

MARKETING MANAGEMENT NILAI DAN DIGITAL- MM560

2025-26

ASSOC.PROF.DR. WILHELMUS HARY SUSILO



MEETING 02



3 MEETING 2ND

WEEK
2nd

- Marketing Science scope
- The definition of the Marketing

4 MARKETING SCIENCE

Brown, Stephen. **European Journal of Marketing** 31.3,4 (1997): 167-182.

- The nature of marketing science in a postmodern world. It argues that **science needs marketing more than marketing needs science.**

5 DEVELOP THEORITICAL STRUCTURE (FERRELL, BROWN AND LAMB(1979), HUNT AND BUSH (1982); LAMB AND DUNNE (1980)

Describe and explain marketing phenomena

Predict marketing phenomena

Precisely the province of marketing science

6 MARKETING



TO ACADEMIC

TO MARKETING
PRACTICE

TO STUDENTS

TO SOCIETY

7

MARKETING

MARKETING IS... (Hunt, 1992)

Marketing is a university discipline that aspires to be a professional discipline and that accordingly, has responsibilities:

To society, for providing objective knowledge and technically competent,, socially responsible, liberally educated graduated.

To students, for providing an education that will enable/memungkinkan them to get the socioeconomic ladder/ jenjang and prepare them for their roles as competent, responsible marketers and citizens.

To marketing practice, for providing a continuing supply of competent , responsible/ bertanggungjawab entrants to the marketing profession and for providing new knowledge about both the micro and macro dimensions of marketing.

To the academy, for upholding/ menegakan its mission of retailing , warehousing, and producing knowledge, its contract with society of objective knowledge for academic freedom and its core values, reason, evidence, openness, and civility.

