

ABSTRACT

ARDIAN UMBARA. The marketing analysis to two public phones within marketing mix concept (under the supervision of Agus Sarsito)

This study is aimed at the analyzing the marketing of “Amanah” Public Phone and “Gerhana” Public Phone at Bekasi. The background for choosing the problem is because this business is one of the popular businesses at the time. This business is one of the medium-small business types, which could be operate by everyone who had limited resources. Enhancing for the potential of this business is could increase the medium-small level society who involve with this. And in the end they could not depend closely with their employment.

Public perceptions to this business were good at the time generally. The earning from this business is one of it, especially. But what were happened with several public phone operators is not like-minded with the perceptions. For that problem, researcher was interested to find any solutions of that matter.

With the marketing mix concept, especially marketing service, which used as the base of this research. This concept was chosen because marketing mix is the one of the universal marketing concept.

The collecting of respondent opinions for each public phone where they used to call was distribute to a close-ended questionnaire. Data from questionnaire is used as the resources. Processing and analyzing is using Criteria Distance Analysis, Cross Tabulation Correlation, and Two Samples Chi Square.

The result of this research is, there are several deficiencies from both public phones. This subject is also used as the resources for giving a suggestion and solution to both public phone operators.