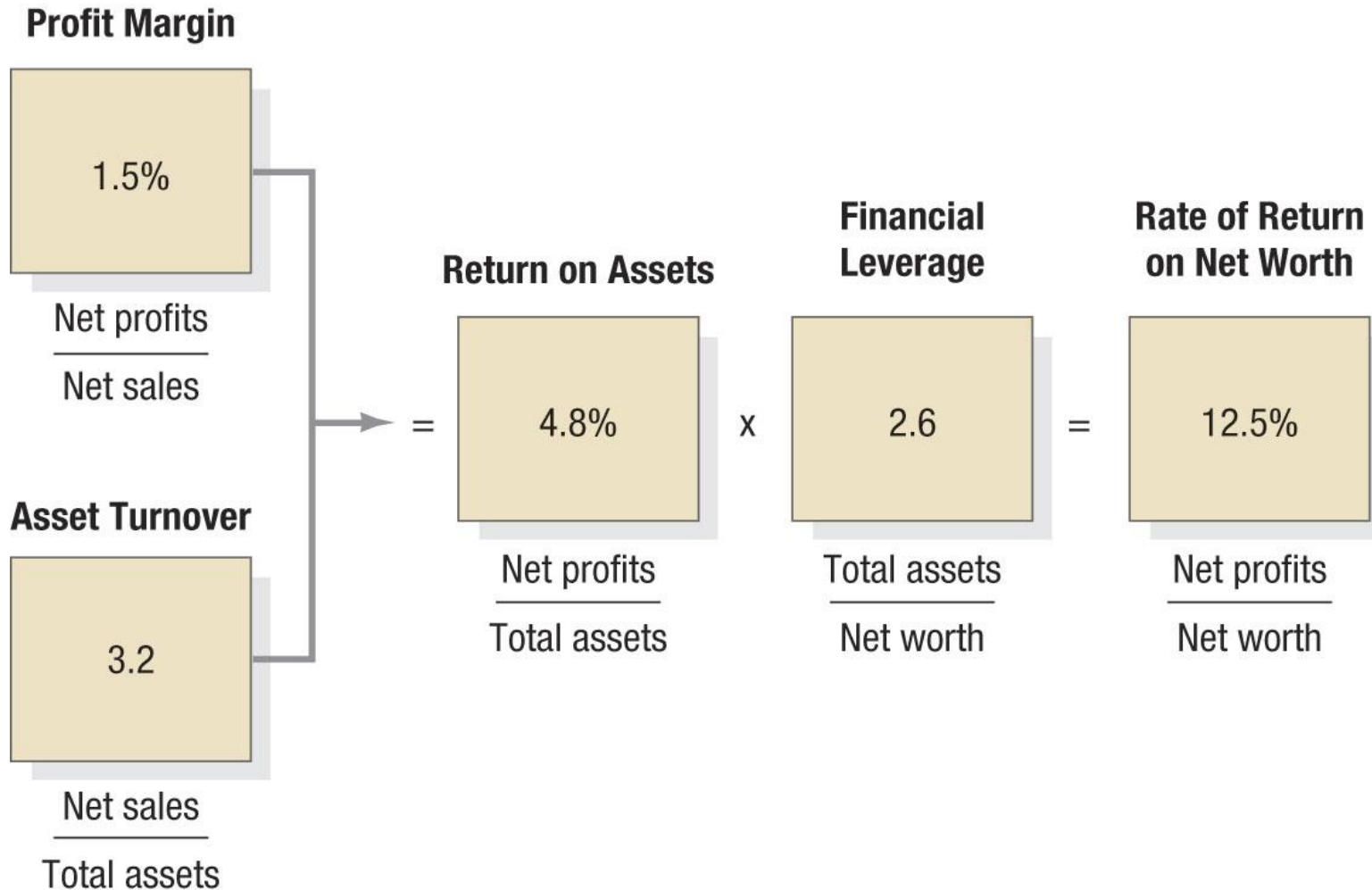


Figure 4.3 Financial Model of Return on Net Worth



Marketing-Profitability Analysis



Step 1: Identifikasi Biaya Fungsional

Step 2: Menetapkan Biaya Fungsional thd Keberadaan Pasar

Step 3: Menyiapkan Profit-and-Loss Statement bagi Setiap Keberadaan Pasar

Table 4.6

Simplified Profit-and-Loss Statement



| | | |
|--------------------|--------------|-----------------------|
| Sales | | \$60,000 |
| Cost of goods sold | | <u>39,000</u> |
| Gross margin | | \$21,000 |
| Expenses | | |
| Salaries | \$9,300 | |
| Rent | 3,000 | |
| Supplies | <u>3,500</u> | |
| | | <u>15,800</u> |
| Net profit | | <u><u>\$5,200</u></u> |

