

# MARKETING MANAGEMENT– Value and Digital MM560

2020

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Hary susilo



# PERTEMUAN 01



# THE ROLE OF MARKETING

## THE ROLE OF MARKETING IN ORGANIZATIONS

1. THE FUNCTIONAL  
AND A CROSS-  
FUNCTIONAL  
PERSPECTIVE

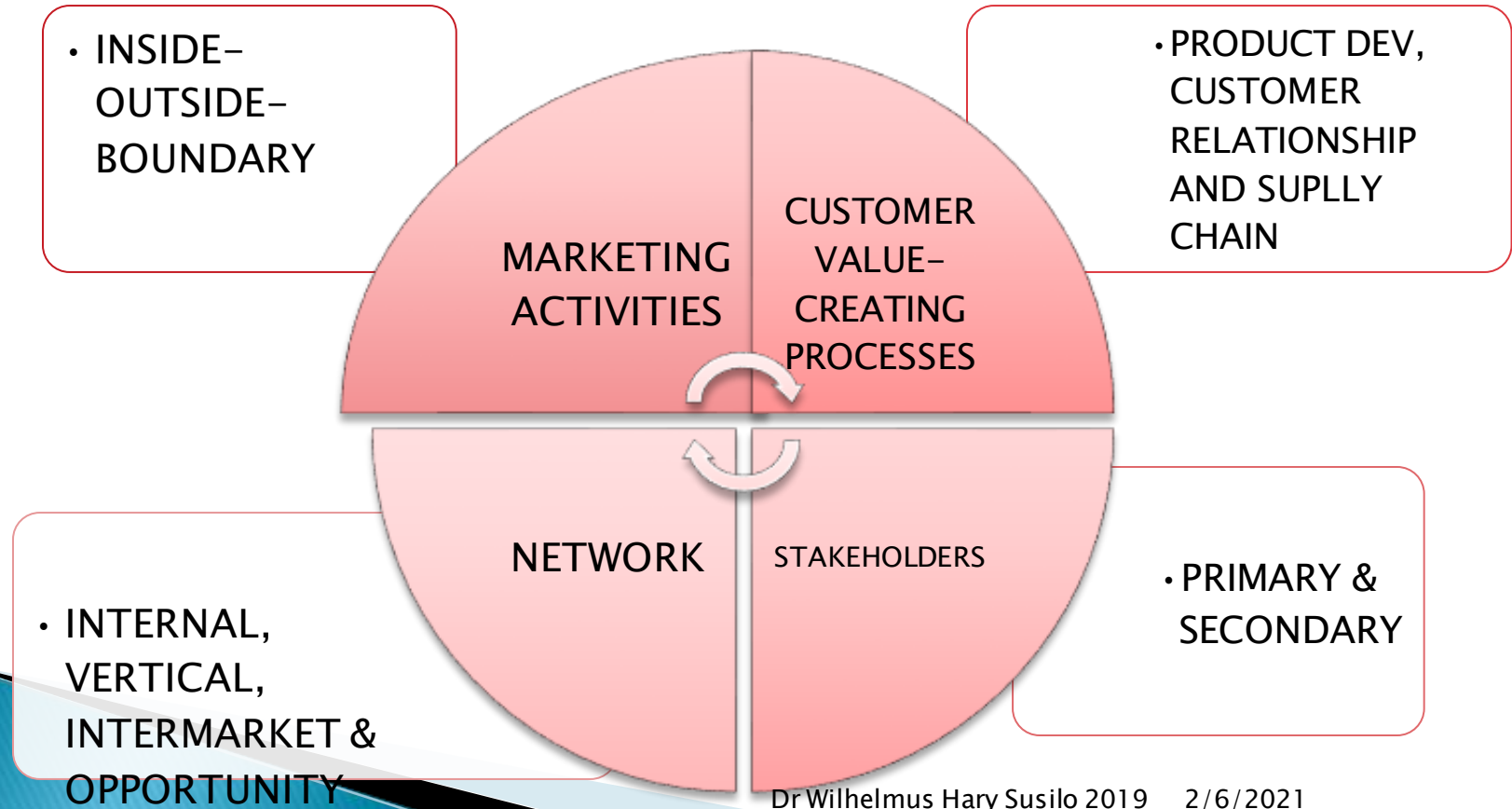
2. MARKETING  
ACTIVITIES:  
KNOWLEDGE AND  
SKILLS

