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MARKETING MANAGEMENT NILAI DAN DIGITAL-MM560

2025- 2026

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Meeting 04

10/16/2026

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Meeting 04

Week
04th

- Macro Marketing
- Micro Marketing

Macromarketing- micromarketing (Moyer, 1972)

- **Macromarketing:** a social perspective, was the first attempt by any marketing writer to delineate/menggambarkan to differences.
- **Micromarketing:** is firm oriented and that **macro-marketing**, study marketing within the context of the **entire economic system**, with special emphasis on its aggregate performance.





MARKETING

- **MACRO-**
- MICRO**
- **MARKETING**



MACRO-MICRO MARKETING

Moyer
(1972)

- Macro-marketing studies marketing within the **context of the entire economic system** with special emphasis on its aggregate performance.
- Micromarketing is firms-oriented

Shapiro
(1973)

- Marketing from the overall view of the aggregate activities in the economy for meeting society's objectives of the proper flow of goods and services in macro-marketing.

NEXT

- Spratlen (1975), macro-marketing pertains to the aggregates of market transaction or exchange activities, institutions, behaviour, and **performance analyzed** with respect to such units as industries, sectors, region or the marketing system as a whole.

HUNT

Hunt(1976,1977)

Macro-marketing suggests a **higher level of aggregation, usually marketing systems** or groups of consumers.

Micromarketing refers to individual unit, normally individuals organizations (firms) and consumers or households.

Macro-marketing refer to the study of marketing systems, the impact and consequences of marketing systems on society, and the impact and consequence of society on marketing system.

Micromarketing refers to individuals units: organizations, firms, consumers or households.

Bagozzi (1977)

Bagozzi (1977)

- Macromarketing studies **networks of relationships connecting marketing actors and societal patterns or systemic** relationships among marketing actors.
- Micro marketing studies **the behaviour and characteristics of individuals actors or attribute of single marketing entities** and dyadic/ pertaining to relationships between marketing actors.

Perspectives to Nickels and Hill (1978)

Macro-marketing is the study of intranational and international exchange systems rather than particular dyadic exchange relationships and include:

1. The **structure, process/ flows and power relationships** within system.
2. The **effect of exchange system on various** subsystems.
3. The **effect of various environmental influences** on the total exchange systems.
4. The **productivity and equity** of various exchange systems.

NEXT

5. The **interaction between and among domestic and international exchange systems.**
6. The **management of exchange systems** rather than particular organizations.
7. The **effect of the total exchange systems** on economic development.

NEXT

8. The complex **decisions making process of buying** centers and distributions systems.
9. The **activities and structure of collectives** within exchange systems.
10. The **public policy implications** of the total exchange systems.

Perspectives to Slater (1978),
White and Emory (1978),
Shawver and Nickels (1979)

