

## ABSTRAK

Hawa Israq, 2023: Analisis *Integrated Marketing Communication* (IMC) Terhadap Kepuasan Pelanggan Jasa *Trucking* di PT Persero Batam. Dosen Pembimbing: Hj. Iranita, SE., M.Si; Bunga Paramita, SE., M.Si.

Secara garis besar tujuan penelitian ini adalah : 1) menganalisis konsep dasar pengembangan *integrated marketing communication* (IMC) yaitu *personal selling*, *direct marketing*, promosi penjualan, *advertising*, *public relations*, *publicity*, *event* dan *interactive marketing* pada kepuasan pelanggan jasa *trucking*, 2) mengetahui implementasi dari konsep dasar pengembangan *integrated marketing communication* pada kepuasan pelanggan jasa *trucking*. Unit analisis dalam penelitian ini adalah 5 orang karyawan PT Persero Batam dan 4 orang pelanggan PT Persero Batam. Adapun metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Pengambilan data dilakukan dengan metode observasi, wawancara, dan pengamatan langsung di lapangan sehingga dilihat dari sudut pandang jenisnya, data yang digunakan ialah data primer dan sekunder. Dalam penelitian ini dibantu dengan software Nvivo 12 Pro dalam menganalisis data. Hasil penelitian ini menunjukkan konsep pengembangan *integrated marketing communication* yang paling berpengaruh terhadap kepuasan pelanggan adalah promosi penjualan. Sedangkan analisis *integrated marketing communication* terhadap kepuasan pelanggan jasa *trucking* yang memiliki nilai korelasi 0,610146 yaitu pada nodes promosi penjualan dan *personal selling*. Selanjutnya implementasi *integrated marketing communication* terhadap kepuasan pelanggan jasa *trucking* yang memiliki nilai korelasi 0,60537 yaitu pada nodes promosi penjualan dan *personal selling*. Diharapkan agar PT Persero Batam dapat terus meningkatkan strategi *integrated marketing communication* nya agar dapat terus meningkatkan kepuasan pelanggan.

**Kata kunci :** *Integrated Marketing Communication*, Kepuasan Pelanggan, Jasa *Trucking*.

## **ABSTRACT**

*Hawa Israaq, 2023: Analysis of Integrated Marketing Communication (IMC) on Customer Satisfaction of Trucking Services at PT Persero Batam. Supervisor: Hj. Iranita, SE., M.Si; Bunga Paramita, SE., M.Si.*

*In general, the objectives of this research are: 1) to analyze the basic concept of developing integrated marketing communication (IMC), namely personal selling, direct marketing, sales promotion, advertising, public relations, publicity, events and interactive marketing on trucking service customer satisfaction, 2) to find out implementation of the basic concept of developing integrated marketing communication on trucking service customer satisfaction. The unit of analysis in this research is 5 employees of PT Persero Batam and 4 customers of PT Persero Batam. The method used in this research is descriptive qualitative. Data collection was carried out using observation, interviews and direct observation in the field so that from a type perspective, the data used were primary and secondary data. This research was assisted by Nvivo 12 Pro software in analyzing the data. The results of this research show that the concept of developing integrated marketing communication that has the most influence on customer satisfaction is sales promotion. Meanwhile, the integrated marketing communication analysis of trucking service customer satisfaction has a correlation value of 0.610146, namely at the sales promotion and personal selling nodes. Furthermore, the implementation of integrated marketing communication on trucking service customer satisfaction has a correlation value of 0.60537, namely at the sales promotion and personal selling nodes. It is hoped that PT Persero Batam can continue to improve its integrated marketing communication strategy so that it can continue to increase customer satisfaction.*

**Keywords:** *Integrated Marketing Communication, Customer Satisfaction, Trucking Services.*