PREFACE

Under the challenges of various constraints, we are very grateful that we finally managed to complete this thesis in a considerable punctuality. Of course, we entirely realized that would not be able to achieve this without great support and involvements of many parties.

We consider both the object and the topic of this thesis as highly interesting, due to the fact that not much study has been put upon a non-profit organization such as International Promotion Agency. Further more, in a dynamic international business, the topic might well be contributed to a further study in several other points of view such as in international relations and strategic management.

This thesis may not be a masterpiece, nor near perfection. However, we believe that all the time and effort we have put upon throughout the process could well be useful for the greater scope of this society.

“We will either find a way, or make one”

-Hannibal-
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Dimas & Harry
ABSTRACT

Since 2008, KOTRA Indonesia has focused its strategy on the customer satisfaction enhancement, both in the origin country and destination country. However, there hasn’t been any adequate research to achieve a better understanding of how Indonesia market perceived KOTRA. Furthermore, there is a concern that Indonesian companies might not very familiar to such international promotion agency like KOTRA regardless the longstanding existence in Indonesia.

The main objectives of this thesis are to measure the industries awareness on KOTRA, and how they perceive KOTRA service quality. Methods are using questionnaire and measurement using statistical through mean scores. Complimentary data on import-export volume is also deployed.

Results show that industries which are not KOTRA’s customers are not familiar with International Promotional Agencies (IPAs) with a mean score level at 2.59 (scale 1-6). Furthermore, all of Non-KOTRA Customers respondents do not know about KOTRA. However, KOTRA Customers have good understanding in IPA with mean score level at 3.3 and their level of knowledge in KOTRA is also good at a mean score level of 3.46 (scale 1-6) with a very good perception on KOTRA’s service quality with a mean score level at 4.65 (scale 1-6)

Among IPAs, BRITCHAM and CIPA have the highest awareness from respondents while TAITRADE and JETRO have the lowest. Mean score level on the awareness ranged from 2.46-2.92 on KOTRA customers and ranged from 3.34-3.62 on Non-KOTRA customers (scale 1-6). There are no significant difference both in awareness to KOTRA, and perceived service quality of KOTRA among industries. Respondents also indicate that promotion through email and phone calls are the ones that could trigger the buy-in. Recommendations given are strongly on the brand awareness building through promoting image and association with Korean products

Keywords: Brand Awareness, Perceived Service Quality, International Promotion Agency.
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