3. INCREASINGLY  
EMPHASIZE THE  
CROSS-FUNCTIONAL  
PERSPECTIVE

4. PERFORMED BY  
MARKETING  
SPECIALISTS

5. CUSTOMER VALUE-  
CREATING BUSINESS  
PROCESS AND NETWORKS,  
SATISFYING THE NEED AND  
WANTS, , THE IMPORTANT  
STAKE HOLDERS

# THE DEPICTION OF THE INTEGRATED ELEMENTS OF THE BOUNDARY-SPANNING MARKETING ORGANIZATION

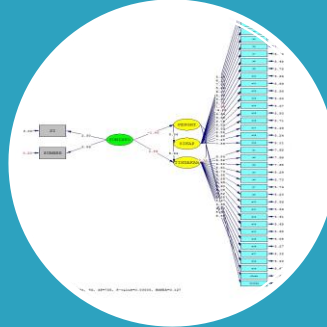




# THE GRAND THEORY



GRAND  
THEORY



MIDLE RANGE  
THEORY



APPLIED  
THEORY



# THE ORGANIZATIONAL THEORY → MARKETING SCOPE

## THEORY

1. ADJUSTMENT-COST THEORY OF THE FIRM, 2. AGENCY, 3. BEHAVIORAL THEORY OF FIRM, 4. BOUNDED RATIONALITY THEORY, 5. COMPETENCE BASED THEORY, 6. CONTINGENCY THEORY, 7. ECLECTIC THEORY OF INTERNATIONAL PRODUCTIONS, 8. GAME THEORY, 9. INDUSTRIAL ORGANIZATION, 10. INFORMATION ECONOMICS THEORY, 11. INSTITUTIONAL THEORY.

12. KNOWLEDGE-BASED VIEW OF THE FIRM, 13. NETWORK THEORY, 14. ORGANIZATIONAL ECOLOGY, 15. PROSPECT THEORY, 16. REAL OPTIONS THEORY, 17. RESOURCE-ADVANTAGE THEORY, 18. RESOURCE-BASED VIEW OF THE FIRM, 19. RESOURCE DEPENDENCE THEORY, 20. SERVICE-DOMINANT LOGIC, 21. SIGNALING THEORY.

22. SOCIAL CAPITAL THEORY, 23. STAKEHOLDER THEORY, 24. STRATEGIC CHOICE THEORY, 25. SYSTEM THEORY, 26. THEORY OF COMPETITIVE RATIONALITY, 27. THEORY OF MULTIMARKET COMPETITIONS, 28. THEORY OF THE GROWTH OF THE FIRM, 29. THEORY OF THE MULTINATIONAL ENTREPRISE, 30. TRANSACTION COST ECONOMICS, 31. UPPER ECHELONS THEORY.

# CV

- ▶ Dosen TETAP PascaSarjana FE UPI YAI (MANAJEMEN MARKETING), Jakarta 2011– sekarang, Pembimbing DISERTASI PROGRAM DOKTORAL, konsentrasi Marketing 2013– sekarang, Dosen Teknik Arsitektur FT UPI YAI (1991– Sekarang), Dosen Tidak Tetap UNPAK dan Pembimbing Thesis (2010–sekarang). Dosen Tidak Tetap pada (MK Biostatistik Lanjut-S2), PascaSarjana STIK Sint Carolus, Jakarta, 2011 – 2014. Dosen Pembimbing Thesis S2– Metodologi STIK Sint Carolus, Jakarta 2012–2014. Dosen Pembimbing Metodologi Penelitian pada penulisan Skripsi S-1, STIK Sint Carolus, Jakarta, 2009 – 2014. Peneliti Senior pada P3M UPI YAI, Jakarta. Dosen Tidak Tetap pada PascaSarjana UMB (STRATEGIC MARKETING MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION MANAGEMENT) dan Pembimbing Thesis, Jakarta 2012– 2015. Penguji Disertasi Program Doktorat Ilmu Lingkungan, Universitas Indonesia. (2013–2016).
- ▶ REVIEWER: JOURNAL DI: ATHENA YUNANI, ITALY

