

# PENGARUH BAURAN PROMOSI TERHADAP LOYALITAS KONSUMEN PRODUK TELKOM FLEXI Studi pada Pelanggan PT. Telkom Kancatel Pasuruan Skripsi Diajukan kepada Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Malang Sebagai Persyaratan untuk Mendapatkan Gelar Sarjana (S-1)



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## ABSTRAK

PT. Telkom sebagai pelopor perusahaan telekomunikasi berbasis CDMA pertama di Indonesia berusaha untuk tetap mempertahankan produk yang mereka punya yaitu Telkom Flexi. Untuk dapat mempertahankan Produknya, PT. Telkom Kancatel Pasuruan mencari celah dengan mempertahankan konsumennya yang loyal terhadap produk Telkom Flexi ini, dari pada memperoleh pelanggan baru dengan memberikan pelayanan yang dapat memuaskan konsumen pada produk Telkom Flexi melalui bauran promosi. Jika konsumen terus menerus memperoleh kepuasan maka konsumen akan semakin menggemari dan mempunyai preferensi terhadap produk merupakan salah satu identifikasi dari terbentuknya loyalitas terhadap merek produk tersebut.

Rumusan permasalahan dalam penelitian ini adalah adakah Pengaruh Bauran Promosi terhadap Loyalitas Konsumen Produk Telkom Flexi dan jika ada, seberapa besar pengaruhnya. Sedangkan tujuan dari penelitian ini adalah untuk mengetahui ada tidaknya Pengaruh Bauran Promosi terhadap Loyalitas Konsumen Produk Telkom Flexi dan untuk mengetahui seberapa besar pengaruhnya.

Bauran promosi merupakan kombinasi strategi dari alat-alat promosi yang meliputi personal selling, periklanan, promosi penjualan public relations dan direct marketing yang bertujuan untuk mempromosikan atau mendiskripsikan suatu produk/jasa dari perusahaan kepada konsumen maupun calon konsumen yang secara umum digunakan untuk mempengaruhi/membujuk konsumen atas perusahaan /produknya agar bisa menerima, membeli dan loyal pada produk yang ditawarkan perusahaan guna menciptakan tujuan baik secara financial maupun non-finansial.

Hipotesis yang dikemukakan adalah Ha: Ada pengaruh antara Bauran Promosi terhadap Loyalitas Konsumen Produk Telkom Flexi. Ho: Tidak ada pengaruh antara Bauran Promosi terhadap Loyalitas Konsumen Produk Telkom Flexi. Tipe penelitian ini adalah asosiatif korelasional karena peneliti ingin mencoba sejauh mana dua variabel yang memiliki hubungan dimana variabel independent mempengaruhi variabel dependent. Dengan menggunakan pendekatan kuantitatif dengan perhitungan statistik. Sedangkan metode dalam penelitian ini adalah penelitian survey. Teknik pengumpulan data dengan menggunakan kuesioner dan dokumentasi. Populasinya adalah pelanggan PT. Telkom Kancatel Pasuruan yang terdaftar pada bulan Mei-Oktober 2008 dengan rata-rata tiap bulan 2476 pelanggan. Karena Sampel cukup besar maka penetapan ukuran sampel menggunakan Rumus Taro Yamane hingga didapat sampel 100 orang responden. Dalam menentukan obyek yang diteliti menggunakan teknik Non Probability Sampling dengan cara Quota sampling

Hasil dari analisis Uji F diperoleh Fhitung sebesar 37,415 dengan probabilitas sebesar 0,000. Sedangkan Ftabel taraf signifikansi 5% menunjukkan nilai sebesar 3,938. Oleh karena atau 37,415 > 3,938, maka hipotesis alternatif ( $H_a$ ) di terima dan ( $H_o$ ) ditolak. Sehingga diketahui ada pengaruh antara Bauran Promosi terhadap Loyalitas Konsumen Produk Telkom Flexi. Persamaan Regresi Linier Sederhana  $Y = 30,863 + 0,517X$  dapat diketahui bahwa koefisien regresi 0,517 diartikan bahwa, apabila Bauran Promosi meningkat, maka Loyalitas Konsumen Produk Telkom Flexi akan meningkat pula. Besarnya pengaruh diketahui dari nilai determinasi ( $r^2$ ) = 0,266 x 100% sebesar 27,6%, sedangkan faktor lain yang mempengaruhi Loyalitas Konsumen Produk Telkom Flexi sebesar 72,4%. Dari hasil penelitian ini diharapkan PT. Telkom Kancatel Pasuruan lebih mendekatkan produk Telkom Flexi kepada masyarakat. Agar masyarakat akan lebih mengenal baik perusahaan maupun produk yang dihasilkan sehingga akan menumbuhkan loyalitas dibenak pelanggan terhadap produk Telkom Flexi.

## ABSTRACT

PT. Telkom as exponent company of telecommunications base on out for first CDMA in Indonesia remain to maintain product which they have that is Telkom Flexi. To be able to maintain its Product, PT. Telkom Kancatel Pasuruan look for gap by maintaining its consumer which loyal to product of Telkom this Flexi, from at obtaining new customer by giving service of which can gratify consumer at product of Telkom Flexi through promotion mix. If continuous consumer obtain to get satisfaction hence consumer will progressively like and have preferensi to product represent one identifying from formed its of]loyalitas to product brand.

