

**DEFENSIVE MARKETING MIX STRATEGIES
BASED ON CUSTOMER SATISFACTION COMPARISON OF DIGITAL PRINTING
IN SURABAYA**

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ABSTRACT

The company in running its activities has a goal of gaining profit. To make sure that its offered product is qualified and can fulfill the needs and wants of customers, the company should measure and analyze customer satisfaction. From this analysis the company will obtain feedback directly from customers about the product that has been given so far that will be used to improve the product or service offered. The study was conducted in Lael Print, a digital printing in Surabaya, with the purpose to analyze customers' satisfaction, to compare it to competitors and then propose appropriate marketing mix strategies. Questionnaires were distributed to 100 respondents and the result of the questionnaires was then processed and analyzed in order to identify the variables important for customers in choosing a digital printing and how customers are satisfied with those variables. Moreover, quadrant analysis was then performed to determine the strengths and weaknesses of the company. Furthermore, the customer satisfaction was also compared against competitors. Based on the quadrant analysis and customer satisfaction comparison was designed a proper marketing mix strategies covering 8P. Proposed strategies for product dimension are to add product variation and to maintain good product quality. While suggestions for price dimension are to provide a free delivery service that will make consumers more satisfied and also to create psychological pricing. In addition, suggestion for place and time dimension is to open early and close over night. For promotion dimension Lael Print needs to give the consumers keychains and business cards depicting Lael Print. And for people dimension it is suggested to add experts for design. A proposed strategy for process dimension is the customers can place an order via email or telephone. Besides, for productivity and quality dimension Lael Print should provide a suggestion box for consumers to gain the feedback to improve the service quality. While proposed improvement for physical evidence dimension are maintaining the cleanliness and comfort of waiting room, also adding more variation of soft drinks available in waiting room.

Keywords: marketing mix, customer satisfaction, digital printing

RESEARCH BACKGROUND

Competition in the business world is getting tougher. Companies are required to be more consumer-oriented and sensitive to the needs and wants of consumers. The company's success in meeting the needs and wants of consumers and whether the offered products are in accordance with customer expectations can be determined by measuring customer satisfaction. To strengthen the orientation to consumers, more and more companies choose customer satisfaction as their key performance indicators (Mihelis, 2001). Customer satisfaction is how customers feel that the company or organization can effectively provide the products or services that can meet their needs and wants. Customer satisfaction speaks about the relationship between the customer and the product or service and the product or service provider. (Reed, 1997). To achieve long-term success in the market, companies must