# PUBLISHPMENT



**Buku yang Diterbitkan 2013– 2017(21):**

- 1. RISET PEMASARAN ( Aplikasi dengan SPSS & LISREL pada Penelitian Pemasaran jasa)**
- 2. MANAJEMEN PEMASARAN , Teori dan Aplikasi dalam Bisnis**
- 3. MARKETING BISNIS JASA, Peran Orientasi Pelanggan, Building Character Terhadap Tingkat Daya Saing Institusi ( Teori dan Aplikasi SPSS & LISREL pada Riset Pemasaran).**
- 4. RISET PEMASARAN INTERNASIONAL (2017)**

**PUBLIKASI JURNAL INTERNASIONAL 14 MANUSCRIPT, REVIEWER INTERNASIONAL, PEMBICARA INTERNASIONAL CONFERENCE, ORASI ILMIAH.**



# INTERNATIONAL JOURNAL: 15

**EROPA**

- ITALY, SWISS
- HELSINKI, TURKEY

**ASIA**

- INDIA, SIN
- PAKISTAN

# PERTEMUAN MATERI 01



# MODUL 01

**WEEK**  
**of 1<sup>st</sup>**

- Marketing  
Not Static
- Paradigm

# Marketing is not static

- ▶ Over the past decade, product management has become a global concept, and there is no reason why this trend will not continue in the future. Marketing is not static but an evolving discipline. In this new global marketplace, response time to a changing situation is critical to success.



# EMERGING PHENOMENA MARKETING

- ▶ The characteristics of emerging phenomena by Yadav (2018), in marketing may include of substantive contexts with: (1). newest innovation in technology, (2). new methods of selling and (3). how firms and consumers communicated each other.

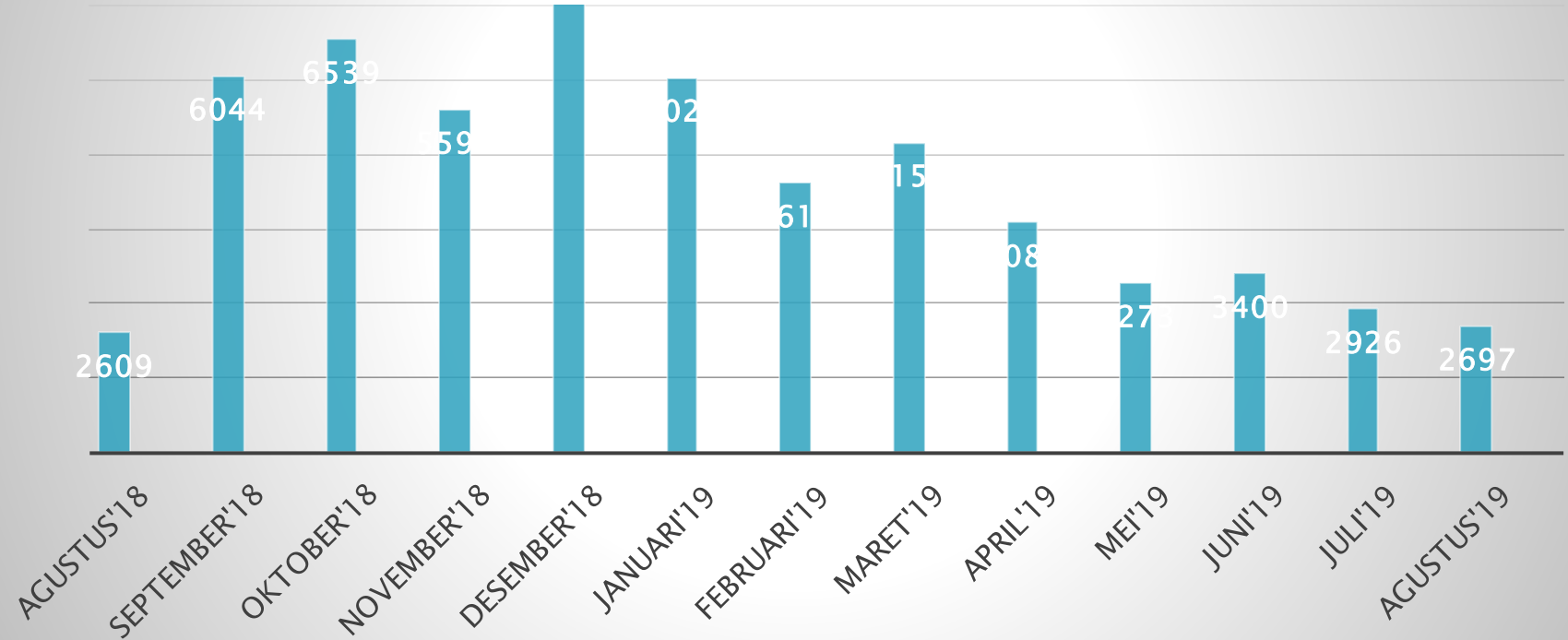
# PARADIGMA FUTURE MARKET PLACE

- ▶ The model that will assist companies to improve plans for the future marketplace. Present a new concept, "edited platforms," as a consumer aware, but company driven, product development model.