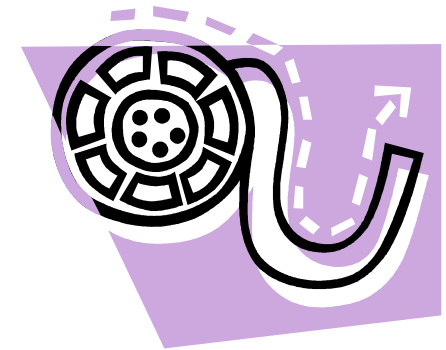


Table 4.7 Mapping Natural Expenses into Functional Expenses



| Natural Accounts | Total | Selling | Advertising | Packing and Delivery | Billing and Collecting |
|-------------------------|--------------|----------------|--------------------|-----------------------------|-------------------------------|
| Salaries | \$9,300 | \$5,100 | \$1,200 | \$1,400 | \$1,600 |
| Rent | 3,000 | — | 400 | 2,000 | 600 |
| Supplies | <u>3,500</u> | <u>400</u> | <u>1,500</u> | <u>1,400</u> | <u>200</u> |
| | \$15,800 | \$5,500 | \$3,100 | \$4,800 | \$2,400 |

Table 4.8 Bases for Allocating Functional Expenses to Channels



| Channel Type | Selling | Advertising | Packing and Delivery | Billing and Collecting |
|--------------------|--------------|--------------|----------------------|------------------------|
| Hardware | 200 | 50 | 50 | 50 |
| Garden supply | 65 | 20 | 21 | 21 |
| Department stores | <u>10</u> | <u>30</u> | <u>9</u> | <u>9</u> |
| | 275 | 100 | 80 | 80 |
| Functional expense | \$5,500 | \$3,100 | \$4,800 | \$2,400 |
| ÷ No. of Units | <u>275</u> | <u>100</u> | <u>80</u> | <u>80</u> |
| Equals | \$ 20 | \$ 31 | \$ 60 | \$ 30 |

Table 4.9 Profit-and-Loss Statements for Channels



| | Hardware | Garden Supply | Dept. Stores | Whole Company |
|---------------------------------------|---------------|---------------|---------------|---------------|
| Sales | \$30,000 | \$10,000 | \$20,000 | \$60,000 |
| Cost of goods sold | <u>19,500</u> | <u>6,500</u> | <u>13,000</u> | <u>39,000</u> |
| Gross margin | \$10,500 | \$ 3,500 | \$ 7,000 | \$21,000 |
| Expenses | | | | |
| Selling (\$20 per call) | \$ 4,000 | \$ 1,300 | \$ 200 | \$ 5,500 |
| Advertising (\$31 per advertisement) | 1,550 | 620 | 930 | 3,100 |
| Packing and delivery (\$60 per order) | 3,000 | 1,260 | 540 | 4,800 |
| Billing (\$30 per order) | <u>1,500</u> | <u>630</u> | <u>270</u> | <u>2,400</u> |
| Total Expenses | \$10,050 | \$ 3,810 | \$ 1,940 | \$ 15,800 |
| Net profit or loss | \$ 450 | \$ (310) | \$ 5,060 | \$ 5,200 |