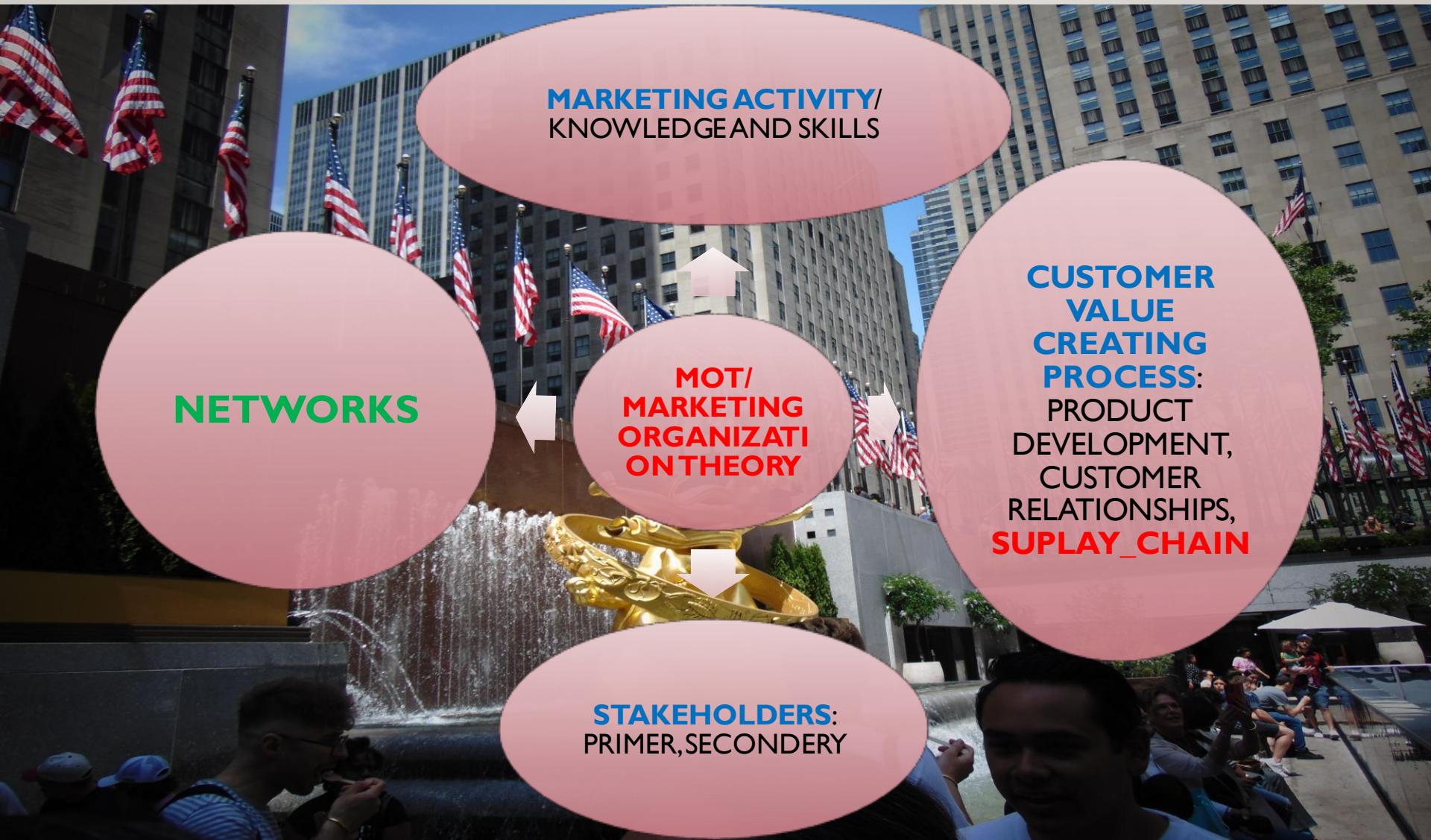
8 THE BOUNDARY- SPANNING

- THEORY OF THE BOUNDARY-
SPANNING ROLES AS A
PARTICULAR EMPHASIS



9

A DEPICTION OF THE INTERGRATED ELEMENTS OF THE BOUNDARY-SPANNING MARKETING ORGANIZATION



10

TOWARD A THEORY OF THE BOUNDARY- SPANNING MARKETING ORGANIZATION (HULT, 2011)

The Stresses

MARKETING
ACTIVITY
(KNOWLEDGE
& SKILLS)

CONSUMERS
VALUE

NETWORKING
& STAKE-
HOLDERS

II THEMATIC MARKETING INSIGHTS WITHIN FOUR AREA

STRATEGIC
MARKETING
RESOURCES

**MARKETING
LEADERSHIP**

**DECISION
MAKING**

**NETWORK
ALLIANCES** AND
**COLLABORATION
& GLOBAL
MARKETPLACE**



12

MIDDLE RANGE THEORY: **RESOURCE- BASED VIEW OF THE FIRMS**

(WERNERFELT & BARNEY, 1991, 2005, KETCHEN, 2007)

ORIGINAL SCOPE

- ENVISIONS THE FIRM AS A COLLECTIONS OF STRATEGIC RESOURCES → HETEROGENEOUSLY ACROSS FIRM.
- TO ACHIEVE SUSTAINABLE COMPETITIVE ADVANTAGE

MARKETING SCOPE

- ENVISIONS THE MARKETING ORGANIZATION AS A BUNDLE OF STRATEGIC MARKETING RESOURCES WHICH ARE HETEROGENEOUSLY DISTRIBUTED ACROSS MARKETING ORGANIZATIONS.
- ROOTED IN AN EQUILIBRIUM-SEEKING PROCESS EMBEDDED IN A MARKET PLACE OF PERFECT COMPETITION.

