# MARKETING MANAGEMENT

*12th edition*

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

*Kotler*

*Keller*

# Figure 5.1 Organizational Charts



(a) Traditional Organization Chart

Top management

Middle management

Front-line people
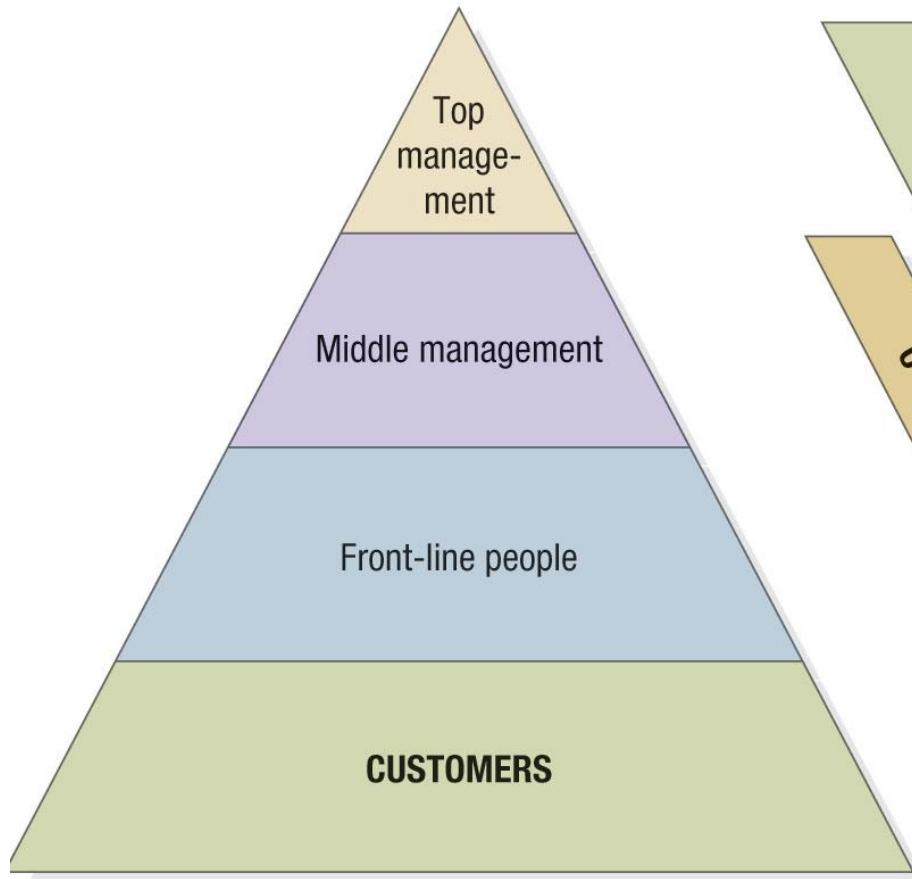
CUSTOMERS

(b) Modern Customer-oriented Organization Chart

CUSTOMERS

Front-line people

Middle management

Top management

