Manajemen Pemasaran I

Riset Pemasaran

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Marketing Research?

Riset pemasaran adalah disain sistematik, pengumpulan, analisa, dan laporan data serta penemuan yang relevan untuk situasi pemasaran yang spesifik dalam perusahaan.

Jenis perusahaan riset pemasaran

Perusahaan jasa riset/ penyedia data
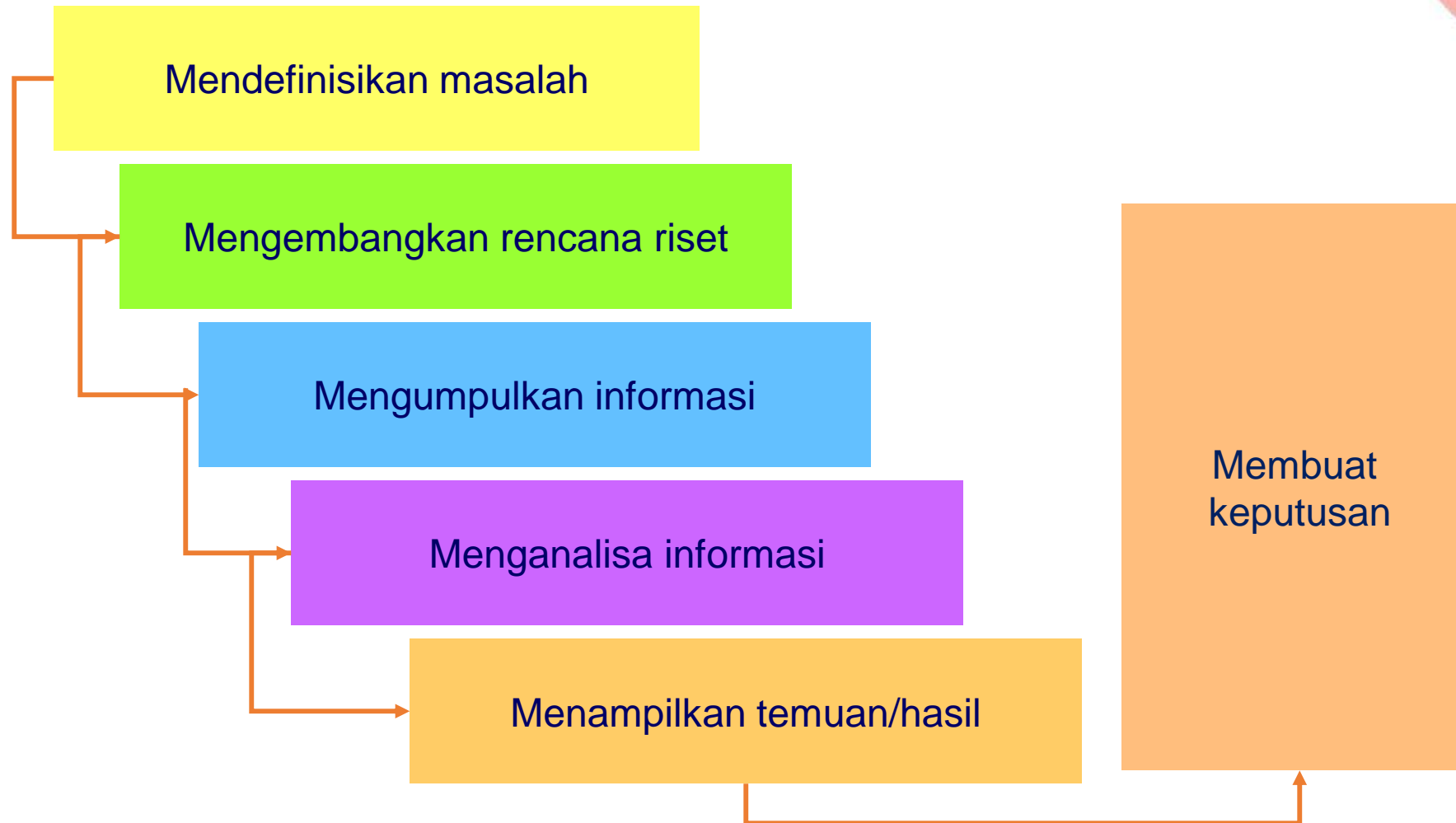—informasi perdagangan (Nielsen Media Research-- track viewing habits of varied audiences)

Melayani sesuai kebutuhan
(Specific projects Design study Report findings)

