

**UNIVERSITAS BINA NUSANTARA**

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School of Bussiness Management  
Jurusan International Marketing  
Skripsi Sarjana Manajemen  
Semester Genap tahun 2017/2018

**PENGARUH DIFERENSIASI DAN INOVASI PRODUK TERHADAP  
KEPUASAN KONSUMEN MELALUI KEUNGGULAN BERSAING  
(STUDI KASUS PADA CHARTERING DI PT MERATUS LINE)**

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**ABSTRAK**

Persaingan global dalam dunia industri membawa dampak yang cukup besar bagi sejumlah perusahaan. Ketatnya persaingan usaha industri saat ini membuat perusahaan tidak boleh diam saja, perusahaan harus mampu menyusun dan menetapkan strategi bersaing yang matang dan tepat agar perusahaan mampu tetap bertahan eksistensinya. Menerapkan strategi bersaing yang tepat akan menghasilkan suatu keunggulan bersaing yang diharapkan dapat mencapai suatu keuntungan di perusahaan dalam hal ini PT Meratus Line. Penelitian ini akan mengkaji pengaruh strategi diferensiasi produk dan inovasi produk terhadap kepuasan konsumen melalui keunggulan bersaing PT Meratus Line. Tipe penelitian menggunakan pendekatan kuantitatif dengan metode pengumpulan data menggunakan kuesioner yang disebarakan pada 40 orang konsumen chartering PT Meratus Line. Teknik analisis menggunakan asosiatif. Hasil yang diperoleh menunjukkan bahwa diferensiasi produk memiliki dampak positif terhadap kepuasan konsumen melalui keunggulan bersaing.

Kata Kunci: strategi pemasaran, strategi diferensiasi, keunggulan bersaing

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*School of Business Management  
Program Study International Marketing  
Thesis Bachelor of Economics  
Even Semester 2017/2018 year*

***THE EFFECT OF DIFFERENTIATION AND INNOVATION PRODUCT  
TOWARDS CUSTOMER SATISFACTION THROUGH COMPETITIVE  
ADVANTAGE  
(STUDY CASE OF CHARTERING AT PT MERATUS LINE)***

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**ABSTRACT**

*Global competition within industrial business has brought quite a massive impact to several companies. Organization cannot afford to stay still during this intense competition nowadays. Organization need to be able to structure and establish the right competitive strategy in order for them to survive and maintain its existence. Applying the right competitive strategy will provide the company (in this case PT Meratus Line) a competitive advantage that needed to earn profit. This study will examine the effect of differentiation and innovation product towards customer satisfaction through competitive advantage of PT Meratus Line. Research method using quantitative approach with data collection method through questionnaire distributed to 40 existing customer of Chartering at PT Meratus Line. Analysis method using associative descriptive. Result shows variable of differentiation product has positive impact toward customer satisfaction through competitive advantage.*

**Keyword:** *Marketing Strategy, Differentiation Strategy, Competitive Advantage*