CUSTOMERS
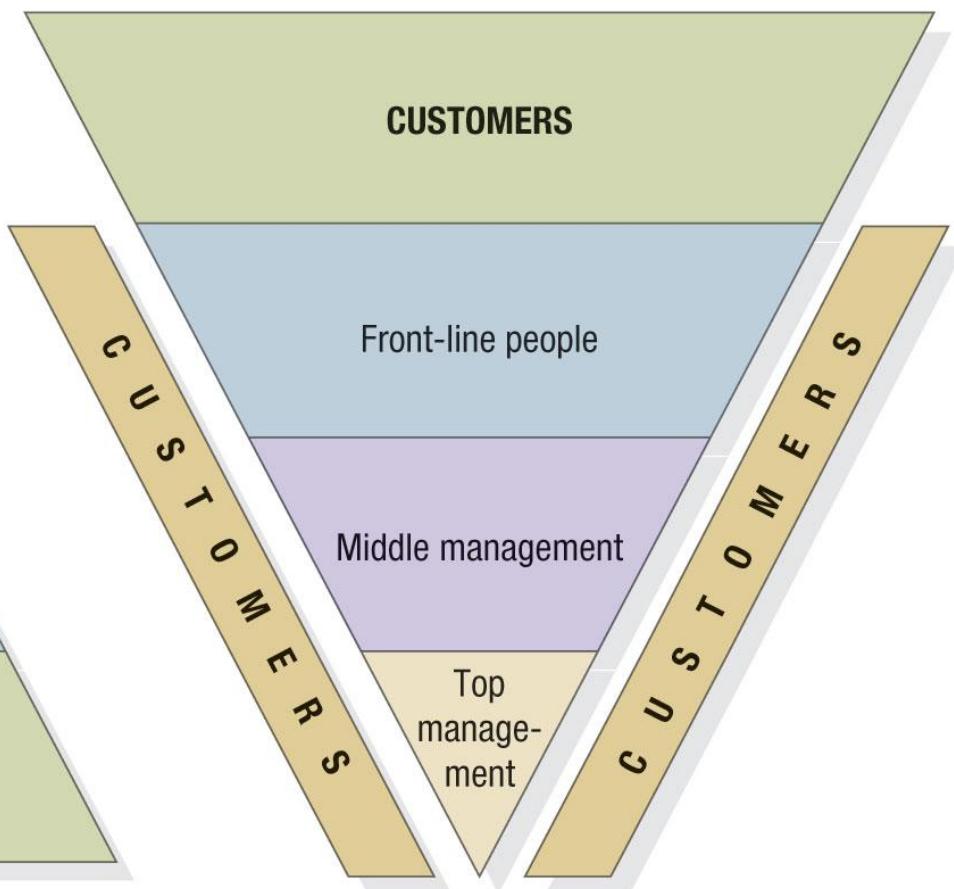
CUSTOMERS

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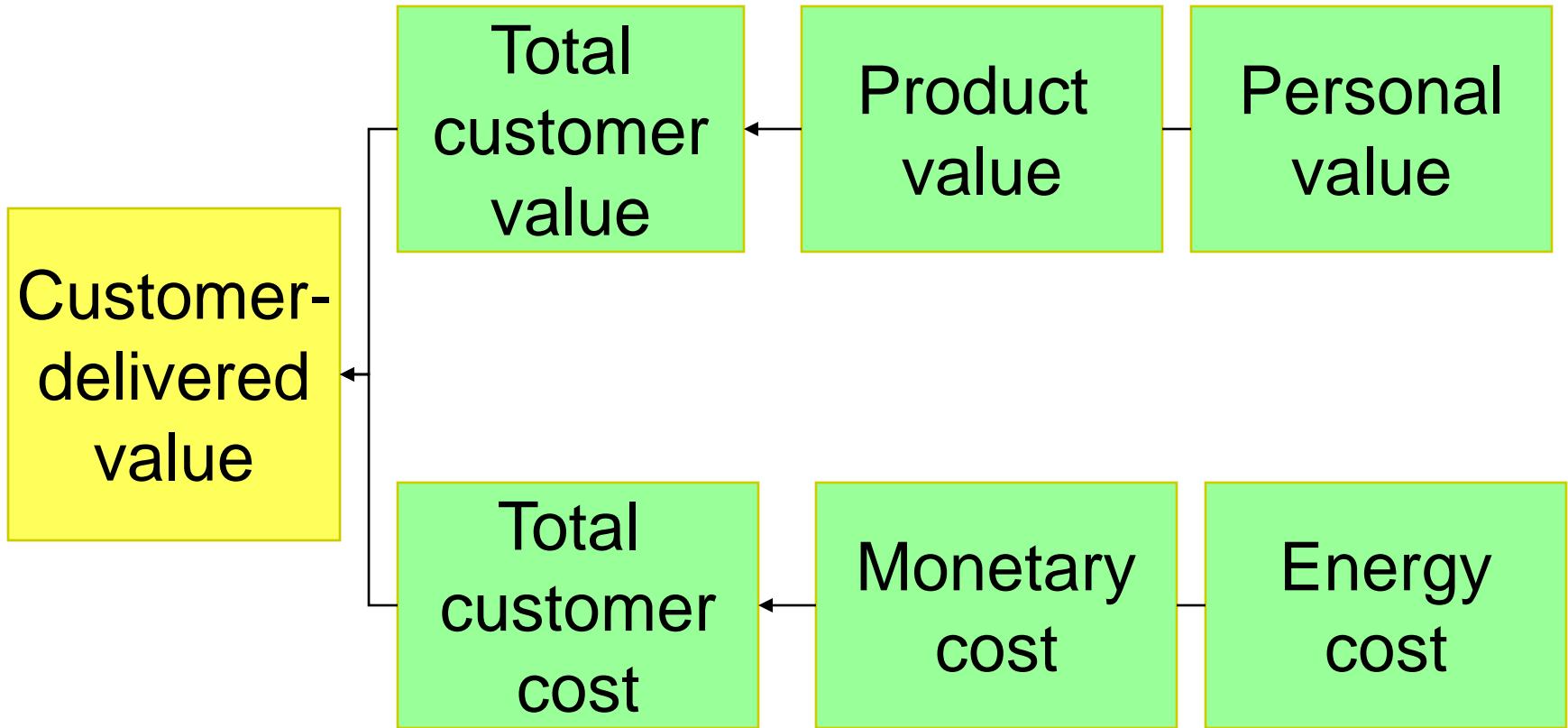
# Loyalty
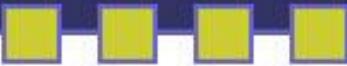
Suatu komitmen mendalam untuk membeli ulang atau re-patronize produk atau jasa yang dipilih di masa yad terlepas dari pengaruh situasional dan usaha pemasaran yang mungkin menjadi penyebab switching behavior.