Membedakan Jenis Biaya



Direct

**Traceable
common**

**Nontraceable
common**

Mengukur Permintaan Pasar



Figure 4.4 Ninety Types of Demand Measurement

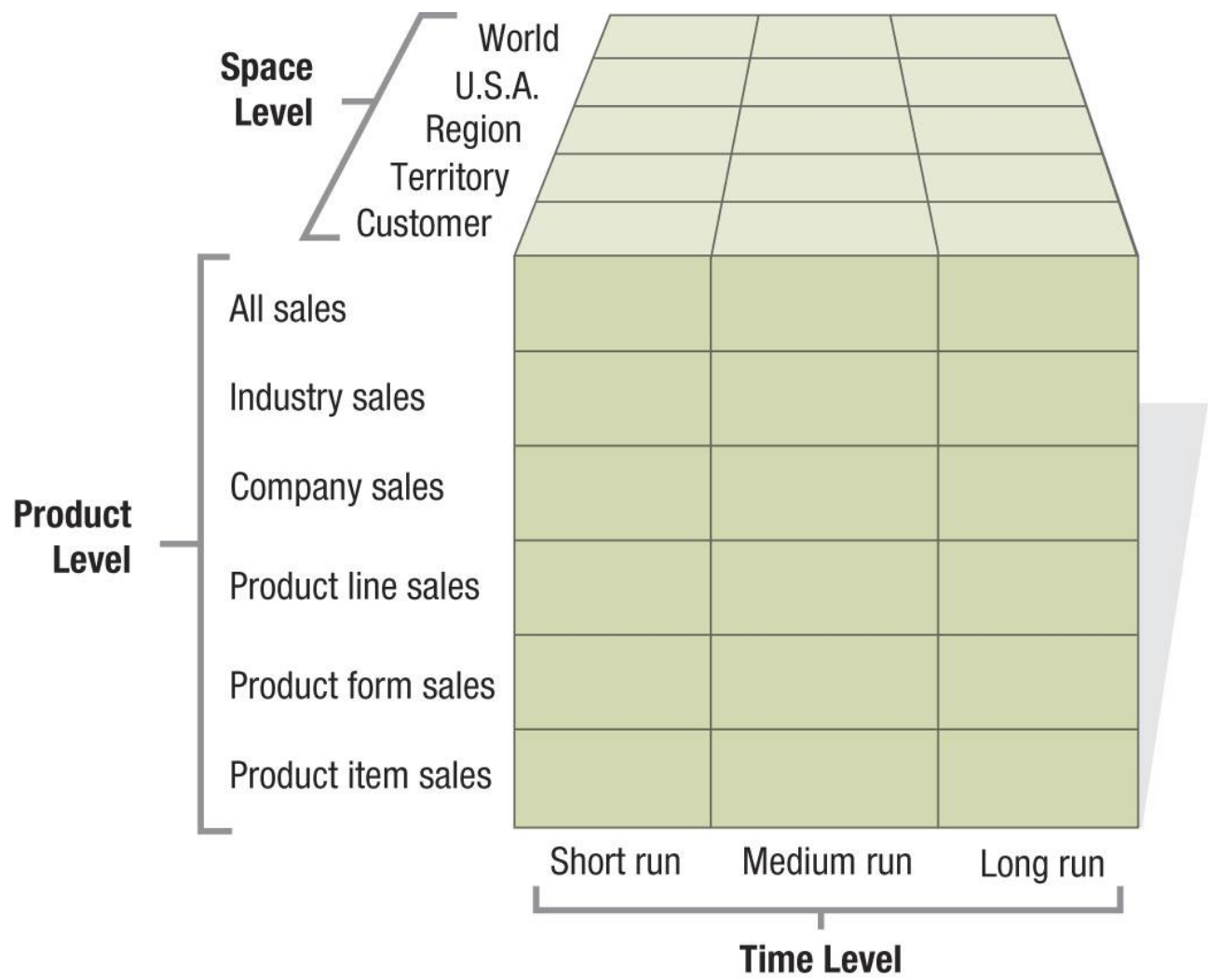


Figure 4.5

Market Demand Functions



(a) Marketing Demand as a Function of Industry Marketing Expenditure (assumes a particular marketing environment)