13 **MARKETING INSIGHTS THE RESOURCE-BASE VIEW (RBV) (WERNERFELT, 2005)**

THE RBV

BASE ON THE
PREMISE: FIRM
DEFFER WITHIN
INDUSTRY

THE
DIFFERENCES
OCCUR IN THE
FIRMS'
RESOURCES

FIRM'S STRATEGY
SHOULD
DEPEND ON ITS
RESOURCES-
THAT GOOD
ONE

14 MARKETING INSIGHTS THE RESOURCE-BASE VIEW (RBV) , (KETCHEN, 2007)

STRATEGIC MARKETING RESOURCES HAVE

1.THE
**POTENTIAL
VALUE.**

2.AN
ORGANIZATIONAL
ACTIONS &
BEHAVIOURS →
**VALUE
ULTIMATELY
BEING REALIZED**

3. THE MARKETING
**STRATEGY
ELEMENTS:**THE
POTENTIAL VALUE,
AN IMPORTANT
MARKETING
ORGANIZATIONS.

15 BARNEY DAN CLARK (2007),

- Selanjutnya, berdasarkan pandangan **Barney dan Clark (2007)**, RBT terkait menciptakan dan keunggulan bersaing yang berkelanjutan, beberapa teori yang menjadi antededen dari teori RBT .
- Pada kajian kerja berbasis tradisional pada kompetensi yang *distinctive*, para ilmuwan menerangkan mengapa perusahaan melakukan secara terus menerus untuk memenangkan persaingan bisnis. Pendekatan ekonomi dan fokus pada tingkat kompetensi MARKETING yang mumpuni sebagai atribut dari perusahaan memungkinkan untuk mencapai suatu strategi bisnis lebih efisien dan efektif dari para pesaingnya. **Penekanan general manajer pada ranah manajemen *strategic* tidak hanya pada kompetensi yang andal untuk mencapai kualitas yang tinggi.**

16 ANALISIS RICARDO TERHADAP *LAND RENTS*

- Analisis Ricardo terhadap *land rents* ialah pada kajian terkait *general managers* **kepemimpinan dari instutusi yang memungkinkan menjelaskan suatu perbedaan terhadap kinerja perusahaan yang berfokus pada peran manajer puncak** secara eksklusif. David Ricardo sangat tertarik pada peran pemimpin untuk dapat mencapai kinerja yang superior yang terkait dengan aspek nilai ekonomi.

