

ABSTRACT

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THE IMPACT OF CULTURAL FACTORS TOWARDS GLOBAL MARKETING STRATEGIES AT PT. TOBA SURIMI INDUSTRIES

(xiii+127 pages; 9 figures; 24 tables; 4 appendixes)

This study aims to see and determine the impact of Cultural Factors towards Global Marketing Strategies at PT. Toba Surimi Industries. This research was conducted at PT. Toba Surimi Industries, located on Jl.Pulau Pinang II , Sampali , Kawasan Industri, Saentis, Medan, Sumatera Utara, Indonesia.

This research was conducted of the month of December 2019-January 2020. Data analysis tool by using SPSS (Statistical Product and Service Solutions). The population is customers at PT. Toba Surimi Industries in 2019, namely as many as 85 customers. This study used simple random sampling method, the sample of this research is 55 customers at PT. Toba Surimi Industries.

Based on the data analysis, the coefficient of linear regression = 0,832. If the result are calculated into the linear regression equation, it indicates that cultural factors has a significant positive impact on global marketing strategies, in which every 1 unit increase on cultural factors will increase global marketing strategies effectiveness by 0,832 unit. The t- test probability value is 0,000 which is lower than the significant level which is as much as 0,05. On this basis, H_0 is rejected. And, $t_{\text{count}} (11,877) > t_{\text{table}} (2,005)$, In conclusion, cultural factors has a positive and significant effect on global marketing strategies at PT. Toba Surimi Industries Medan

Keywords : Culture, Global marketing strategies

References : 43 (2015 – 2019)

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Penelitian ini bertujuan untuk melihat dan mendefinisikan pengaruh faktor kultur terhadap strategi pemasaran global di PT. Toba Surimi Industries. Penelitian ini dilakukan di PT. Toba Surimi Industries, yang berlokasi di Jl. Pulau Pinang II, Sampali, Kawasan Industri, Saentis, Medan, Sumatera Utara, Indonesia.

Penelitian ini dilakukan pada bulan December 2019 – January 2020. Analisis Data menggunakan SPSS (Statistical Product and Service Solutions). Populasi dalam penelitian ini adalah pelanggan dari PT. Toba Surimi Industries di tahun 2019, sebanyak 85 pelanggan. Penelitian ini menggunakan metode simple random sampling, sample dalam penelitian ini adalah sebanyak 55 pelanggan dari PT.Toba Surimi Industries.

Berdasarkan analisis data, koefisien regresi linear = 0,832. Jika hasil tersebut dimasukkan ke dalam persamaan regresi linear, ini mengindikasikan bahwa faktor kultur memiliki pengaruh yang signifikan dan positif pada strategi pemasaran global dimana setiap peningkatan pada 1 unit pada kultur akan meningkatkan effektivitas strategi pemasaran global sebanyak 0,832 unit. Nilai probabilitas t- test adalah 0,000 yang lebih rendah dari tingkat signifikan yang sebanyak 0,05. Atas dasar ini, Ho ditolak. Dan $t_{hitung}(11,877) > t_{tabel} (2,005)$. Sebagai kesimpulan, faktor budaya memiliki dampak positif dan signifikan pada strategi pemasaran global di PT. Toba Surimi Industries Medan

Kata Kunci :Kultur, Strategi pemasaran global

Referensi : 43 (2015 – 2019)