Adams, Russell; Downey, Clara Author Information . Journal of Marketing Theory and Practice 24.2 (Spring 2016): 224–235.

# The example business data within Asian Perspective

Jumlah Pengunjung Indodiner bulan Agustus  
2018 – Agustus 2019



# *Service Quality* Indodiner bulan Mei'19 – Agustus'19





*Brand Awareness mempengaruhi Loyalitas Pelanggan Indodiner.*



# Another brand



satekhasenayan



2.033  
Posts

29,5K  
Followers

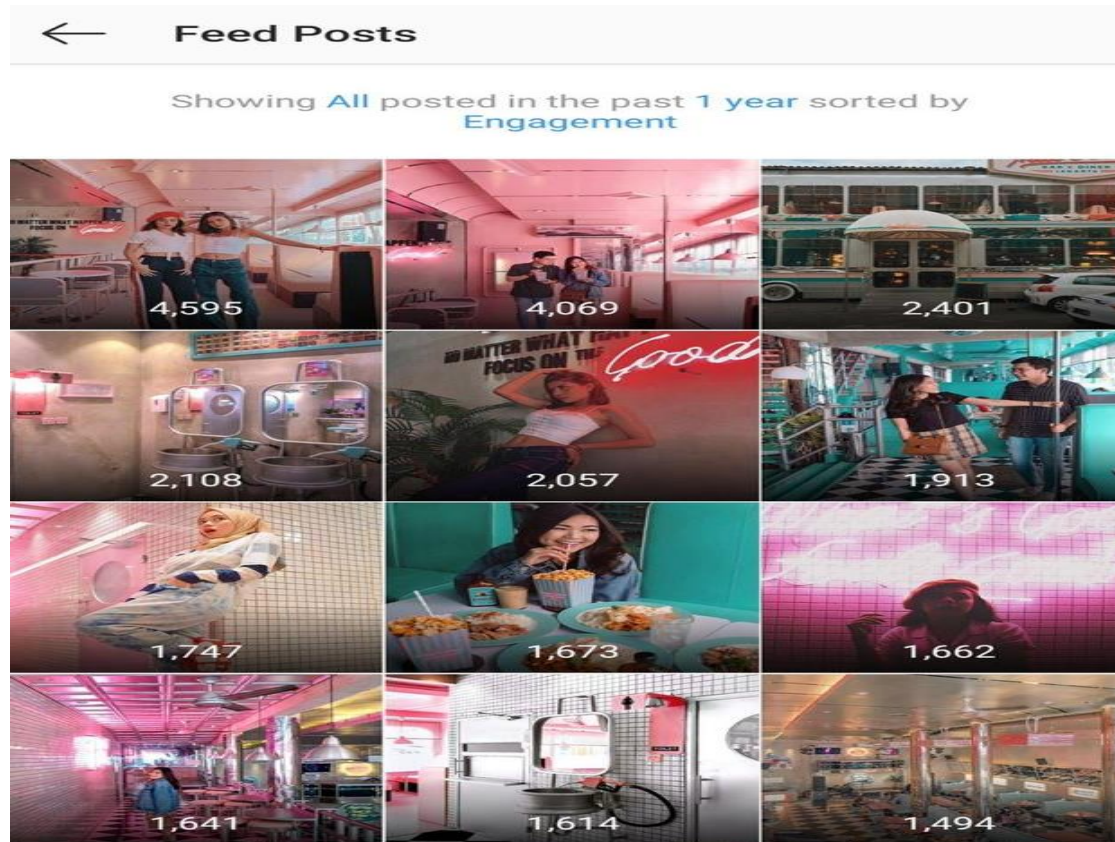
186  
Following

**Sate Khas Senayan**  
Indonesian Restaurant  
Member of @sarirasa.group  
A Savory Cuisine of Timeless Tradition  
[www.satekhasenayan.com](http://www.satekhasenayan.com)