# The Value Proposition



Keseluruhan manfaat yang dijanjikan perusahaan untuk disampaikan

# Mengukur Kepuasan
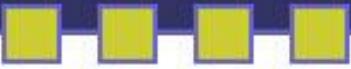
Periodic Surveys

Customer Loss Rate

Mystery Shoppers

Monitor competitive performance
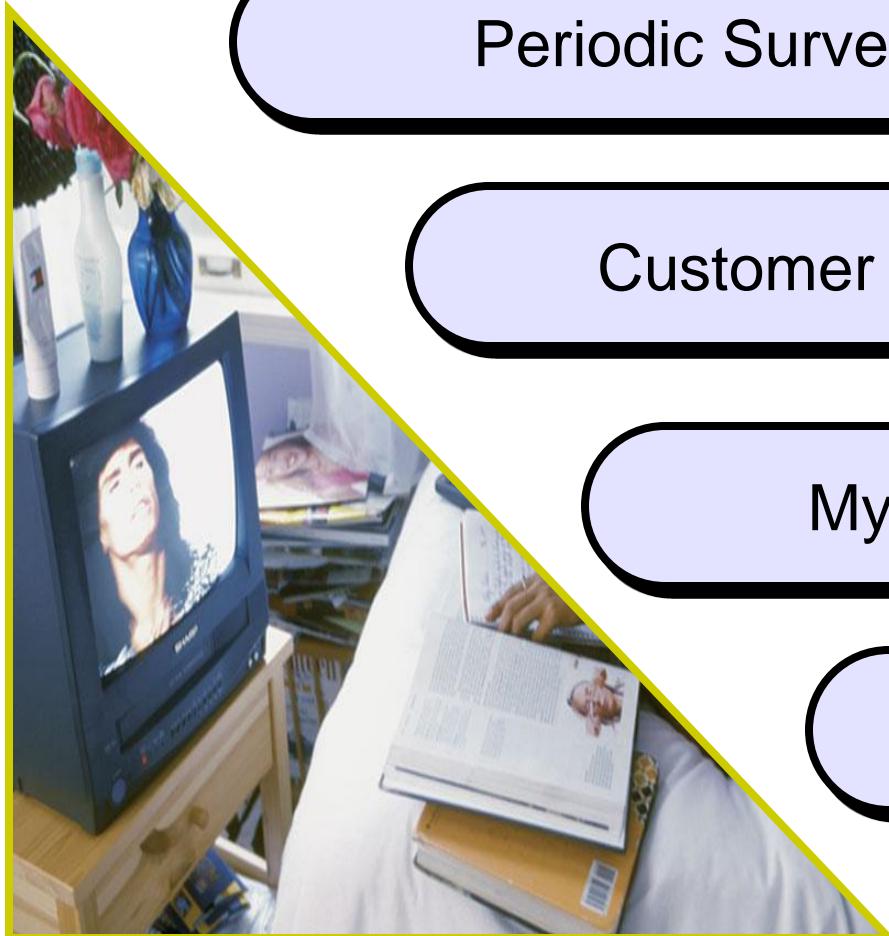
# Kualitas Produk dan Jasa
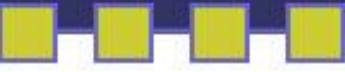
Kualitas adalah fitur dan karakteristik total dari suatu produk dan jasa untuk memuaskan kebutuhan

