

INTISARI

Indonesia sebagai negara kepulauan membutuhkan adanya konektivitas antar pulau untuk pertumbuhan dan pemerataan ekonomi di wilayah Nusantara. Percepatan jalan tol *Trans Sumatra* memicu peningkatan kebutuhan akan jasa layanan penyeberangan antara pulau Jawa dan Sumatra. Peningkatan permintaan ini ditangkap sebagai peluang usaha bagi PT ASDP Indonesia Ferry (Persero) selaku Badan Usaha Milik Negara (BUMN) yang ditugaskan mengelola pelabuhan penyeberangan sekaligus operator kapal ferry untuk memunculkan produk layanan baru yaitu ferry *express* yang sebelumnya lalu lintas penyeberangan pelabuhan Merak-Bakauheni dilayani dengan layanan reguler. Layanan ferry *express* menawarkan kenyamanan dan kecepatan lebih baik dibandingkan layanan reguler.

Implementasi *holistic marketing* diperlukan untuk meraih kepuasan pelanggan (*customer satisfaction*) agar layanan ferry *express* ini menjadi pilihan utama pengguna jasa dalam melakukan penyeberangan di pelabuhan Merak-Bakauheni. Diharapkan dengan terciptanya pengalaman yang memuaskan ketika menggunakan layanan ferry *express*, akan memunculkan pelanggan yang setia dan mengajak kepada calon pelanggan yang baru untuk menggunakan layanan ferry *express*. Pendekatan *holistic marketing* berpijak kepada empat dimensi yaitu, *integrated marketing*, *internal marketing*, *performance marketing* dan *relationship marketing* (Kotler dan Keller, 2016).

Penelitian ini memfokuskan kepada implementasi *holistic marketing* di PT ASDP Indonesia Ferry (Persero) khususnya pada layanan ferry *express*. Penelitian ini dilakukan dengan metode wawancara mendalam kepada empat narasumber yaitu *VP Business Support*, *VP Customer Service*, *Marketing and Promotion Manager* serta *Human Capital Manager* yang memahami dan terlibat langsung dalam aktivitas pemasaran. Wawancara dilakukan dengan menggunakan pertanyaan semi terstruktur tentang implementasi keempat dimensi *holistic marketing*. Hasil wawancara dianalisis secara deskriptif untuk mendapatkan informasi secara aktual tentang implementasi keempat dimensi *holistic marketing*.

Berdasarkan hasil wawancara terhadap keempat narasumber, terdapat kesimpulan bahwa penerapan *holistic marketing* di perusahaan masih belum terencana dan terstruktur dengan baik. Namun demikian, terdapat penerapan atas keempat dimensi *holistic marketing* di perusahaan. Belum adanya penerapan dimensi *holistic marketing* tersebut disebabkan karena posisi organisasi unit kerja marketing yang kurang memiliki ruang lingkup dan otorisasi yang berpengaruh serta pemahaman konsep *holistic marketing* yang belum komprehensif. Peneliti memberi saran kepada perusahaan untuk berusaha meningkatkan implementasi dimensi-dimensi dari *holistic marketing* yang sudah dijalankan selama ini.

Kata Kunci : *Ferry Express, Customer Satisfaction, Holistic Marketing*

ABSTRACT

Indonesia as an archipelagic country requires inter-island connectivity for growth and economic equity in the archipelago. The acceleration of the Trans Sumatra toll road has triggered an increase in the need for ferry services between the islands of Java and Sumatra. This increase in demand was captured as a business opportunity for PT ASDP Indonesia Ferry (Persero) as a State-Owned Enterprise (BUMN) tasked with managing the ferry port as well as a ferry operator to come up with a new service product, namely the ferry express, previously serving Merak-Bakauheni port crossing traffic with regular service. Express ferry services offer better convenience and speed than regular services.

Holistic marketing implementation is needed to achieve customer satisfaction so that this ferry express service becomes the main choice of service users when crossing at Merak-Bakauheni port. It is hoped that by creating a satisfying experience when using the ferry express service, it will generate loyal customers and invite new prospective customers to use the ferry express service. The holistic marketing approach rests on four dimensions, namely, integrated marketing, internal marketing, performance marketing and relationship marketing (Kotler and Keller, 2016).

His research focuses on the implementation of holistic marketing at PT ASDP Indonesia Ferry (Persero), especially on the ferry express service. This research was conducted in depth interview four informants, namely the VP Business Support, VP Customer Service, Marketing and Promotion Manager and Human Capital Manager who understand and are directly involved in marketing activities. Interviews were conducted using semi-structured questions about the implementation of the four dimensions of holistic marketing. The results of the interviews were analyzed descriptively to obtain actual information about the implementation of the four dimensions of holistic marketing.

Based on the results of interviews with the four informants, it is concluded that the company has not implemented holistic marketing as a whole. However, there is an application of the four dimensions of holistic marketing in the company. The absence of the application of the holistic marketing dimension is due to the organizational position of the marketing work unit which lacks scope and influential authorization as well as an incomprehensive understanding of the concept of holistic marketing. Researchers advise companies to try to improve the implementation of the dimensions of holistic marketing that have been carried out so far.

Keywords : Ferry Express, Customer Satisfaction, Holistic Marketing.