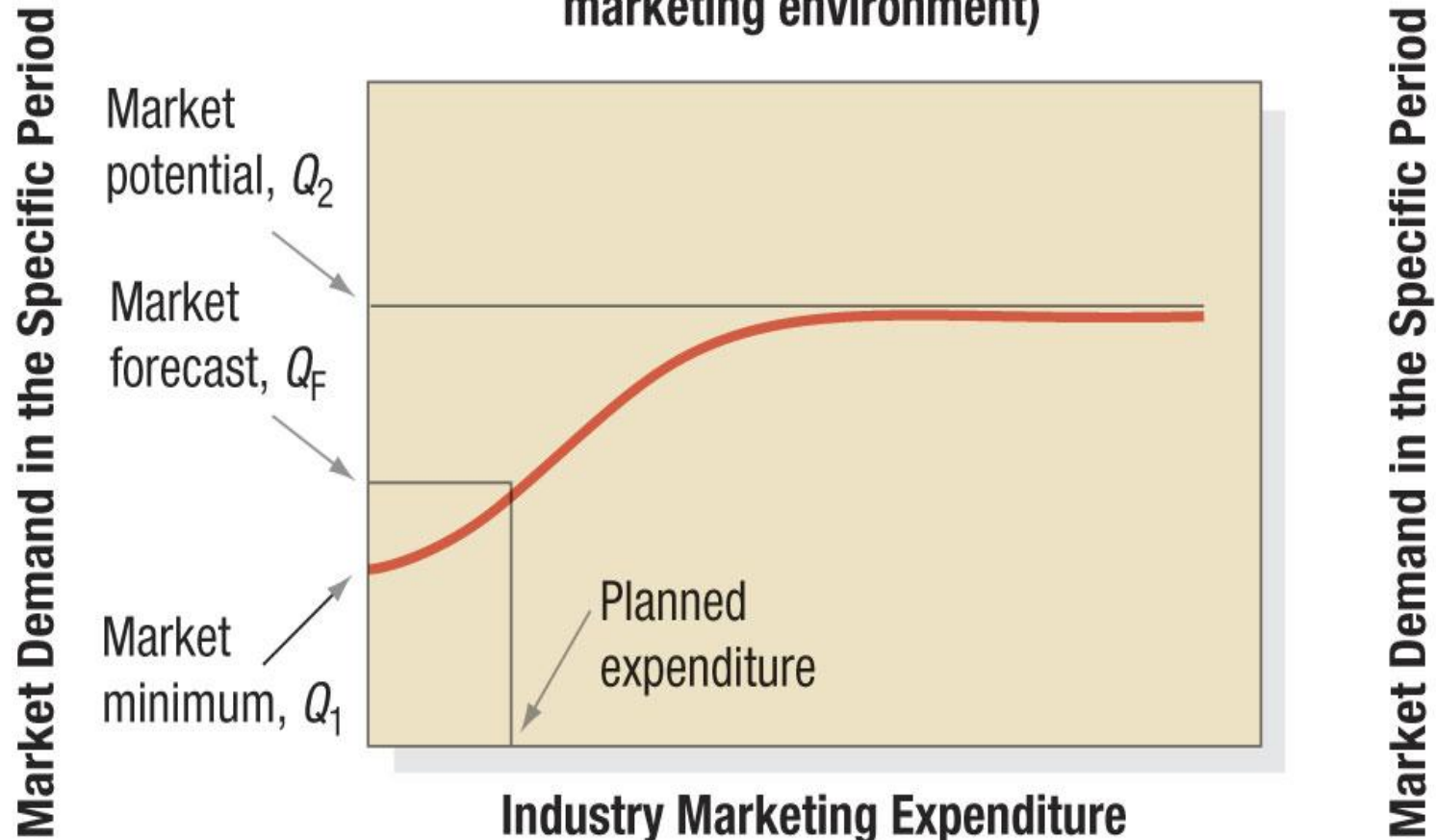
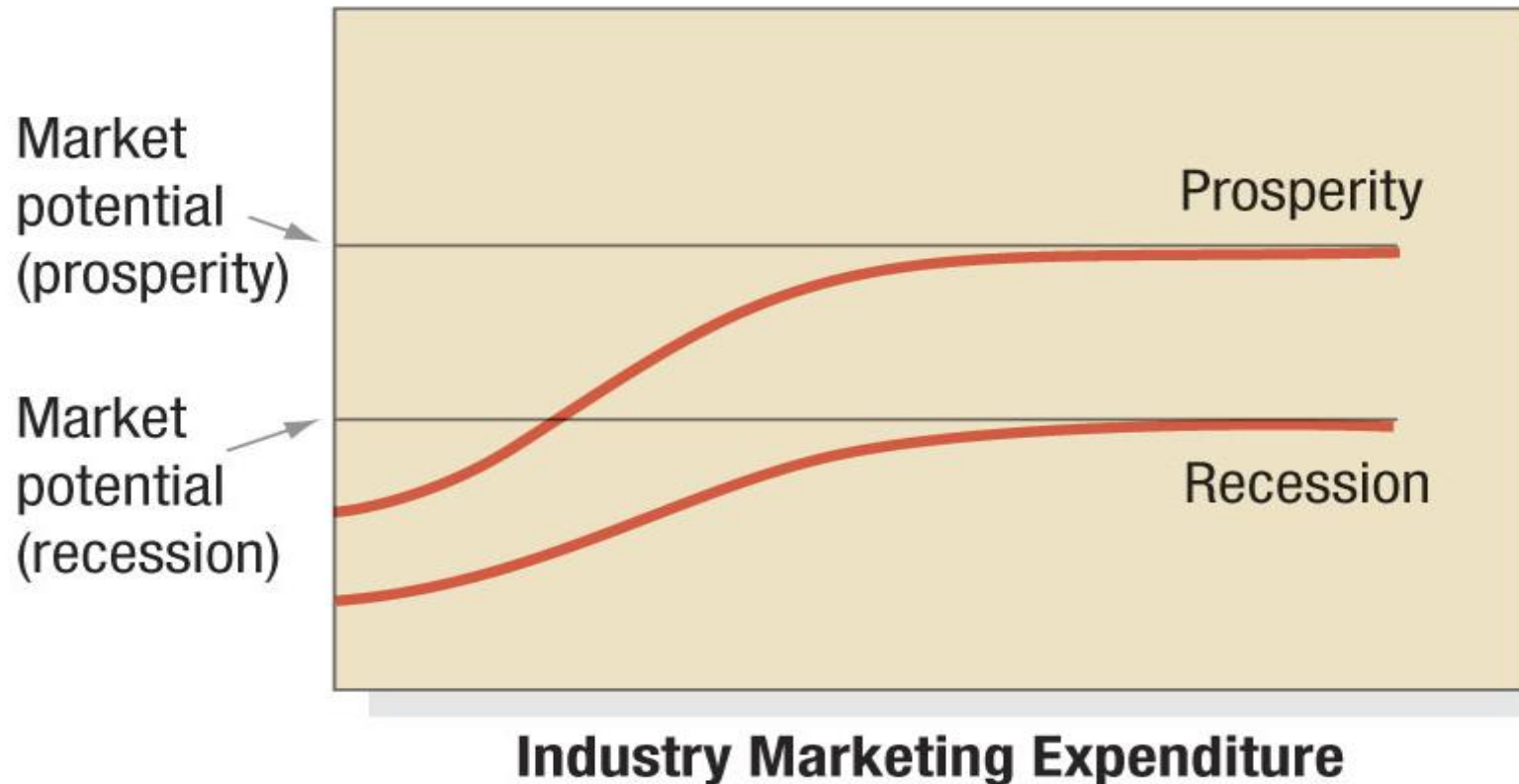