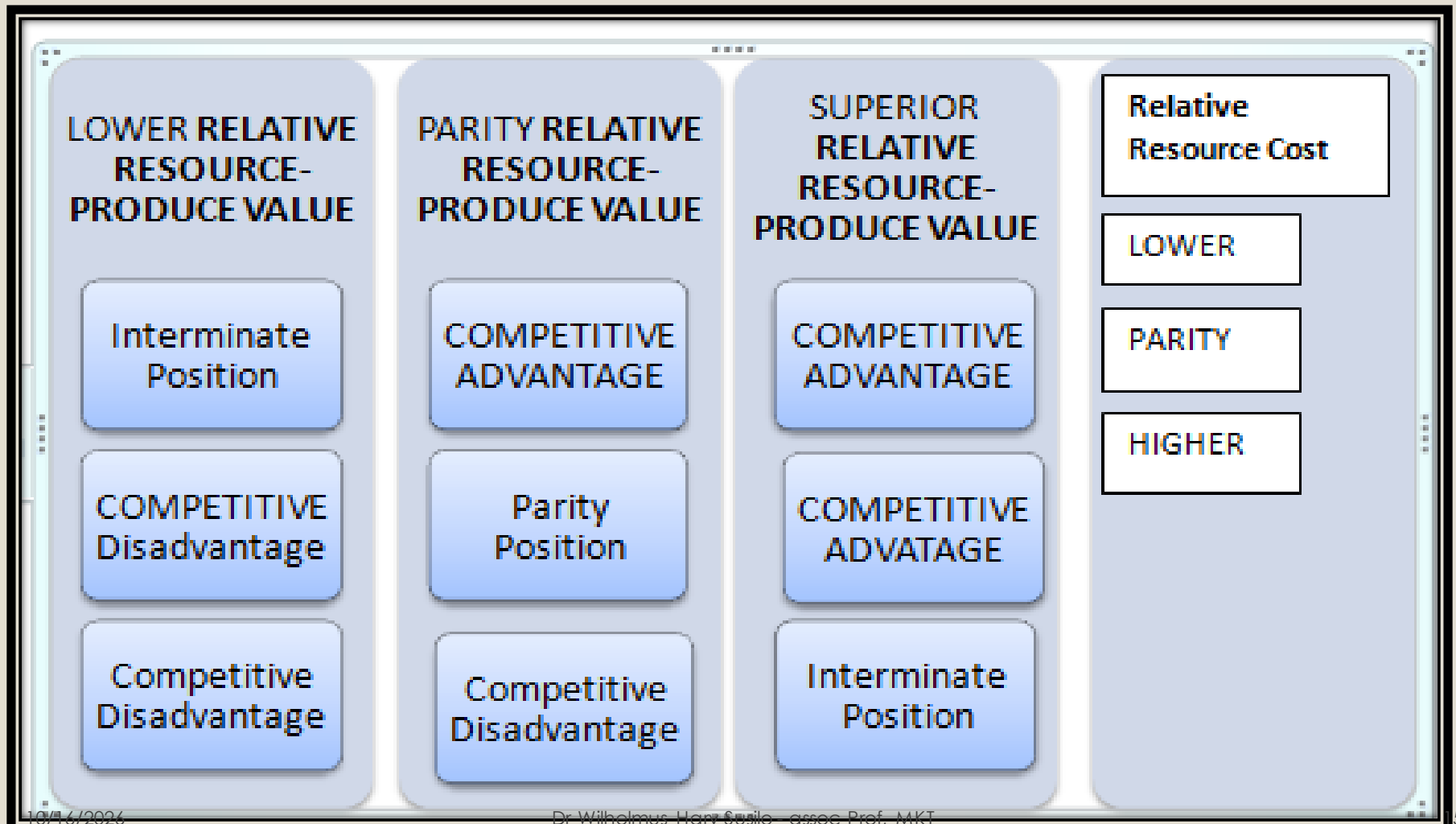
MACROMARKETING

- 1. Marketing and distribution **from a societal perspective.**
- 2. Studying the **impacts of transaction** upon the broader system, society or groups.
- 3. The study **of exchange activities and exchange systems** from a societal perspectives.

REFERENCE

- Shelby D Hunt & John J. Burnett, 1982, The Macromarketing/ Micromarketing Dichotomy: A Taxonomical Model, Journal of Marketing (Summer 1982), 11-26.

A Schematic Competitive Position Matrix



THE INTEGRATION WITHIN INTERNATIONAL JOURNAL PUBLISHPMENT

AN ATTEMPT TO THE MARKET POSITIONS: INSIGHT THE PRIVATE HIGHER EDUCATION IN JAKARTA

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AN ATTEMPT TO THE MARKET POSITIONS: INSIGHT THE PRIVATE HIGHER EDUCATION IN JAKARTA

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ARTICLE INFO

ABSTRACT

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- **Purpose** – The purpose of this study has inquiry the marketing research models that built for an attempts to the market positions of competitive advantage and repurchases from the higher education's that have leads from the perfect consumer informational, best organizational, the development of relational ship between an private institutions and consumers also the great students trust.
- **Design/methodology/approach** - The hybrid model for increasing of market position and repurchases of consumers that were conducted to inquiry with the structural equation modeling and confirmatory strategic research design. The survey was conducted among 90 undergraduates and postgraduates students enrolled in the biostatistics, custom building design and thesis course on private higher education in Jakarta.
- **Findings** - Demonstrated that our research was indicated full hybrid models with the closed fitted models $p_{value} .00$, the *Root Mean Square Error Approximation* $value$ was $.11 > .04$ and *Chi-square/degree of freedom* $value = 816.67/394 = 2.07 < 5$. The hypotheses results founded were confirmed with t_{value} 6.69, 3.30 and 5.21 (best organizational, great trust influenced to market position and great trust leads to repurchase intentions) that among t_{value} were more than 2. Future more, the result research that unconfirmed with t_{value} 1.18 and -1.32 (well informational and development of relational institutions and customers no affected to market position)