Spesialis dalam bidang tertentu
(jasa Wawancara, jasa survey, dll)

Proses riset pemasaran

Mendefinisikan masalah

Mengembangkan rencana riset

Mengumpulkan informasi

Menganalisa informasi

Menampilkan temuan/hasil

Membuat keputusan

Kotler, P. and Keler, K.L. 2016, *Marketing Management 15th edition*. Pearson Prentice Hall, New Jersey
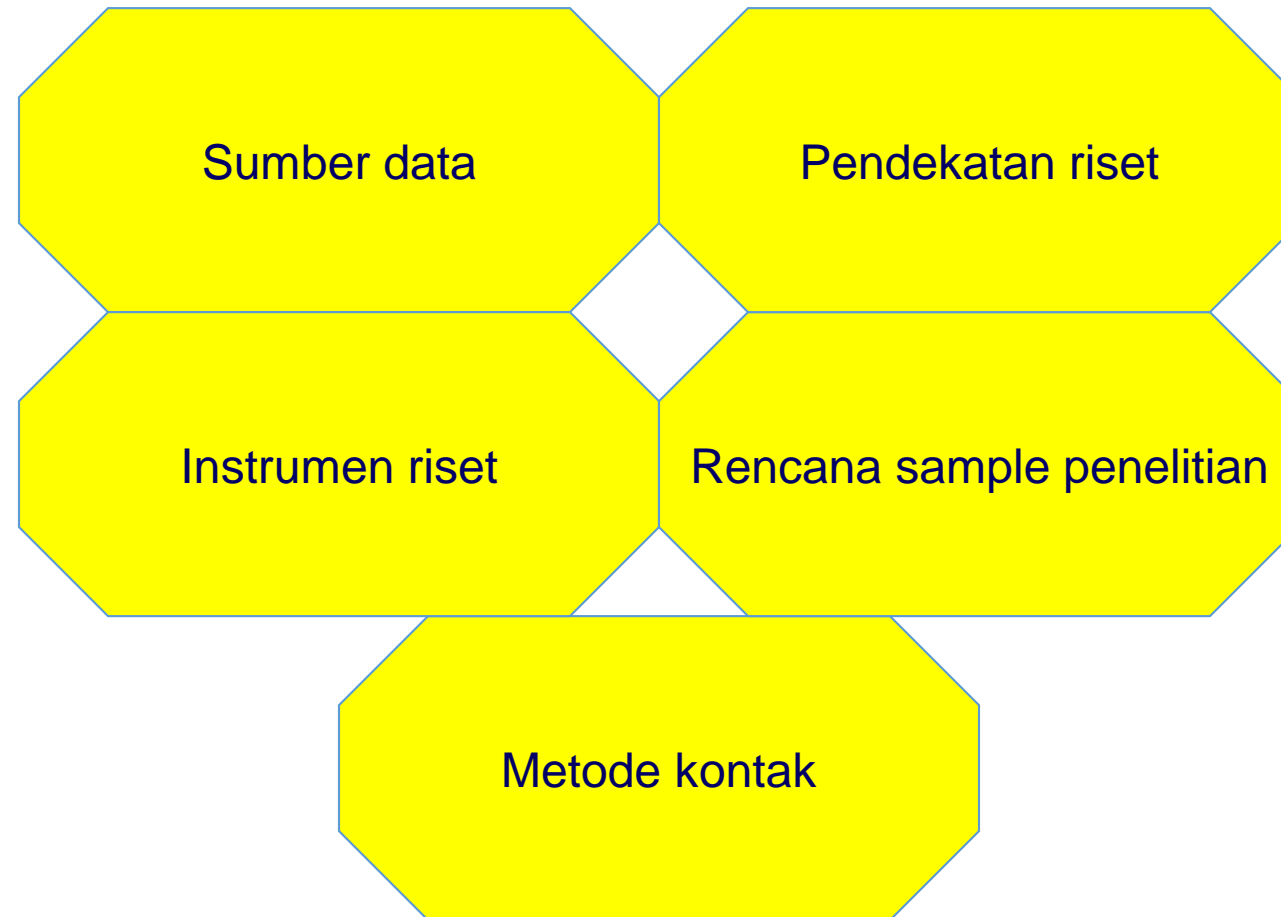
Step 1

- **Mendefinisikan masalah** (e.g., Will offering an in-flight Internet service create enough incremental preference and profit of American Airlines to justify its cost?)