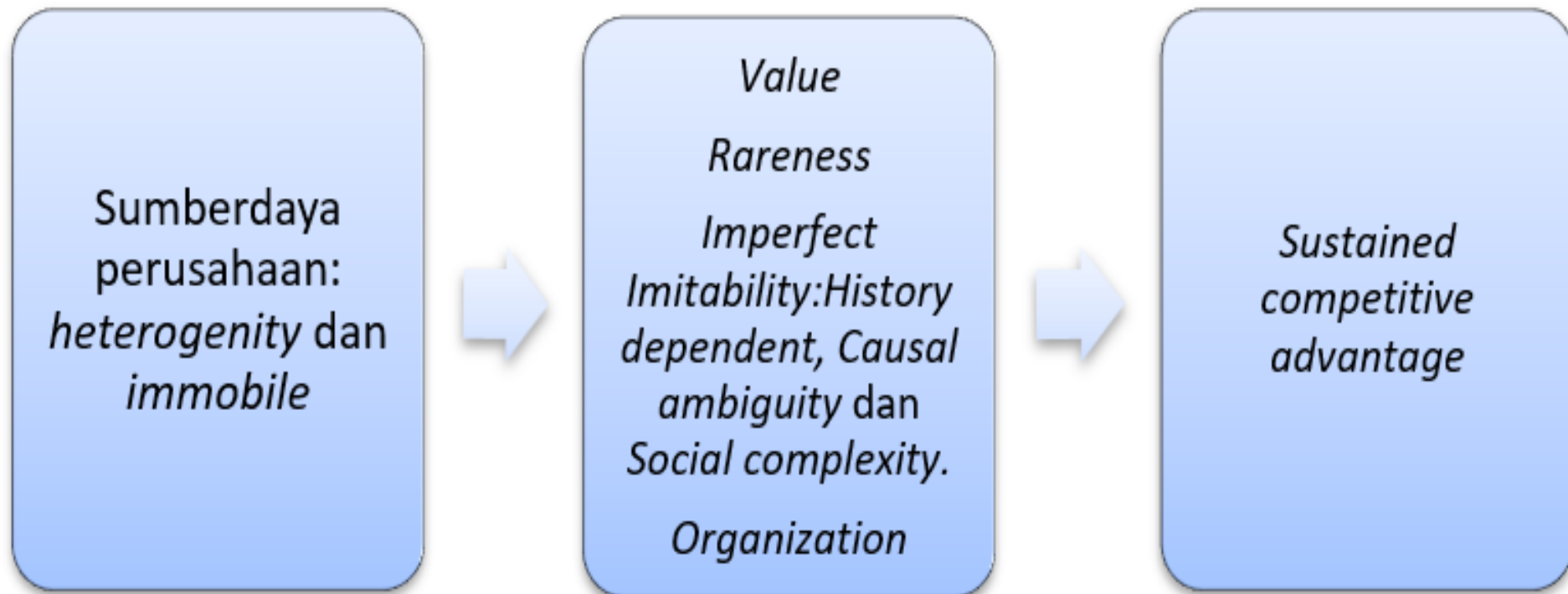
17 TEORI DARI *THE GROWTH OF FIRM*

- Teori dari *the growth of firm* terbatas pada aspek
1) perusahaan dapat melakukan tindakan pemantauan pada sumber daya yang produktif **berbasis peluang bisnis** dan 2) penggunaan sistem administrasi **berbasis kerangka kerja untuk melakukan kordinasi sumber daya perusahaan** yang digunakan (Barney dan Clark, 2007).

18 KEEMPAT ATRIBUT SUMBER DAYA PERUSAHAAN DI ATAS DIPERTIMBANGKAN UNTUK DAPAT DIISOLASI

- Peran sumber daya perusahaan dan keunggulan bersaing yang berkelanjutan menurut Barney dan Clark (2007) ialah memiliki sumber daya potensial dengan **empat atribut yang meliputi:**
- 1) sumber daya yang bernilai, 2) sumber daya yang langka, 3) sumber daya yang tidak dapat ditiru (memiliki kondisi yang unik, *causal ambiguity*, kondisi sosial yang kompleks, *substitutability/ cost* yang meningkat untuk ditiru), dan 4) proses secara **organizational** (komponen perusahaan dapat mengeksploitasi seluruh sumber daya potensial untuk merealisasi keunggulan bersaing yang berkelanjutan).
- Keempat atribut sumber daya perusahaan di atas **dipertimbangkan untuk dapat diisolasi dari para perusahaan pesaing** untuk dapat terus meningkatkan keunggulan bersaing secara berkelanjutan (Barney dan Clark, 2007).

19 KEUNGGULAN BERSAING YANG BERKELANJUTAN



Gambar 2.4. A Framework karakteristik VRIO terhadap daya saing yang berkelanjutan
(Sumber: Barney dan Clark, 2007)

20 DAVID DAN DAVID (2015, *PP* 117,191—192),

- *The Resources-Based View*, menurut perspektif David dan David (2015, *pp* 117,191—192), penekanan pentingnya pada **audit internal adalah bagian dari proses *strategic-management*** dengan membandingkan dengan *the external audit*.

21 THE 1ST INTEGRATION FROM THE RESEARCH

- **The Societal Resources and Institutions:An Encounter Heterogeneous Demand, Consumer Information and Human Motivation for Increasing the Purchases**

22

IJRSR: THOMSON REUTER , GOOGLE SCHOLAR ETC



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

CODEN: IJRSFP (USA)

International Journal of Recent Scientific Research
Vol. 10, Issue, 04(G), pp. 32077-32082, April, 2019

**International Journal of
Recent Scientific
Research**

DOI: 10.24327/IJRSR

Research Article

THE SOCIETAL RESOURCES AND INSTITUTIONS: AN ENCOUNTER HETEROGENEOUS DEMAND, CONSUMER INFORMATION AND HUMAN MOTIVATION FOR INCREASING THE PURCHASES

Wilhelmus Hary Susilo and Herman Nurtjahjo

Department of Postgraduate, Master Program, Faculty of Economics and Business University of
Persada Indonesia Y.A.I, Diponegoro 74, Central Jakarta, Indonesia