NEXT

- **Research limitations/implications** – The limitations of the data get from one institution for only bachelors and master degree, that can not to be generalize. This research was provided insight on the role of perfect consumer informational, best organizational, the relational and building great trust to confirmed market position and repurchases intentions on private Higher Education in Jakarta. Hence, these results could be use to help people by guide and inform them to repurchases and the market position to pursuit competitive advantage with the lower relative resources cost and superior relative resource-produced value condition, from the private institutions in higher education at Jakarta.
- **Originality/value** – This study confirmed the full hybrid model for increasing the competitive advantage and to repurchase of consumers on private higher education that influenced from perfect consumer informational, best organizational, the relational and great students trust in Jakarta, Indonesia.
- **Key words:** the market position, repurchases, information, organization, relation and trust
- **Paper type** Research paper

INTRODUCTION: The Perceived of Resources- Comparative on Market Position

The Percieved of Resorces- Comparative on Market Position

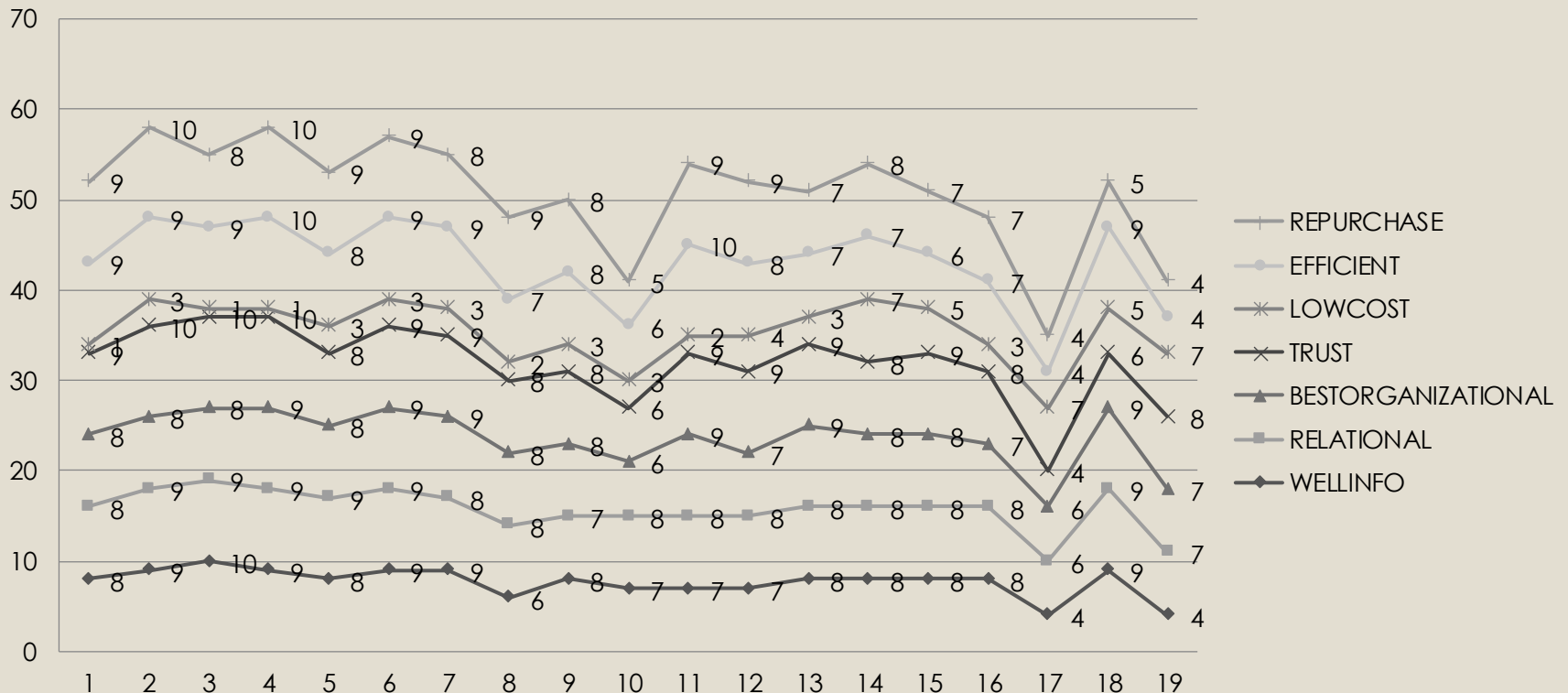
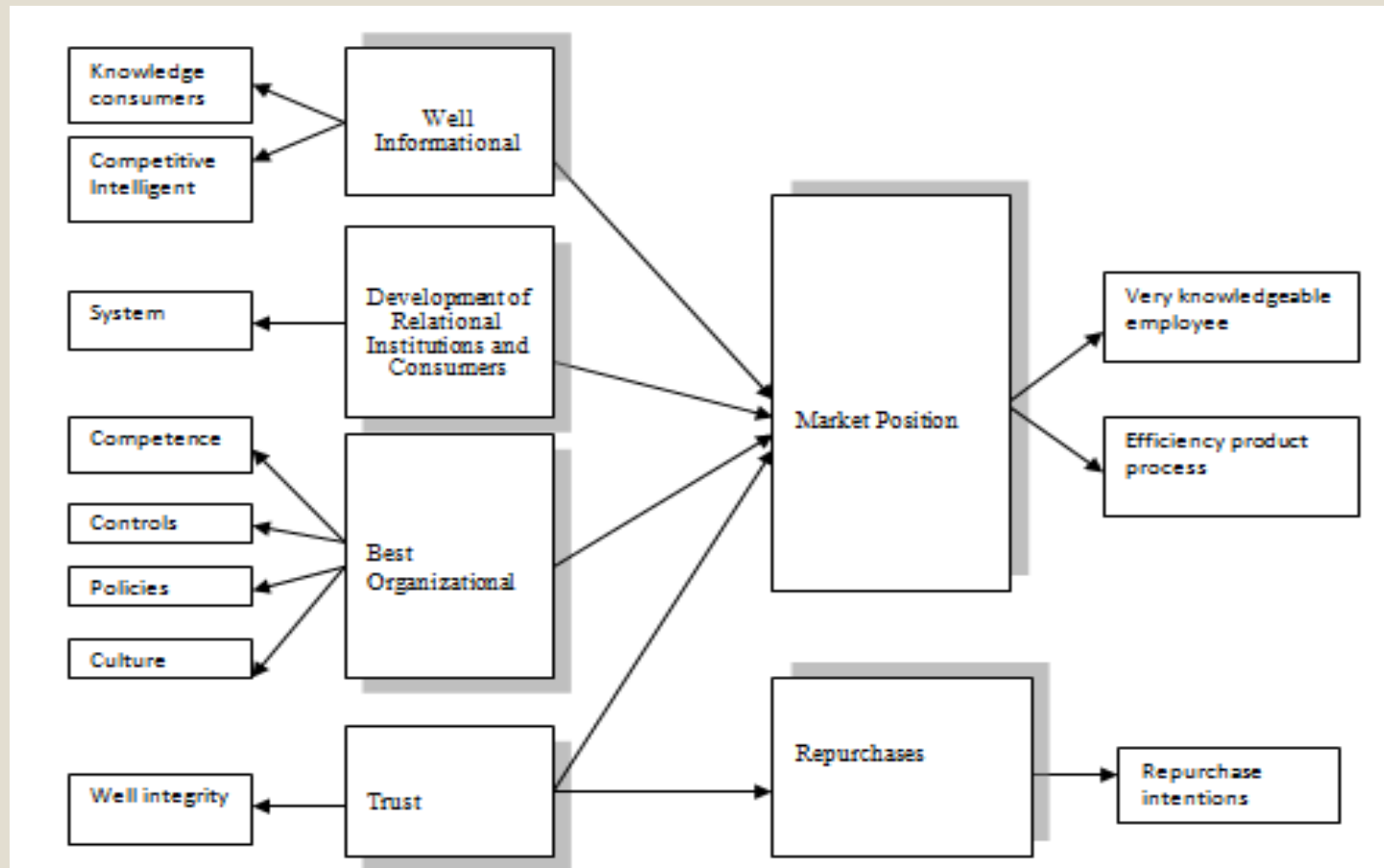