- **Mengemukakan keputusan/dugaan alternative** (e.g., Should American offer an Internet connection?)

- **Menyatakan tujuan penelitian**(e.g., types of 1st class passengers are likely to use internet?)

Step 2

Sumber data

Pendekatan riset

Instrumen riset

Rencana sample penelitian

Metode kontak

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Pendekatan riset

- **Observasi**
- **Ethnographic**--link between culture & behavior &/or how cultural processes develop over time (participant observation)
- **Focus group**—discuss topics of interest
- **Survey**—knowledge, beliefs, preferences, satisfaction
- **Behavioral dat**—Data—purchasing data
- **Experimentation**—cause and effect relationships

Focus Group in Session

Instrumen riset

- Questionnaires
- Qualitative & Quantitative Measures
- Technological Devices

Questionnaire Do's and Don'ts

- Kuesioner tidak bias
- Pertanyaan simple
- Pertanyaan spesifik
- Menghindari jargon
- Menghindari kata-kata sulit
- Menghindari kata-kata ambigu

- Menghindari hal negatif
- Menghindari hipotesis
- Menghindari kata-kata yang kemungkinan salah dengar
- Menggunakan pilihan jawaban
- Menggunakan kategori yang bermanfaat
- Memperbolehkan responden memperbaiki jawaban

Question Types - Dichotomous

Apakah anda pernah mengkonsumsi nasi Padang?

☐ Ya ☐ Tidak

Question Types – Multiple Choice

Dengan siapa anda biasanya makan di Rumah Makan Padang?

☐ Sendiri

☐ Pasangan

☐ Pasangan dan anak

☐ Anak saja

☐ Rekan kerja

☐ Grup

Question Types – Likert Scale

Rasa makanan di rumah makan Padang sesuai selera saya.

☐ Sangat tidak setuju

☐ Tidak setuju

☐ Netral

☐ Setuju

☐ Sangat setuju

Question Types – Semantic Differential

Rumah Makan Padang "Saba Mananti"

Besar …………………………………………..………Kecil

Enak…………….…….……Tidak enak

Modern…………….……………….…..Klasik

Question Types – Importance Scale

Pelayanan di Rumah Makan Padang _____ bagi saya.

☐ Sangat penting

☐ Penting

☐ Mungkin penting

☐ Tidak penting

☐ Sangat tidak penting

Question Types – Rating Scale

Pelayanan Rumah Makan Padang "Saba Mananti"_____.

