Peningkatan Program Patient Safety melalui Metode Failure Mode and Effect Analysis
Analisa Faktor yang Memengaruhi Kepatuhan Petugas Kusta dalam Pelaksanaan SOP Pelayanan Kusta di Puskesmas Kabupaten Sampang
Pengembangan Program Patient Safety Berdasarkan Standar Six Goal International Patient Safety di Rumah Sakit Onkologi Surabaya
Upaya Pemberdayaan Masyarakat dalam Program Penanggulangan Penyakit Tuberkulosis di Puskesmas Tambakrejo Kota Surabaya
Analisis Pemanfaatan Layanan Persalinan di Unit BKIA RSK St. Vincentius a Paulo Surabaya Berdasarkan Teori Five stage Buying Decision Process dan PATH Type Model
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Penyusunan Positioning, Differentiation dan Brand Berdasarkan Value-driven Marketing
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Hubungan antara Service Convenience dengan Perilaku Pasca Pemanfaatan Pelayanan Persalinan untuk Peningkatan Pemanfaatan Ruang Bersalin
Upaya Peningkatan Kunjungan Poliklinik Rawat Jalan Berdasarkan Analisis Brand Image dan Customer Value

TERBITKAN OLEH:
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The Right Arrangement of Positioning, Differentiation, and Brand Based on Value-Driven Marketing

Penyusunan Positioning, Differentiation dan Brand Berdasarkan Value-driven Marketing

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Abstract

ABSTRACT

The background in this research was the target number of registrant in The Midwifery Academy Bojonegoro’s District among 2009-2011 has not yet reached as big as more 200’s registrants. The objectives of research are arrangement of positioning, differentiation and brand according to Value-Driven Marketing in The Midwifery Academy Bojonegoro’s District. The design implementation of research is survei and cross sectional. Sampling was done by stratified random sampling, simple random sampling on lecturers and students of The Midwifery Academy Bojonegoro’s District., 11th class students of SMAN 3 Bojonegoro, alumnus of The Midwifery Academy Bojonegoro’s District using accidental sampling method. Quantity of sample in this research are 219’s respondents and 9th for Delphi’s respondents using descriptive analysis, modus and frequency. The result of this research, the respondent’s assessment dominantly choose permission-to-play values as basic point for determining Value-Driven Marketing. The result of respondent’s assessment was confirmed to the Delphi’s respondent are dominantly choosed permission-to-play values in 77,8 percentages. The results FGD 1 show that the selected elements of permission-to-play values are professionalism, accountability, and integrity. The result FGD 2 to arrangement of positioning, differentiation and brand based on Value-Driven Marketing at The Midwifery Academy Bojonegoro’s District.

Keywords: marketing 3.0, positioning, differentiation, brand, value-driven marketing

Daftar Pustaka :