

ABSTRAK

APLIKASI MARKETING PROFITABILITY METRICS

(Studi Kasus pada Bagian Pemasaran PT Agung Jaya Prima Pontianak)

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Tujuan penelitian ini adalah untuk mengidentifikasi, memeriksa dan mencari tahu bagaimana aplikasi matriks profitabilitas pemasaran diimplementasi pada PT Agung Jaya Prima Pontianak sehingga pucuk pimpinan bisa mengevaluasi, memperbaiki, dan meningkatkan kinerja pemasaran dan pengendalian biaya-biaya pemasaran. Alat analisis data menggunakan alat ukur pemasaran yang disebut dengan “*marketing profitability metrics*.” Matriks profitabilitas pemasaran terdiri dari *net marketing contribution (NMC)*, *marketing return on sales (Marketing ROS)*, dan *marketing return on investment (Marketing ROI)*. Hasil dari pengukuran kinerja pemasaran dengan menggunakan matriks profitabilitas pemasaran dapat memberi gambaran yang jelas atas keseluruhan kinerja, mengacu kepada akar permasalahan kinerja dan biaya-biaya pemasaran.

Kata kunci: *Marketing profitability metrics, MNC, Marketing ROS, Marketing ROI.*

ABSTRACT

**THE APPLICATION OF MARKETING PROFITABILITY
METRICS**

(A Case Study at the Marketing Division of PT Agung Jaya Prima Pontianak)

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This research aims to identify, scrutinize and find out how the application of marketing performance measures takes place at PT Agung Jaya Prima Pontianak so that its top managers and president director will be able to evaluate, improve, set marketing goals, as well as enhance their marketing performance and control marketing expenses. The data analysis that was utilized in this report intends to measure the application of marketing performance using marketing profitability metrics. Marketing profitability metrics consists of net marketing contribution (NMC), marketing return on sales (Marketing ROS), and marketing return on investment (Marketing ROI). The results of marketing performance measures using marketing profitability metrics provide a clear picture of overall performance, pinpoint the root of performance problems and marketing expenses. It can even serve to identify improvement opportunities.

Keywords: *Marketing profitability metrics, MNC, Marketing ROS, Marketing ROI.*