☐ Sempurna

☐ Sangat baik

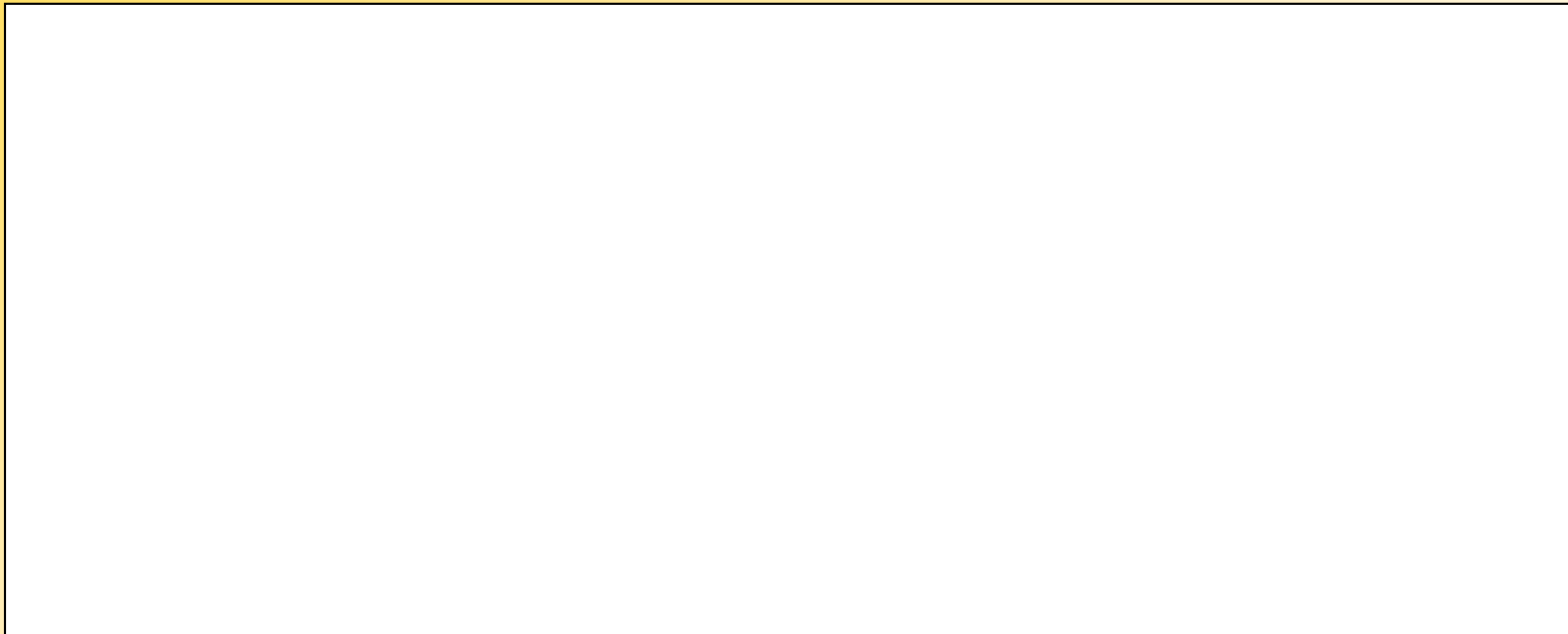☐ Baik

☐ Biasa

☐ Buruk

Seberapa suka anda membeli nasi Padang dengan cara dibungkus?

☐ Pasti dibungkus

☐ Rata-rata dibungkus

☐ Tidak yakin

☐ Rata-rata tidak

☐ Tidak dibungkus

Question Types – Completely Unstructured

Bagaimana opini anda terhadap rumah makan Padang "Saba Mananti"?

Question Types –
Word Association

Apakah kata pertama yang muncul di pikiran anda ketika mendengar hal berikut?

Makanan pedas_____

Indonesia _____

Kenyang _____

Ketika saya memilih rumah makan Padang, pertimbangan utama saya adalah :

_____

_____

_____

_____

_____

_____.

"Saya makan di Rumah Makan Padang beberapa hari yang lalu. Tampilan interior dan eksteriornya bersih. Banyak hal-hal lain yang saya rasakan. Sekarang lengkapi cerita tersebut…

_____

_____

_____

_____

_____

Question Types – Picture (Empty Balloons)

Question Types – Thematic Apperception Test

Buat sebuah cerita yang merefleksikan gambar berikut

Qualitative Measures

- **Word association**—words are presented, one at a time, and respondents mention the first word that comes to mind.

- **Projective techniques**—give people an incomplete stimulus and ask them to complete it.

- **Visualization**—requires people to create a collage from magazine or drawing to depict their perceptions

- **Brand personification**—ask subjects what kind of person they think of when the brand is mentioned.

- **Laddering**—series of increasingly more specific "why" questions can reveal consumer motivation and consumers' deeper, more abstract goals.

Qualitative Measures

Shadowing—observing people

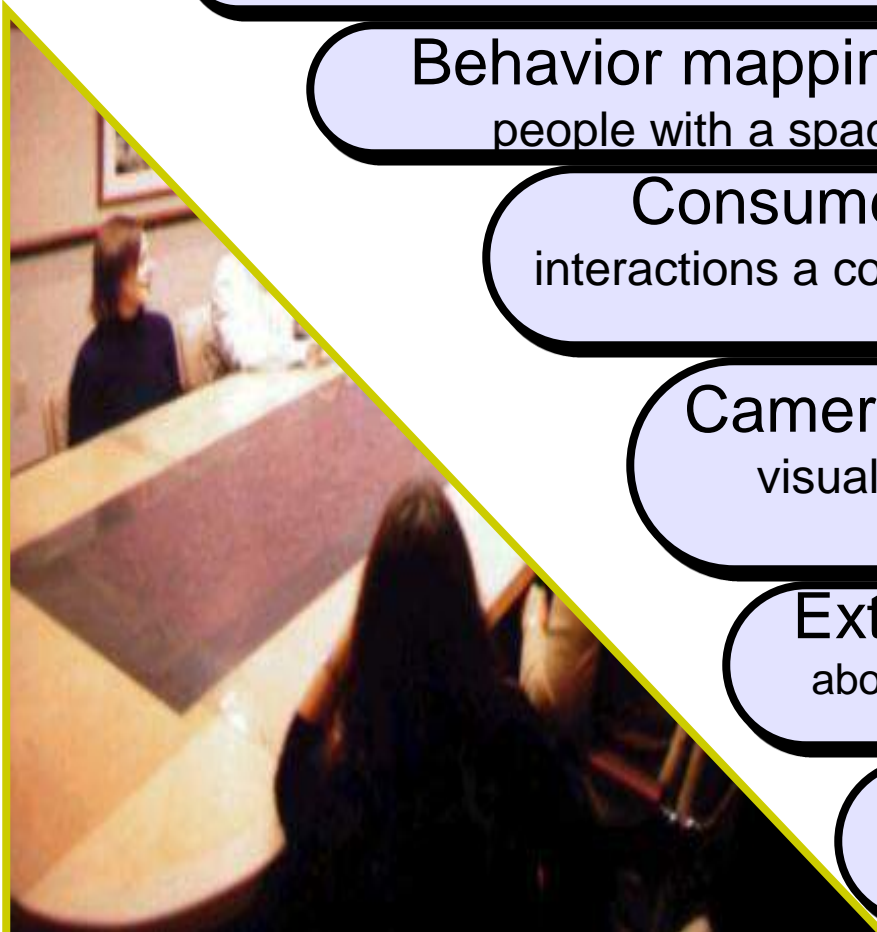Behavior mapping—photographing people with a space—2 or 3 days