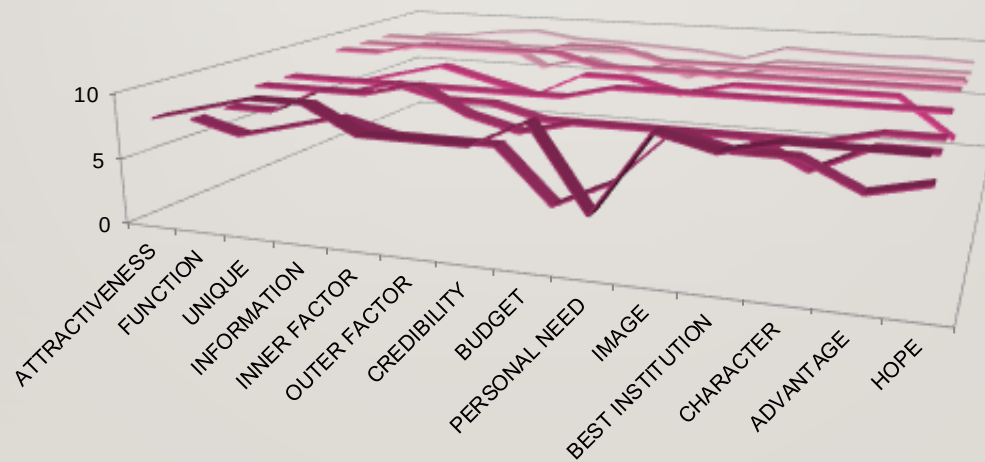
DOI: <http://dx.doi.org/10.24327/ijrsr.2019.1004.3394>

23 ABSTRACT

- The marketing research models that built for encounter heterogeneous demand, consumer information and human motivation that increasing to purchase of targeted consumers on higher education that influences by message in mix of advertisement and human motivation. The hybrid model was conducted to inquiry with the structural equation modeling and confirmatory strategic research design. The survey was conducted among 127 undergraduates and postgraduates students enrolled in the biostatistics course on higher education in Jakarta. The full hybrid models with the closed fitted models $p_{value} .00$, the Root Mean Square Error Approximation $_{value}$ was $.12 > .04$ and Chi-square/degree of freedom $_{value} = 1162.21/402 = 2.89 < 5$. The hypotheses results founded were entire confirmed with $t_{value} 3.75$ and 4.40 that among t_{value} were more than 2. This research has provided insight on the role of message in mix advertising and high human motivation for increased and pursuit the purchasing of targeted consumers. Hence, these results could be use to help people by guide and inform them to purchases. Future more the research was confirmed the full hybrid model for increasing to purchase of targeted consumers on higher education that influences from message in mix of advertisement and human motivation.
- **Key words** Message Focus Advertising, Motivation, and Purchasing Targeted Consumers
- **Paper type** Research paper

