

THE ROLE OF MARKETING CAPABILITIES IN IMPROVING COMPANY PERFORMANCE: A LITERATURE REVIEW

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Abstrak

Keywords:

Capability Marketing,
Performance Company,
Advantages Compete,
Market Orientation,
Study Literature.

Capability marketing is one of the factor strategic role important in increase performance company in the middle competition growing business dynamic. Companies are required capable understand need customers, develop effective marketing strategies, and create superiority sustainable competition. This article aim For study role capability marketing in increase performance company through approach studies literature. The research method used is a literature review with analyze various article scientific relevant national and international about capability marketing and performance company. Study results show that capability marketing influential positive to various indicator performance companies, such as improvement sales, satisfaction customers, loyalty customers, market share, and profitability. Capabilities marketing also helps company respond change environment business in a way more fast through management market information, innovation product, strengthening brand, as well as development connection with customers. In addition, market orientation, utilization technology and capabilities organization in adapt participate strengthen influence capability marketing to performance company. Therefore that, capability marketing can viewed as asset strategic support achievement superiority compete and success company in term long.

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INTRODUCTION

Competition growing business dynamic demand company No only own source adequate power, but also capability For manage source Power the in a way effective. One of the the ability to become attention in study marketing is capability marketing (marketing capability). Capability marketing is ability company in integrate knowledge, skills, and resources Power For understand need customers, develop marketing strategies, and create superior value compared to competitors (Day, 1994; Vorhies & Morgan, 2005).

In the Resource-Based View (RBV) perspective, the advantages compete No only determined by ownership source power, but also by ability company in manage and utilize it



optimally. Therefore that, capability marketing viewed as asset strategic capable increase performance company through improvement satisfaction customers, loyalty customers, growth sales, up to profitability (Krasnikov & Jayachandran, 2008).

Various study show that companies that have capability strong marketing tend more fast respond market changes, more innovative in develop products, as well as capable maintain connection term long with customers (Ngo & O'Cass, 2012; Morgan et al., 2009).

However Thus, the results research also shows that influence capability marketing to performance company can different depending on the characteristics industry, size company, as well as condition environment business (Morgan, Vorhies, & Mason, 2009; Fang & Zou, 2013).

Based on condition said, the article This aim study various results study previously about role capability marketing in increase performance company so that can give greater understanding comprehensive about connection second variables the.

RESEARCH METHODOLOGY

Study This use approach studies literature (literature review). Data obtained from various article scientific national and international discussion capability marketing and performance company. Literature chosen based on relevance topic, credibility journals, as well as his contribution to development draft capability marketing.

Analysis done in a way descriptive through identification, grouping, comparison, and synthesis to results study previously. Focus analysis directed at the definition capability marketing, dimensions used, as well its influence to performance company.

RESULTS AND DISCUSSION

Results of the study show that part big study state capability marketing own connection positive to performance company. Capabilities marketing covers ability company in do market research, managing connection customers, develop product, set price, build brand, manage distribution, as well as carry out communication marketing in a way effective (Vorhies & Morgan, 2005).

Companies with capability good marketing capable understand change need customer more fast compared to competitors. Information the become base in marketing strategy development so that company can produce product or appropriate services with market needs. Conditions This impact on increasing satisfaction customers, loyalty, and growth sale.

In addition, the capability marketing contribute to creation superiority compete. Through ability build brand, develop innovation products, and establish connection with customers, companies can create difficult values imitated by competitors. With Thus, the company own opportunity more big For maintain market share and increase profitability.

A number of research also shows that market orientation becomes strengthening factors influence capability marketing to performance company. Customer - oriented company tend more effective in utilise market information for develop the right marketing strategy. As a result, performance marketing and performance finance company experience improvement.

Although Thus, the effectiveness capability marketing influenced by various factors, such as level competition, development technology, support management, as well as ability organization in adapt to change environment business. In the digital era, companies are also required to develop capability marketing based technology to be able to maintain Power competition in an increasingly competitive market competitive.

In a way overall, results study show that capability marketing is one of the factor strategic role important in increase performance company, good from aspect marketing and aspect finance.

CONCLUSION

Based on results studies literature can concluded that capability marketing own significant role in increase performance company. Capabilities company in understand

customers, manage brand, develop products, determine marketing strategies, and build connection with customer capable create superiority sustainable competition. Various research also shows that capability marketing influential positive to growth sales, satisfaction customers, loyalty customers, as well as profitability company.

SUGGESTION

Companies need to Keep going increase capability marketing through development source Power humans, utilization digital technology, strengthening market orientation, and improvement ability customer data analysis. In addition, research furthermore can study role variables others, such as innovation, digital transformation, or capability dynamic as strengthening factors connection between capability marketing and performance company.

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