# 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
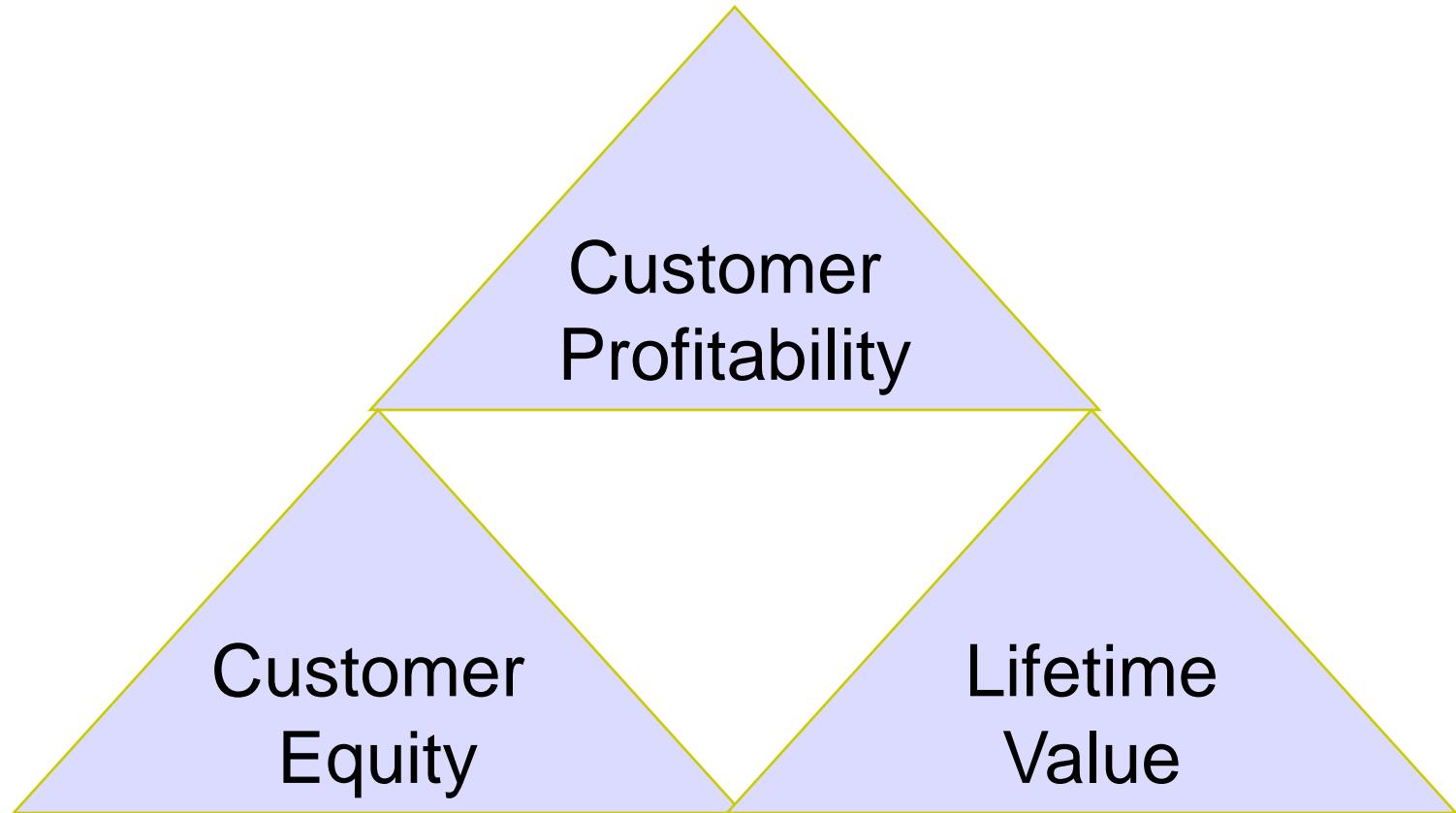
# Figure 5.3 Customer-Product Profitability Analysis

**Customers**

| | $C_1$ | $C_2$ | $C_3$ | |
|---|:---:|:---:|:---:|---|
| $P_1$ | + | + | + | Highly profitable product |
| $P_2$ | + | | | Profitable product |
| $P_3$ | | − | − | Losing product |
| $P_4$ | + | | − | Mixed-bag product |
| | High-profit customer | Mixed-bag customer | Losing customer | |

