

## MARKET ORIENTATION AND MARKETING PERFORMANCE: A LITERATURE STUDY

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### Abstrak

#### **Keywords:**

Market Orientation,  
Performance Marketing,  
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Study Literature

*Market orientation is one of the draft important in study modern marketing that emphasizes ability organization in understand need customers, monitor activity competitors, as well as integrate internal company functions use create superior value. In the environment growing business dynamic and competitive, market orientation is seen as factor strategic capable increase performance marketing company. Research This aim For analyze connection between market orientation and performance marketing through approach studies literature. The method used is study literature with examine various article scientific, books, and results study relevant previous with theme research. Study results show that market orientation has influence positive to performance marketing through improvement satisfaction customers, loyalty customers, innovation products, as well as ability company in respond market changes. Findings This indicates that companies that implement market orientation in general consistent tend own performance more marketing Good compared to less companies market oriented.*

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### INTRODUCTION

Competition growing business strict demand company For capable understand market needs and desires in general more profound. Behavioral changes consumers, development technology information, as well as globalization economy has create environment dynamic business so that company No Again can rely on marketing strategies traditional solely. In the condition mentioned, market orientation is one of the approach many strategic used company For maintain and improve Power its competition.

Market orientation is culture organization that places customer as focus main in the process of taking decision business. According to Narver and Slater (1990), market orientation consists of on orientation customer orientation competitors, and coordination between purposeful function create superior value for customers. Meanwhile that, Kohli and Jaworski (1990) explain that market orientation is related with the process of producing market information, disseminating information the to all over part organization, as well as give



appropriate response to market needs.

In practice, companies that have high market orientation tend more capable understand change need customers and development environment business. Ability the allows company For develop appropriate products and services with hope consumer so that can increase satisfaction customers and strengthen position companies in the market. Conditions this is the end contribute to improvement performance marketing.

Marketing performance is size success activity marketing carried out company in reach objective organization. Marketing performance can seen through various indicator like growth sales, increase market share, profitability, loyalty customers, as well as ability company in maintain customers who have there is (Ferdinand, 2000). Therefore that, understand factors that influence performance marketing become important things for company.

Various study previously show that market orientation has close relationship with performance marketing. However Thus, the results scattered research in various publication scientific need analyzed in a way comprehensive For get greater understanding deep about How market orientation influences performance marketing. Based on background behind said, research This aim For study connection between market orientation and performance marketing through studies literature.

## RESEARCH METHODOLOGY

Study This use method studies literature (literature review). This method done with collect, study, analyze and synthesize various source relevant libraries with topic market orientation and performance marketing.

Data sources used originate from article journal national and international, books academic, proceedings conferences, as well as publication scientific others who discuss draft market orientation and performance marketing. Literature used chosen based on relevance theme, credibility sources, and his contribution to development the concept being researched.

Stages study includes : (1) identification relevant literature, (2) selection and evaluation source library, (3) analysis content literature, and (4) synthesis findings For produce comprehensive understanding about connection between market orientation and performance marketing.

Data analysis was performed in a way descriptive qualitative with compare and integrate various results study previously so that obtained description about influence market orientation towards improvement performance marketing company.

## RESULTS AND DISCUSSION

### Market Orientation as a Business Strategy

Market orientation is approach strategic that emphasizes importance understanding to need customers and market dynamics. Narver and Slater (1990) stated that market orientation consists of on three dimensions main, namely orientation customer orientation competitors, and coordination between function. Third dimensions the Work in a way integrated For create greater value Good for customer compared to competitors.

Orientation customer demand company For understand needs and preferences consumer in a way sustainable. With understand customer in a way deep, company can develop appropriate products and services with market expectations. Meanwhile that, orientation competitors allows company For monitor strategies and activities competitors so that capable anticipate change competition.

Coordination between function play a role in ensure that all over part organization Work The same in create mark for customers. With existence good coordination, company can give more response fast to change market needs.

### Influence Market Orientation towards Marketing Performance

Various study show that market orientation has an influence positive to performance marketing. According to Kohli and Jaworski (1990), companies that have level high market

orientation tend own more capabilities Good in identify market opportunities and respond need customers. Ability the allows company For increase the effectiveness of the marketing strategy implemented.

Good marketing performance marked with increasing sales volume, market share, and level satisfaction customers. When the company capable understand need customer in a way right, then product or services offered will own level more acceptance high in the market. This is contribute to the improvement sales and loyalty customer.

In addition, market orientation also helps company in reduce risk failure products. Accurate market information allows company For develop suitable product with need consumer so that opportunity success product become more big. With Thus, market orientation is not only increase effectiveness marketing but also supports sustainability business in term long.

### **The Role of Innovation in Connection Market Orientation and Marketing Performance**

One of mechanism important to explain connection between market orientation and performance marketing is innovation. Market -oriented companies tend to more sensitive to change need consumers and development environment business. Sensitivity the push company For do innovation products, processes, and marketing strategies.

According to Hurley and Hult (1998), market orientation can increase ability innovation organization Because company get more information Good about market needs. Successful innovation will give mark plus for customers and create difficult differentiation imitated by competitors.

Through innovation, company can offer more products relevant with need consumer so that increase satisfaction customer satisfaction high customer in the end contribute to improvement loyalty customers and performance marketing company.

### **Satisfaction and Loyalty Customer as Impact Market Orientation**

Market orientation plays a role important in create satisfaction customers. Companies that understand need customer in a way deep capable provide appropriate products and services with hope consumers. When expectations customer fulfilled, level satisfaction customer will increase.

Satisfaction customer own close relationship with loyalty customer. Satisfied customer tend do purchase repeat and give recommendation to others. Conditions This give profit for company Because cost maintain customer generally more low compared to cost get customer new.

In context performance marketing, loyalty customer become asset strategic that can increase stability income company. Therefore that, market orientation is not only contribute to sales target achievement but also helps company build connection term long with customer.

### **Challenge Implementation Market Orientation**

Although own various benefits, implementation market orientation is not always walk with easy. One of the challenge main is lack of coordination between function in organization. Some company Still apply system fragmented work so that market information is not can distributed in a way effective to all over part organization.

In addition, limitations source power and culture less organization support can also hinder implementation market orientation. In some case, company more focus on long-term targets short compared to development connection term long with customer.

For overcome challenge said, the company need build culture supporting organizations collection and utilization market information. Support management peak is also needed so that market orientation can be achieved implemented in a way consistent throughout level organization.

## **CONCLUSION**

Based on results studies literature, can concluded that market orientation is factor strategic role important in increase performance marketing company. Market orientation allows company understand need customers, monitor activity competitors, and integrate all over

function organization For create superior value.

This study show that market orientation has influence positive to performance marketing through improvement satisfaction customers, loyalty customers, capabilities innovation, as well as effectiveness of marketing strategies. Companies that implement market orientation in general consistent tend own superiority more competitive strong and capable reach performance more marketing Good.

With Thus, market orientation can viewed as one of the foundation important in effort increase Power competitiveness and sustainability company in the middle environment growing business competitive.

#### **SUGGESTION**

- a) Companies need to increase ability in collect and analyze market information in sustainable.
- b) Coordination between function in organization need reinforced for response to need customer can done in a way more effective.
- c) Companies need to push culture innovation based on understanding deep to market needs.
- d) Study furthermore can study role variables mediation like innovation, excellence compete, and satisfaction customer in connection between market orientation and performance marketing.

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