Consumer journey—keeping track of interactions a consumer has with a product, service, or space

Camera journals—ask consumers to keep visual diaries of activities and impression related to a product

Extreme user interviews—talking to people about a product and evaluating their experience with it

Storytelling—prompting people to tell personal stories about their consumer experiences

Unfocused groups—interview a diverse group of people to explore ideas

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Technological Devices

Galvanometers (measure interest or emotions aroused by Exposure to a specific ad or picture)

Tachistoscope (flashes an ad to a Subject with an exposure interval and respondent describes everything he/she recalls)

Eye cameras (study respondents' eye movement to see where their eyes land 1st and how long, etc.)

Audiometers (record when TV is on and the channel)

GPS (global positioning system, can Determine how many billboards a person may walk or drive by during a day)

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Sampling Plan

- **Sampling unit**: Siapa yang akan disurvey?
- **Sample size**: Berapa banyak jumlah yang akan disurvey?
- **Sampling procedure**: Bagaimana prosedur pemilihan responden?

Types of Samples

Probability

- **Simple random**
  - Every member of population has an equal chance of selection

- **Stratified random**
  - Population is divided into mutually exclusive groups (age groups) and random samples are drawn from each group

- **Cluster**
  - Population is divided into mutually exclusive groups (city blocks) and a sample is taken from each group

Non-probability

- **Convenience**
  - Selects the most accessible population members

- **Judgment**
  - Selects population members who are good prospects for accurate information

- **Quota**
  - Selects and interviews a prescribed number of people in each of several categories

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Contact Methods

Mail Questionnaire
(For people would not give
personal interviews or whose responses
might be biased or distorted by interviewer)

Telephone Interview
(Gather information quickly, however
interview are short and non-personal)

Personal Interview
(Most versatile and expensive,
subject to interview bias or distortion)

Online Interview
(Inexpensive, faster, honest, versatile, samples small
and skewed, tech problems and inconsistencies)

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!

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Pros and Cons of Online Research

Advantages

- Inexpensive
- Fast
- Accuracy of data, even for sensitive questions
- Versatility

Disadvantages

- Small samples
- Skewed samples
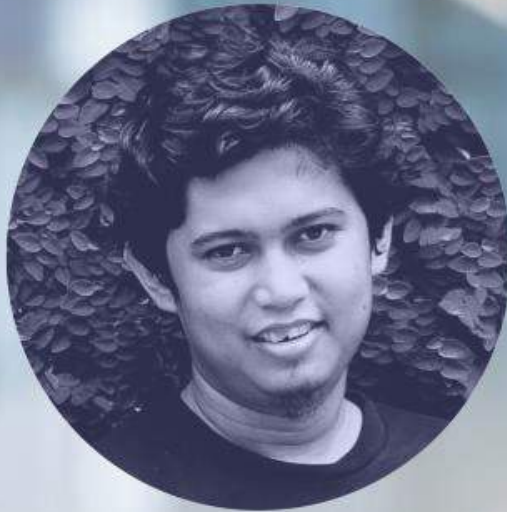- Technological problems
- Inconsistencies

Referensi

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Lecturers

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