**Products**

# Estimasi Lifetime Value

- Annual customer revenue: $500

- Average number of loyal years: 20

- Company profit margin: 10

- Customer lifetime value: $1000

# Pemicu Customer Equity

**Value Equity**

**Brand Equity**

**Relationship Equity**
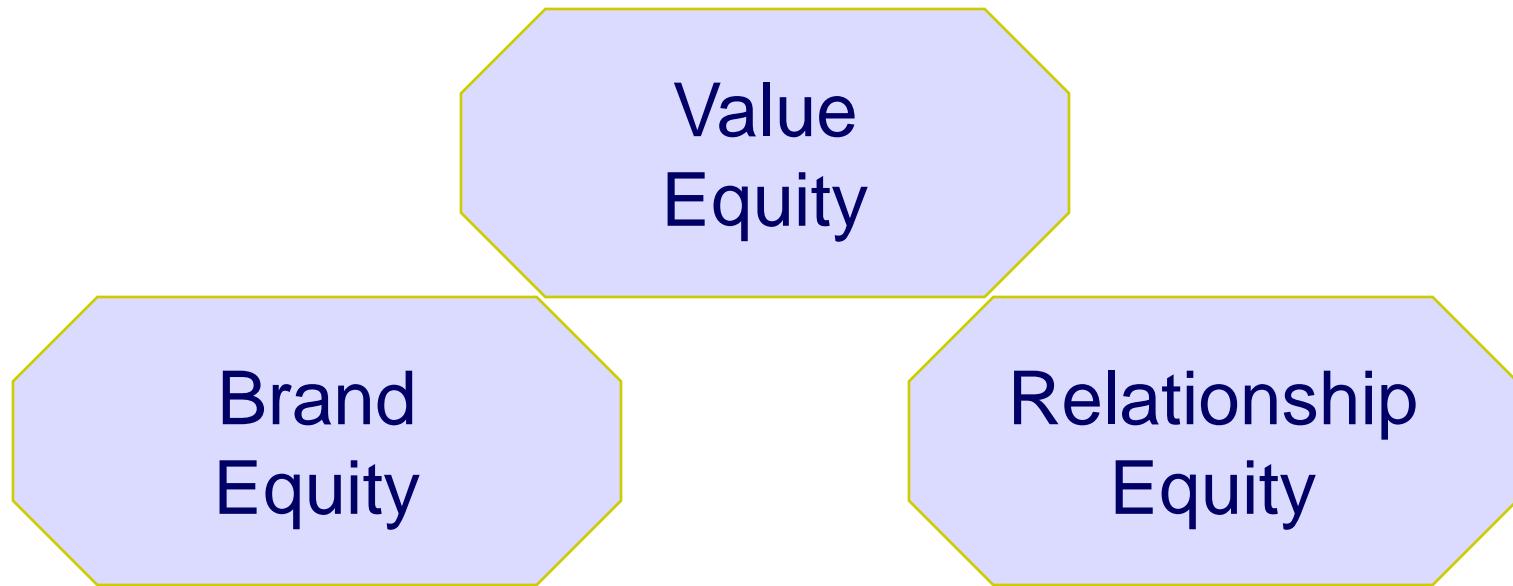
# Framework for CRM

Identifikasi prospek dan pelanggan

Membedakan pelanggan berdasarkan kebutuhan dan nilai

Interaksi untuk memperbaiki pengetahuan

Customize bagi tiap pelanggan

# CRM Strategies
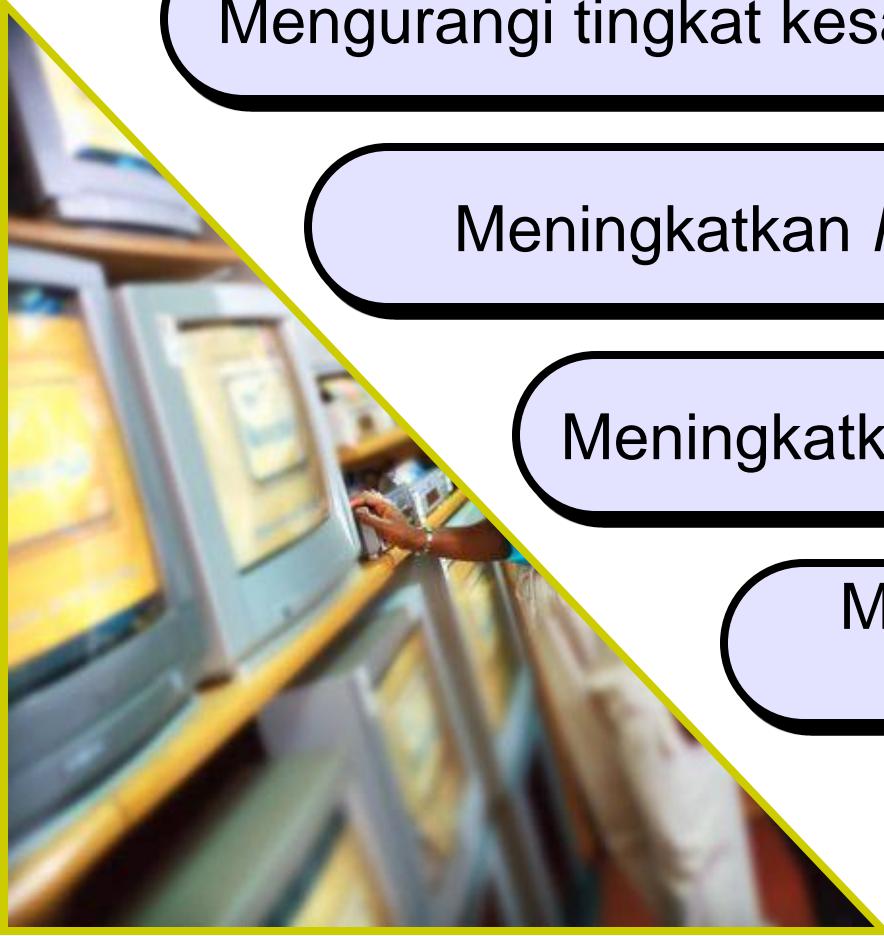
Mengurangi tingkat kesalahan

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 yagn ada.

- Rata2 pelanggan yg hilang adalah 10% dari jumlah pelanggan tiap tahunnya

- 5% pengurangan thd pelanggan yg 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

```
Suspects
   │
   ▼
Prospects ──────► Disqualified
   │
   ▼
First-time ──► Repeat ──► Clients ──► Members
customers      customers                 │
   │              │          │           ▼
   └──────┐       │          │        Partners
          ▼       ▼          ▼           │
         Ex-customers ◄──────┴───────────┘
```