Figure. The research framework for full hybrid model



THE HYPHOTESIS

- H_{a1} : Perfect consumer informational has positively confirmed to the market position.
- H_{a2} : Development of Relational Institutions and Consumers has positively confirmed to the market position.
- H_{a3} : Best organizational has positively confirmed to the market position.
- H_{a4} : Trust has positively confirmed to the market position.
- H_{a5} : Trust has positively confirmed to the repurchase intentions.

Measurement

- The questionnaire a structured technique was conduct for data collected that consists of a series of questions, written that respondent answers (Malhotra, 2010). The instrument was used self-administered questionnaire, when respondent completed themselves in paper format, Polit and Hungler (2002) and Cooper and Schinder, (2014), pertains entire research conceptual variables which measured on a ten- point rating scale (0= extremely disagree, 10= extremely agree). The rating scale was conducted for the instrument because respondent score and indicant without made the direct comparison to other higher institutions (Cooper and Schinder, 2014).

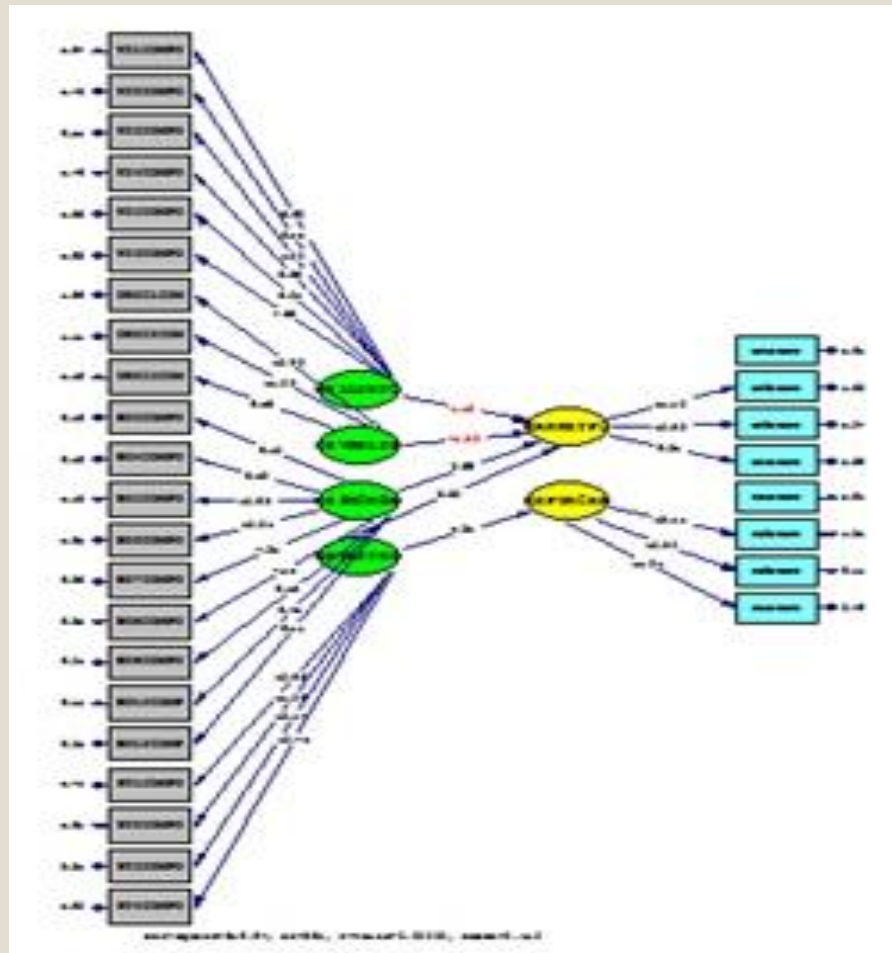
Data Analysis

- The reflective measurement theory was based on the concept of the variables as that the latent constructs because that the measured variables and that an error outcome (Hair et al., 2010). Our research were conducted by latent construct that were pertains; 1). The perfect consumer informational (e.g., knowledge from consumer and competitive intelligent), 2). The development of relational institutions and customers (e.g., relationships with institutions and customers), 3). The best organizational (e.g., competences, control, policy and culture), 4). The Great trust. Moreover, the eta variables were concluded: 1). The market positions, that each firm in marketplace would have the unique of some resources (e.g., very knowable employee, efficient production process), 2). The repurchase intentions.

