ANALISIS STRATEGI PEMASARAN PADA INFRASTRUKTUR PERUSAHAAN
PT. RADANA BHASKARA FINANCE TBK

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The purpose of this study is to evaluate the marketing strategy condition, viewed by internal and external sources of PT Radana Bhaskara Finance Tbk. This marketing strategy provide the company againts competition in general within leasing industry in Indonesia.

The data collection method using reviewing the literature, through observation and interviews during the January to December 2016. The data is collected to the Input Stage using External Factor Evaluation (EFE) Matrix, Internal Factor Evaluation (IFE) Matrix, and the Competitive Profile (CP) Matrix. Continue to Matching Stage, using Strength-Weakness-Opportunities-Threats (SWOT) Matrix analysis and Strategic Position and Action Evaluation (SPACE) Matrix. Generating the good strategy in decision stage using Quantitative Strategic Planning Matrix (QSPM).

The Results of QSPM found that strategies to improve with market development strategy with the highest Total Attractive Score (TAS) 7,01. The second strategy is market penetration strategy with (TAS) 6,50. The last strategy is product development with (TAS) 7,22.

Keywords: strategic management, analysis formulation framework, input stage, matching stage, and decision stage.