# Building Loyalty



Partnership

Proactive

Accountable

Reactive

Basic
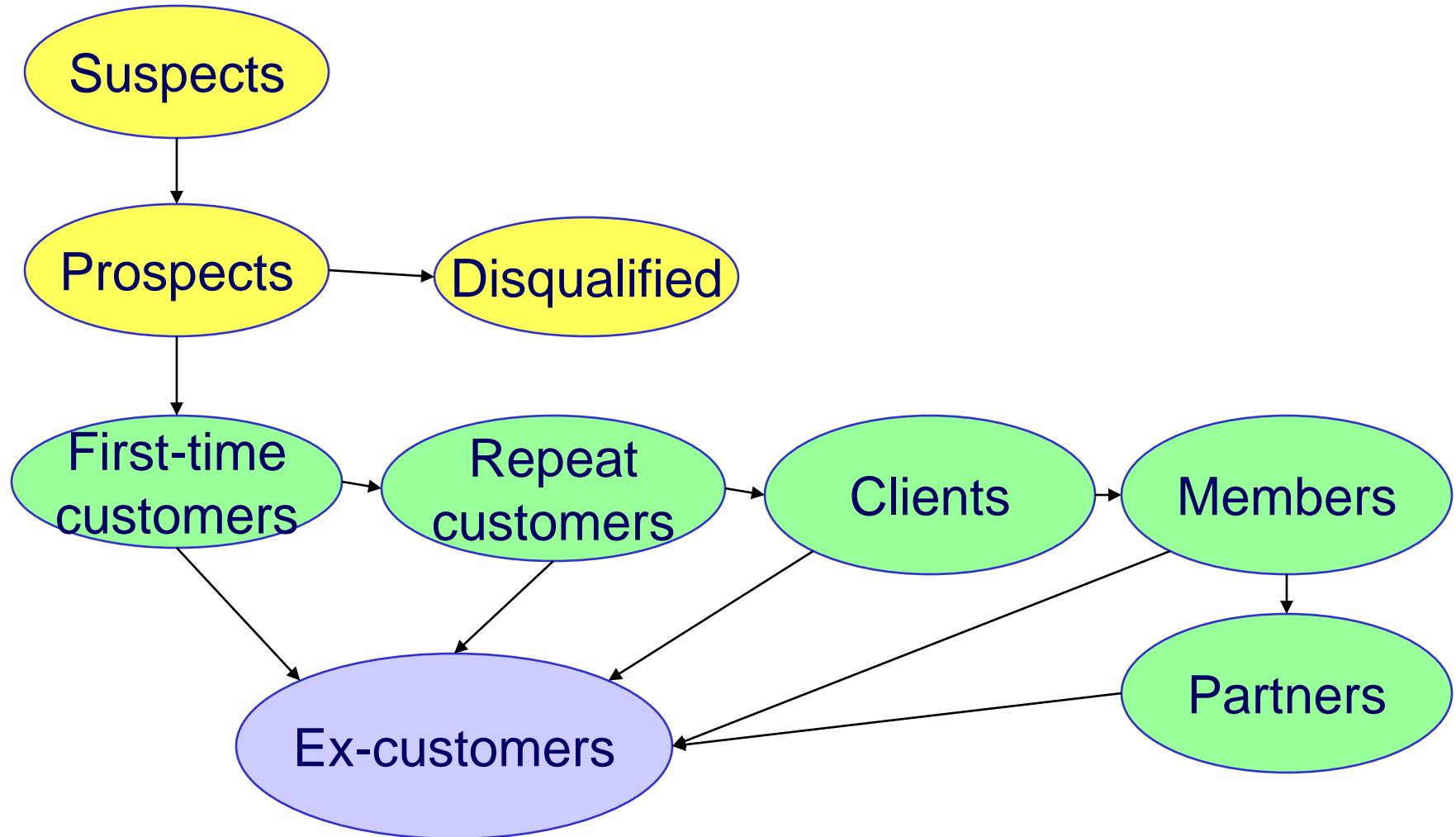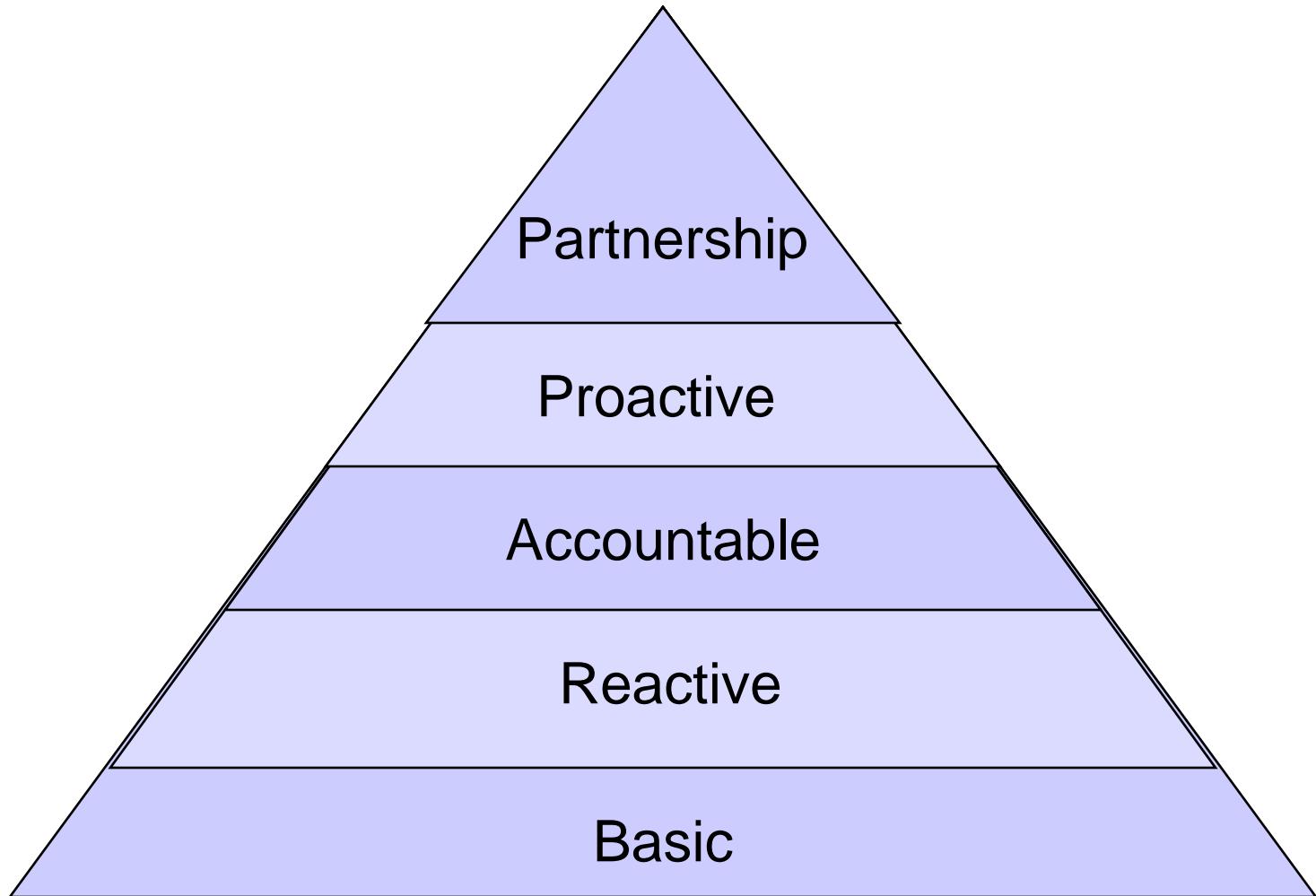
# Mengurangi Customer Defection

