

EXPLORATION OF MARKETING MANAGEMENT CONCEPTS AND ITS IMPLICATIONS ON COMPANY PERFORMANCE: A LITERATURE STUDY

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Abstrak

Keywords:

Management Marketing,
Marketing Strategy,
Performance Company,
Advantages Compete,
Study Literature.

Management marketing is one of the function strategic role in create mark for customer at a time increase Power competition company. Environmental changes growing business dynamic demand company For No only sales oriented, but also understand need consumers, building connection term long, and developing adaptive marketing strategies. Research This aim explore draft management marketing and its implications to performance company through approach studies literature. Research methods use study library with analyze various article scientific, books, and results study relevant past. Study results show that implementation management effective marketing capable increase satisfaction customers, loyalty customers, excellence compete, and performance company Good from aspect financial and non-financial. In addition, the effectiveness management marketing influenced by ability company in understand the market, develop the right marketing strategy, as well as do evaluation to change environment business. With Thus, management marketing be one of factor important in reach sustainability and growth company in the middle increasing competition competitive.

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INTRODUCTION

Competition growing business competitive push company For Keep going increase ability in manage activity marketing in a way effective. The company does not Again only focused on creation product quality, but also demanded capable understand need consumers, building connection term long, and create greater value Good compared to competitors. In the condition said, management marketing be one of function strategically decisive success company in maintain its existence in the market (Kotler & Keller, 2016).

Management marketing defined as a process of planning, implementation and control activity marketing use create exchange that provides benefit for customer and organization (Kotler & Keller, 2016). Concept This experience development from orientation production

going to orientation customers, so that company need more responsive to change need consumers and market dynamics (Armstrong & Kotler, 2021).

Various study show that implementation management good marketing contribute to improvement performance company. The performance No only measured through improvement profit, but also includes satisfaction customers, loyalty customers, market share, as well ability company maintain superiority competitive (Morgan, 2012; Day, 1994). Therefore that, the company need integrate various activity marketing in a way planned to be able to create sustainable value.

Although has Lots study about management marketing, results study Still spread across various perspective, so that required integrated study concepts the in One discussion. Research This aim explore draft management marketing as well as the implications to performance company through approach studies literature.

RESEARCH METHODOLOGY

Study This use method studies literature (literature review). Data obtained from various source scientific in the form of books, articles journal national and international, as well as publication academics that discuss management marketing and performance company. Literature used prioritized originate from publication reputable with range diverse years so that capable describe development draft in a way comprehensive.

Stages study covering identification literature, selection based on relevance topic, analysis fill in, then synthesis results study For get understanding about connection between draft management marketing and performance company. Analysis done in a way descriptive-qualitative with compare various expert opinion as well as findings study previous.

RESULTS AND DISCUSSION

Study results show that management marketing is a process that involves analysis market opportunities, marketing strategy planning, marketing program implementation, and control to results achieved (Kotler & Keller, 2016). Fourth function the each other related so that success marketing No only determined by ability sell products, but also capabilities company create mark for customer.

One of aspect main in management marketing is orientation to customers. Companies that are able to understand needs and preferences customer will more easy produce product and appropriate services with market expectations. According to Narver and Slater (1990), market orientation drives company produce superior values that ultimately increase superiority competitive. This is reinforced by Kohli and Jaworski (1990) who stated that market orientation includes activity get market information, disseminating information the in organization, and respond to it through action real.

Apart from market orientation, marketing strategy is also important. factor important in determine success company. Marketing strategy covering determination market segment, target market, position products, as well as management mix marketing. Designed strategy based on need customer allows company create differentiation so that capable compete in a way more effective (Armstrong & Kotler, 2021). A company that is consistent implementing the right marketing strategy generally own level satisfaction more customers and loyalty tall.

From the perspective performance companies, various study show existence connection positive between ability marketing with achievement performance organization. Morgan (2012) explains that capability marketing be one of source superiority compete Because allows company develop more strategies effective compared to competitors. Meanwhile that, Day (1994) emphasized that companies that have ability understanding the market will more fast adapt to change environment business so that capable maintain performance in term long.

Company performance Alone No only measured through indicator financial like profit and growth sales, but also indicators non-financial, such as satisfaction customers, loyalty customers, image company, as well as improvement market share (Kaplan & Norton, 1996).

With Thus, the implementation management marketing give wide- ranging impact to success company.

Synthesis results literature also shows that effectiveness management marketing influenced by various internal and external factors. Internal factors include quality source Power human, culture organization, ability innovation, as well as support management peak. As for the factors external covers change behavior consumers, development technology, conditions economy, as well as level competition industry. Therefore that, the company need do marketing strategy evaluation in a way sustainable to remain relevant with dynamics environment business.

In a way overall, study This indicates that management marketing No only functioning as activity operational, but also a instrument strategic capable increase Power competitiveness and sustainability company. Integration between market orientation, marketing strategy, innovation, and evaluation performance become key in produce superiority sustainable competitiveness.

CONCLUSION

Management marketing is a strategic process that plays a role important in create mark for customer at a time increase performance company. Based on results studies literature, implementation management effective marketing capable increase satisfaction customers, loyalty, excellence compete, and performance company Good from aspect financial and non-financial. Success the influenced by ability company understand market needs, develop appropriate marketing strategies, and adapt to change environment business. Therefore that, management marketing must become an integral part of corporate strategy in reach sustainable growth.

SUGGESTION

Companies need to increase ability in manage activity marketing in a way integrated through strengthening market orientation, adaptive strategy development, and evaluation performance in a way periodic research furthermore recommended combine studies literature with study empirical so that connection between management marketing and performance company can tested in a way more in depth on various sector industry.

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