

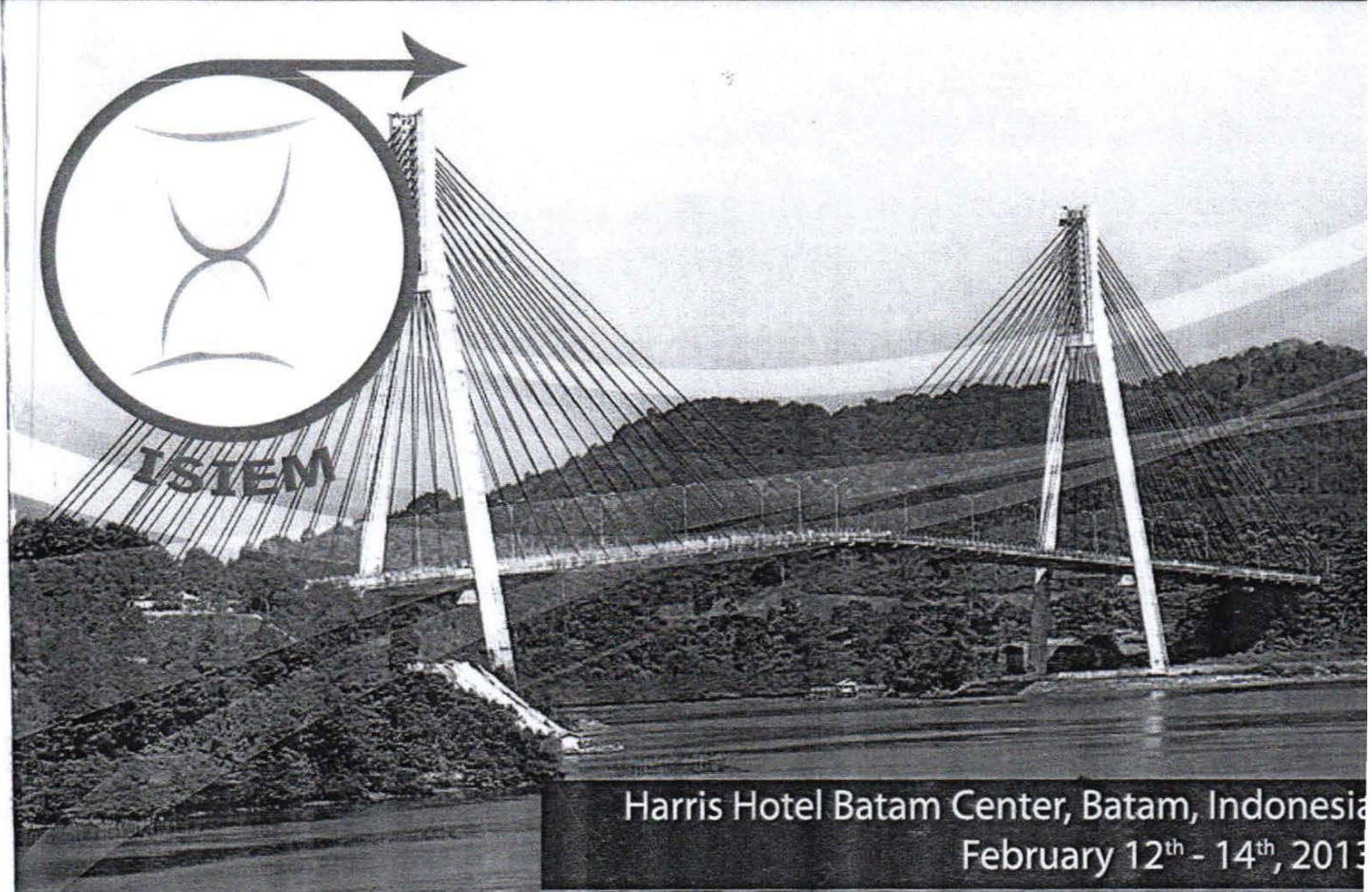
ISSN : 1978-774X

Vol.6, 2013

Proceeding

6th INTERNATIONAL SEMINAR ON INDUSTRIAL ENGINEERING AND MANAGEMENT (6th ISIEM)

"Sustainable innovation on enhancing industrial management, technology, and information"



Harris Hotel Batam Center, Batam, Indonesia
February 12th - 14th, 2013

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1078-774X

THE MARKETING MIX STRATEGY BASED ON CONSUMER BEHAVIOR ANALYSIS AT TAXI MAX CIPAGANTI IN SURABAYA

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ABSTRACT

Nowadays transportation is a rapidly growing service industry in Indonesia. Taxi Max is Cipaganti new transport service division of PT Citra Graha. Taxi Max which has been operating in Bandung and Jakarta tried to enter Surabaya by relying on the superiority completeness facilities. In order to compete with other existing similar industries, Taxi Max 'Cipaganti need to pay attention to the characteristics of consumer behavior of taxi users, especially in the city of Surabaya. The results of sampling showed that the majority of taxi users are female (54%), aged 16-25 years (79%), students (67%), and income <Rp 1,500,000 (45%). Based on lifestyle, the majority of consumer users Taxi Max are The Socialite (29%) and The Affluent (21%). The results also showed that the excellence of Taxi Max with a high level of satisfaction lies in good taxi condition (3.79), the comfortable atmosphere in a taxi with full facilities (3.96), the cleanliness in the taxi (3.87), comparable rates to the facilities provided (3.56), security service to destination (3.79), hospitality of taxi driver (3.65), the driver has good knowledge of the destination path (3.66). While the lack of taxis Max with low satisfaction level are on ease of finding a taxi public places (2.96), the ease of booking a taxi (3.18), easy to remember phone numbers (3.16), affordable rates (3.44), and the appearance of taxi driver uniform (3.53). The results of the questionnaire were then used to design a marketing strategy (8P) with a focus on the variables that need to be maintained and variables that still need to be improved.

Key words: taxi, consumer behavior, marketing mix

1. INTRODUCTION

Taxi Max is a new transport service division of Cipaganti, which is part of PT Citra Graha. Taxi Max has been operating in Bandung and Jakarta, and since March 29, 2011 Taxi Max was operated in Surabaya by launching a fleet of 200 units. Currently there are 26 taxi operators in Surabaya with approximately 4250 taxi units. Due to the rapid economic growth and development of Surabaya as business and trade, the calculation of the ideal number of taxis in Surabaya is 6,000 units. Thus, the opportunity to enter the taxi market in Surabaya is still possible. In order to compete with similar existing industries Taxi Max Cipaganti need to have a good knowledge and understanding of the characteristics of taxi users in Surabaya. It is necessary to analyze consumer behavior of taxi users and identify what consumers need and want. The objectives of this research is to determine the variables/factors influencing

consumers in choosing and using a taxi service, to identify the characteristics of consumer behavior of Taxi Max Cipaganti in Surabaya, and to design improvements of more appropriate and effective marketing mix strategies. The results are expected to provide useful information for the company as a basis for planning the right marketing strategy.

2. THEORITICAL BACKGROUND

One of the products that can be offered to the market is the service, activities or benefits offered for sale that are essentially intangible and do not result in ownership of anything (Kotler, 2010, p.30). According to Kotler (2010, p 269) service has four characteristics that should be considered in designing a marketing program, namely: (1) Intangibility: services can not be seen, touched, or heard before purchase, so that customers can not see the