Figure 4.5

Market Demand Functions



(b) Marketing Demand as a Function of Industry Marketing Expenditure (two different environments assumed)



Estimasi Permintaan Saat Ini



- Total market potential
- Area market potential
 - Market buildup method
 - Multiple-factor index method
 - Brand development index

Table 4.10 Calculating Brand Development Index



| | (a) Percent of U.S. Brand | (b) Percent of U.S. Category | BDI |
|------------------|---------------------------------|------------------------------------|----------------------|
| Territory | Sales | Sales | (a ÷ b) × 100 |
| Seattle | 3.09 | 2.71 | 114 |
| Portland | 6.74 | 10.41 | 65 |
| Boston | 3.49 | 3.85 | 91 |
| Toledo | .97 | .81 | 120 |
| Chicago | 1.13 | .81 | 140 |
| Baltimore | 3.12 | 3.00 | 104 |

Estimasi Permintaan yad



- Survey terhadap Niat Pembelian
- Composite of Sales Force Opinions
- Pendapat Ahli
- Analisis Penjualan Masa Lalu
- Metode Tes Pasar

Purchase Probability Scale



Do you intend to buy an automobile within the next 6 months?

0.00 No

0.20 Slight possibility

0.40 Fair possibility

0.60 Good possibility

0.80 High possibility

1.00 Certain

Marketing Debate

✓ What is the best type of marketing research?

Take a position:

1. Marketing research should be quantitative.
2. Marketing research should be qualitative.

Marketing Discussion



When was the last time you participated in a survey? How helpful do you think was the information you provided? Could the research have been done differently?