Formula of this problem is there any Influence of Promotion Mix to Loyalitas Consumer Product of Telkom Flexi and if there is, how big its influence. While intention of this research is to know there is do not Influence of Promotion Mix to Loyalitas Consumer Product of Telkom Flexi and to know how big its influence.

Promotion Mix represent strategy combination of promotion appliances covering personal of selling, advertisement, sales promotion of public and relations and direct marketing with aim to promote a product / service of company to consumer candidate and also consumer which in general used to persuading consumer of company / product to be can accept, buying and loyal at product which on the market company utilize to create the target of either through and also financial of non-finansial.

Hypothesis which the told is  $H_a$ : There is influence between Promotion Mix to Loyalitas Consumer Product of Telkom Flexi.  $H_o$ : There no influence between Mix Promotion to Loyalitas Consumer Product of Telkom Flexi. This type research is korelasional asosiatif because researcher wish to try how far two variable owning relation where variable of independent influence variable dependent. By using quantitative approach with calculation of statistic. While method in this research is research of survey. Technique data collecting by using documentation and kuesioner. Its population is customer of PT. Telkom Kancatel Pasuruan which enlist in Mei-Oktober 2008 with monthly mean 2476 customer. Because big enough Sampel hence stipulating of size measure of sampel use Formula of Taro Yamane is till got sampel 100 responder people. In determining accurate obyek use technique Non Probability Sampling by Quota sampling. Result from analysis Test F obtained by Fhitung equal to 37,415 with probability equal to 0,000. While Ftabel level of signifikansi 5% showing value equal to 3,938. Along of or 37,415 > 3,938, hence alternative hypothesis ( $H_a$ ) accepting and ( $H_o$ ) refused. So that known there is influence between Promotion Mix to Loyalitas Consumer Product of Telkom Flexi. Equation Of Linear Regresi Modestly  $Y = 30,863 + 0,517X$  can know that coefficient of regresi 0,517 interpreted

that, if Promotion Mix mount, hence Loyalitas Consumer Product of Telkom Flexi will mount also. Level of influence known from value of determinasi ( $r$ ) =  $0,526 \times 100\%$  equal to 27,6%, while other factor which influence Loyalitas Consumer Product of Telkom Flexi equal to 72,4%. From result of this research is expected by PT. Telkom Kancatel Pasuruan more is drawing near of product Telkom Flexi to society. So that society will be more know better yielded product and also company so that will grow customer marrow loyalitas to product of Telkom Flexi

#### ABSTRACT

As singer and song writer, Iwan Fals has special place in Indonesian music map. End of 1970's generation until now who felt represented by his song, placed Iwan Fals as an idol. Iwan's song has strong character, it biting hard, sometimes soft touching, or sometimes it made joke. Iwan's song has more character since his words were not superficial.

Through his song, Iwan Fals portray the life and socio-culture in the end of 1970's until now.

Critic to the behavior of a group of people (like 'Wakil Rakyat', 'Tante Lisa'), empathy for marginal group (like 'Siang Seberang Istana', 'Lonteku'), or the huge disaster attacked Indonesia, or sometimes abroad (like 'Ethiopia') dominated the song themes. Another thing we could read, many musician could make such beautiful melody, but about lyric, Iwan is hard to replace, or nobody could beat him. Not only his social critic song, but also love song. Though has love theme, but inside there was vision and life-role message. It was rare to find in another musical song.

Theory pattern gave pictures about social symptoms which become the research object, reflected into variables: (a) Iwan Fals song lyric attack (X), which mean that people would need in relation with importance or self-needs and (b) college student determination about government care to the society (Y) in relation with respect to a message in Iwan Fals song. College students determination in a message stated in Iwan Fals song lyric with disturbance criteria, disturb enough.

The research method used survey research. According to Kerlinger, survey research is a theme which was done to the large or small population, but, data learned was samples taken from the population, so that could be found relative events, distributive, and relation between variables (Sugiyono, 1992:3). Quantitative attitude since it described influence of Iwan Fals song lyric to the social-politic fact. Population was students of Communication science Department University of Muhammadiyah Malang 2005 with 335 amount. Samples taken were 77 students. Data collection found by questionnaire to get answers related with data wanted and documentary. According to the research, there could be concluded that Iwan Fals song lyric attack proved that attack could influence college student association. According to the calculation, there could be stated that Iwan Fals song-lyric variables (X) had strong and significant influence to the student's determination (Y). It could be seen from Corelation coefficient (R) 0,559 more than 0,5. From  $R^2$  (R Square) = 0,313 there could be said that 31,3% variables change college students determination (Y) caused by the change of Iwan Fals song-lyric variable change (X). The rest 57,4 % caused by another variables which was not included into these research model. The result of t count = 5,843 means that t test, t count > t table, t table = 1,67 (in t table list), conculsion that both variables has significant relation, since they were in rejection region ( $H_0$ ). That means the song lyric attack to college students determination could be accepted according to statistical test.