- Menentukan dan mengukur tingkat retensi.

- Distinguish causes of customer attrition.

- Estimasi profit loss yg berhubungan denga pelanggan yg hilang

- Menilai biaya untuk mengurangi *defection rate.*

- Mengumpulkan umpan balik pelanggan

# Pembentukan Ikatan Pelanggan yg Kuat

Menambah manfaat keuangan

Menambah manfaat sosial

Menambah ikatan struktur
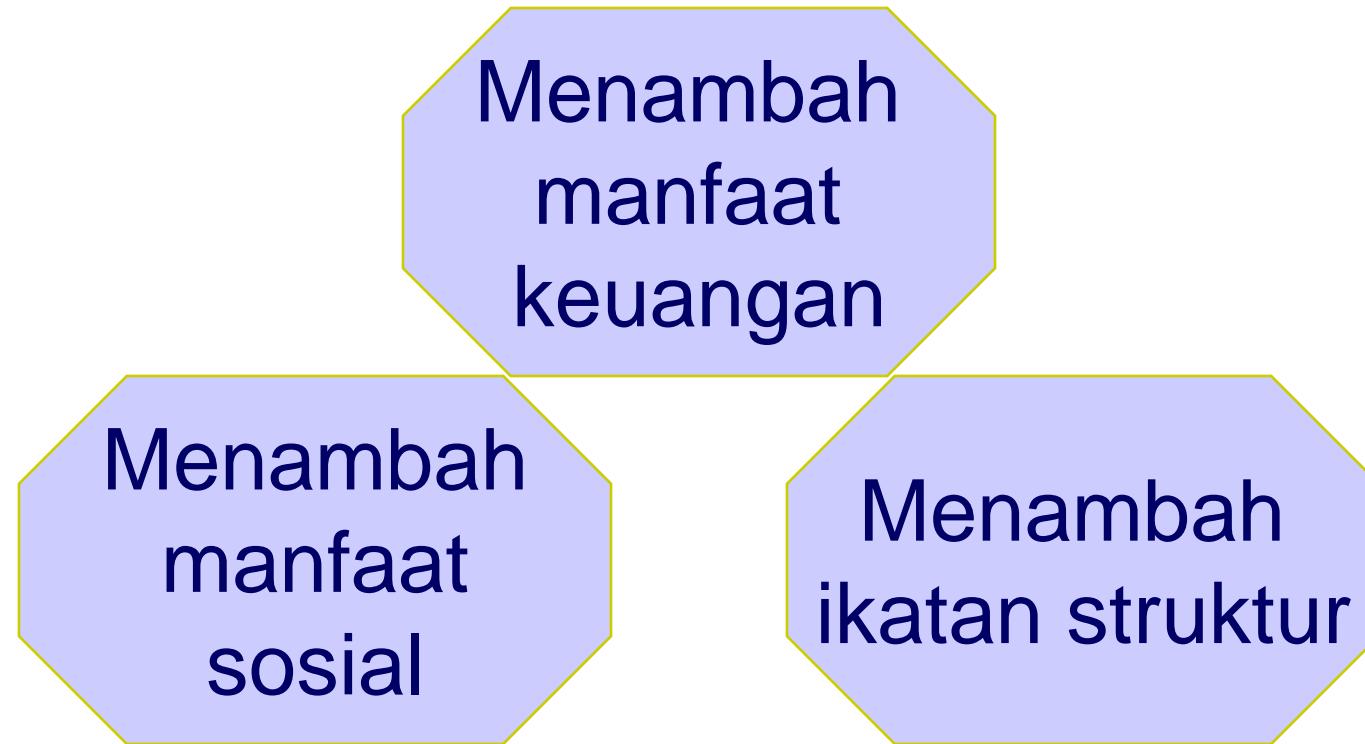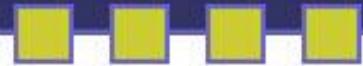
# Financial Benefits