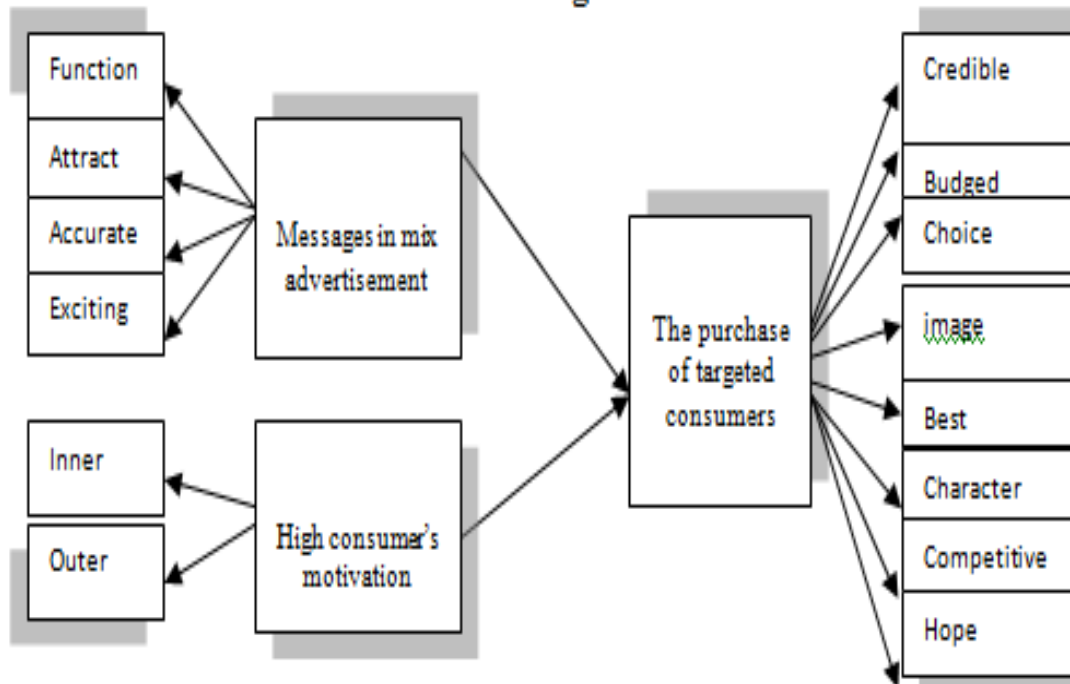
24 INTRODUCTIONS

- **Figure I. The polygons lines of the dimensions of message advertisement, human motivation and the purchasing of targeted consumers in higher education at Jakarta**



25 THE FRAMEWORK

Figure 2. The research framework for full hybrid model: the role of message in mix advertising and high motivation for increasing the purchasing of targeted consumers on higher education in Jakarta.



26 HYPHOTESIS

- H_{a1} : Messages in mix advertisement is positively influenced to the purchase of targeted consumers.
- H_{a2} : High consumer's motivation is positively influenced to the purchase of targeted consumers.

27 HYPOTHESIS TESTING

The structural equations model was evidenced the confirmed models as below in Equation 2:

- $\text{CONSUMER} = .38 * \text{ADVERTISEMENT} + .45 * \text{MOTIVATION} \dots\dots\dots(2)$

The full hybrid model with path is indicating that an entire hypothesis tested was confirmed, with t_{value} 3.75 and 4.40 > 2.00. The motivation leads to purchasing better than advertisement with γ_{value} .45.

- Furthermore, as the contribution with the simultaneous was 58% for prediction the endogenous variable the purchase of targeted consumers, which an essentially for examined the variance- explain estimate. Also for that closed fit model not guarantees that full hybrid model was the single best for represented of the data. Furthermore, our research still has of 42% another of constructs' that leads on the purchase, as like the product involvement (Kim et al., 2010), the price, and service quality, supply chain effectiveness (Taylor and Fawcett, 2001), internet display advertising (Hoban and Bucklin, 2014), banner advertising on internet (Manchanda, et al., 2006), benefit segmentation (Olsen, et al., 2009) and trust-based segmentation (Dimitriadis, et al., 2011).

28 CONCLUTIONS

- The full hybrid models with closed fitted in this study was conducted with one-step approach confirmed strategic was pursue the confirmed entire hypothesis accepted. The entire predicted directions were greater than zero, which obtained for a positive relationship. Meanwhile, as Ko et al., (2007) provides insight on suggests standardized advertising to enhance the market, that shows there were differences among various segments. Furthermore the segmenting the market was the way for the future that well in investigated the price. (Harris and Bray, 2007). The customer concept were represented that among customers rather than customer segments appropriated for an inquiry. Meanwhile, as customers with focused more important of value net work (Karpen et al, 2014). Nevertheless, the loyalty index could an adequate support for market segmentation, that would to be crucial to the success for business (Donio, 2006). From the managerial perspective, the resulted has the critical implications for the management on higher education's to improve the well planned for sustainability long life process.

29 Q-A



30 NOTE