SEM conducted in this study

- SEM conducted in this study because it was the ability to confirmation strategy about the dimensions or indicators of a concept with latent variables, as well as to measure the relationship between variables that have been supported by theory and empirical research. Structural equation modeling used latent variables by the number of indicators that many theoretical terms it was better because it will be able to explain the measurement error in the model should be better. Furthermore the procedure conducted with two- step approach hybrid full models (Wijanto, 2015).

THE HYBRID RESULT



THE HYPOTHESIS TESTING

Table 5 The Evaluations for the Hypothesis of Structural hybrid Modeling of an Attempts to the Market Position on Private Higher Education

The Hypothesis	Estimate value	T value	Remark
Ha ₁ : Perfect consumer informational has positively confirmed to the market position.	.29	1.18 < 2	Not confirmed
Ha ₂ : Development of Relational Institutions and Consumers has positively confirmed to the market position.	-.31	-1.32 < 2	Not confirmed
Ha ₃ : Best organizational has positively confirmed to the market position.	.45	2.69 > 2	Confirmed
Ha ₄ : Trust has positively confirmed to the market position.	.53	3.30 > 2	Confirmed
Ha ₅ : Trust has positively confirmed to the repurchase intentions.	.55	5.21 > 2	Confirmed

A practical implication

- **A practical implication from our research pertains: First**, base on our results regarding an attempt to the market position on the private higher education, it would be possible for improved the more expertise organizational in private higher education and big trust from consumers in higher education to attempt the competitive advantage of the market place position by determined the lower relative resources cost and the superior relative resources produced value and recognized the degree of repurchases intention.

NEXT

- **Second**, as confirmed by our research modeling of an attempts to market position were becoming as structural hybrid modeling in higher education that could be consider for making some marketing planning in the private institutions with focus on the dimensions and the indicators with have the high covariance value. Thus we determined that the impact of entire dimensions e.g., competences, controls, policies and culture could differ depending on the level of trust from the consumers, which performed in reducing consumers risks for repurchase.

NEXT

- **Finally**, the results of our inquiry warrant more comprehensiveness perspective by consumers in higher education that the hybrid model can be evaluated more holistic. Therefore, our hybrid model confirmed would prove helpful for institutions, more insight the expertise organizational and customers trust in higher education into the relative influenced for market place position that have the competitive advantage and repurchases intentions.

Theoretical implications

- **Theoretical implications** from our marketing research, as after presenting the findings of the hybrid model with regards to the increasing the market positions and the purchasing on higher education in Jakarta, we can draw the following significant theoretical implications. First, we attempt to occur the relevant theory such as the organizational resources, trusted of consumers, the market positions, repurchase and an elaboration likelihood confirmatory strategy model of our research, from the context of resources advantage theory. We can understand more deeply included; the best organizational (with the dimensions e.g., competences, controls, policies and culture), the great consumers trusted (with the indicators e.g., trusted at all, honestly, well integrity and big truth), the market positions (with the dimensions e.g., very knowledgeable employee and efficiency product process) and the repurchase (with indicators e.g., always choice in the same institution, not move from the same institutions, choice to continued at the same institutions and always in the same institutions).

NEXT

- Second, we systematically were doing improvement in explaining the market positions that could have the competitive position matrix that considered for attempted the competitive advantage that enhanced by superior relative resources-product value and have the relative resources cost. We could evaluate competitive advantage of market position and not by the consumers trusted and had best organizational of institutions on higher education's by examining whether the well informational and development relation institutions and customers for increasing the competitive advantage on market position via simultaneous that should be leads to the superior financial performance.

Q&A