# Social Benefits

# Konsep Kunci Database
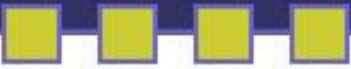
- Customer database
- Database marketing
- Mailing list

- Business database
- Data warehouse
- Data mining

# Figure 5.6 Increasing Customer Share Requirements



| Estimate | Select share-growth prospects on the basis of | Pursue the share growth initiative through | Document |
|---|---|---|---|
| Share of customer needs by market offerings and by location(s) supplied | Availability of significant incremental share of the offering | Focused share building | Attained vs. targeted gain in share of offering |
| Value of each offering supplied relative to customer's next-best alternative | Superior projected growth in customer need | Broadening the scope of market offering | Added value and reduced cost |
| Cost to serve by market offering and by location(s) supplied | Significant potential to add value/reduce cost by gaining incremental shares | Broadening collaborative relationship | Enhanced customer profitability |
| | Customer willingness to share gains from added value/reduced costs | Developing multiple, single-sourcing opportunities | Enhanced profitability of your company |

# Using the Database

To identify prospects

To target offers

To deepen loyalty

To reactivate customers

To avoid mistakes
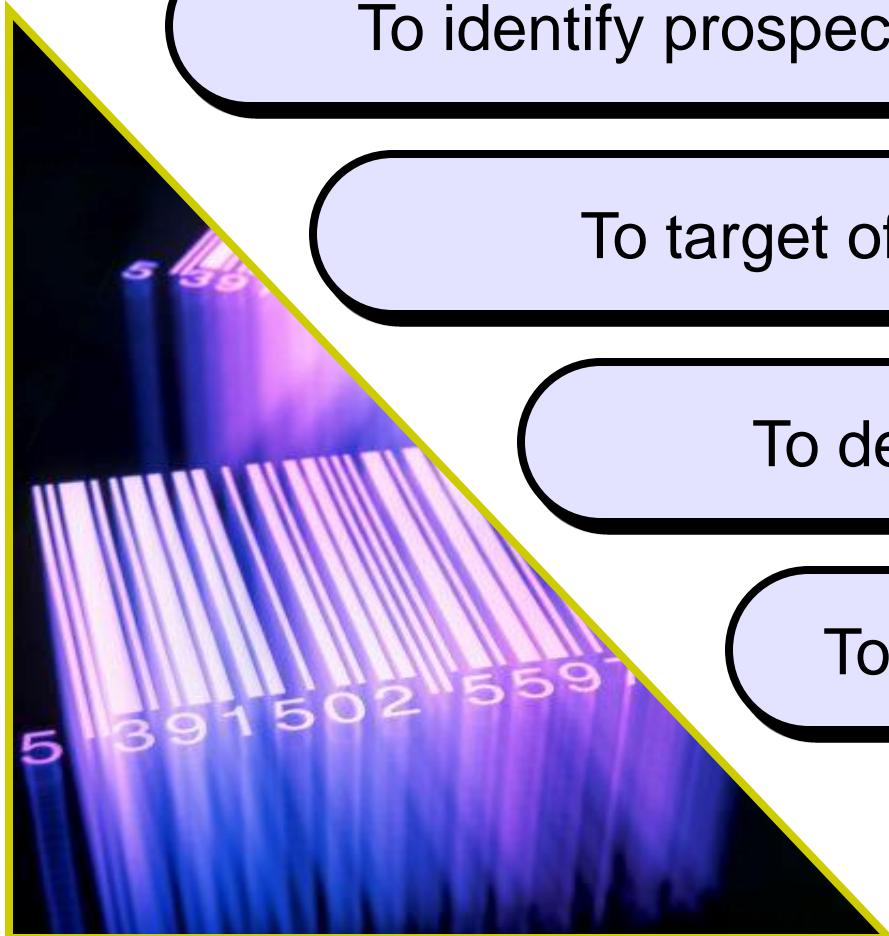
# Focus on CRM

# 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.