# Another brand

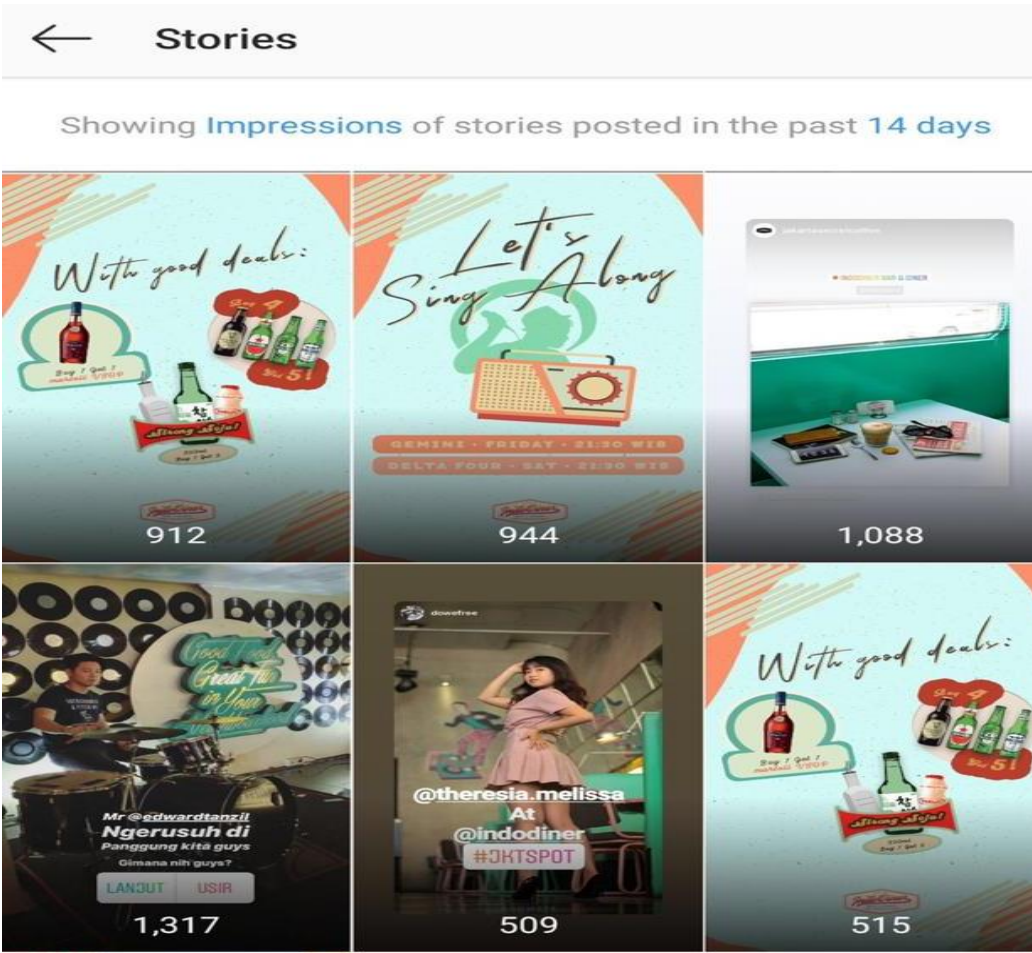


# *feed* dilihat sebanyak 4.595 kali oleh pengguna instagram





# next



# Penurunan pada *profile visits* dan *emails* yang di klik oleh para pengguna instagram

## Interactions ⓘ

3,339

Actions taken on your account from  
Aug 31 - Sep 06



## Profile Visits

3,280

-630 vs. Aug 24 - Aug 30

## Website Clicks

23

+0 vs. Aug 24 - Aug 30

## Emails

4

-5 vs. Aug 24 - Aug 30

## Data *Discovery* Pemasaran Media Sosial Indodiner

### Discovery ⓘ

**34,673**

Accounts reached from  
Aug 31 - Sep 06



### Reach

-12,264 vs. Aug 24 - Aug 30

**34,673**

### Impressions

-3,659 vs. Aug 24 - Aug 30

**78,848**

# EDITED PLATFORMS

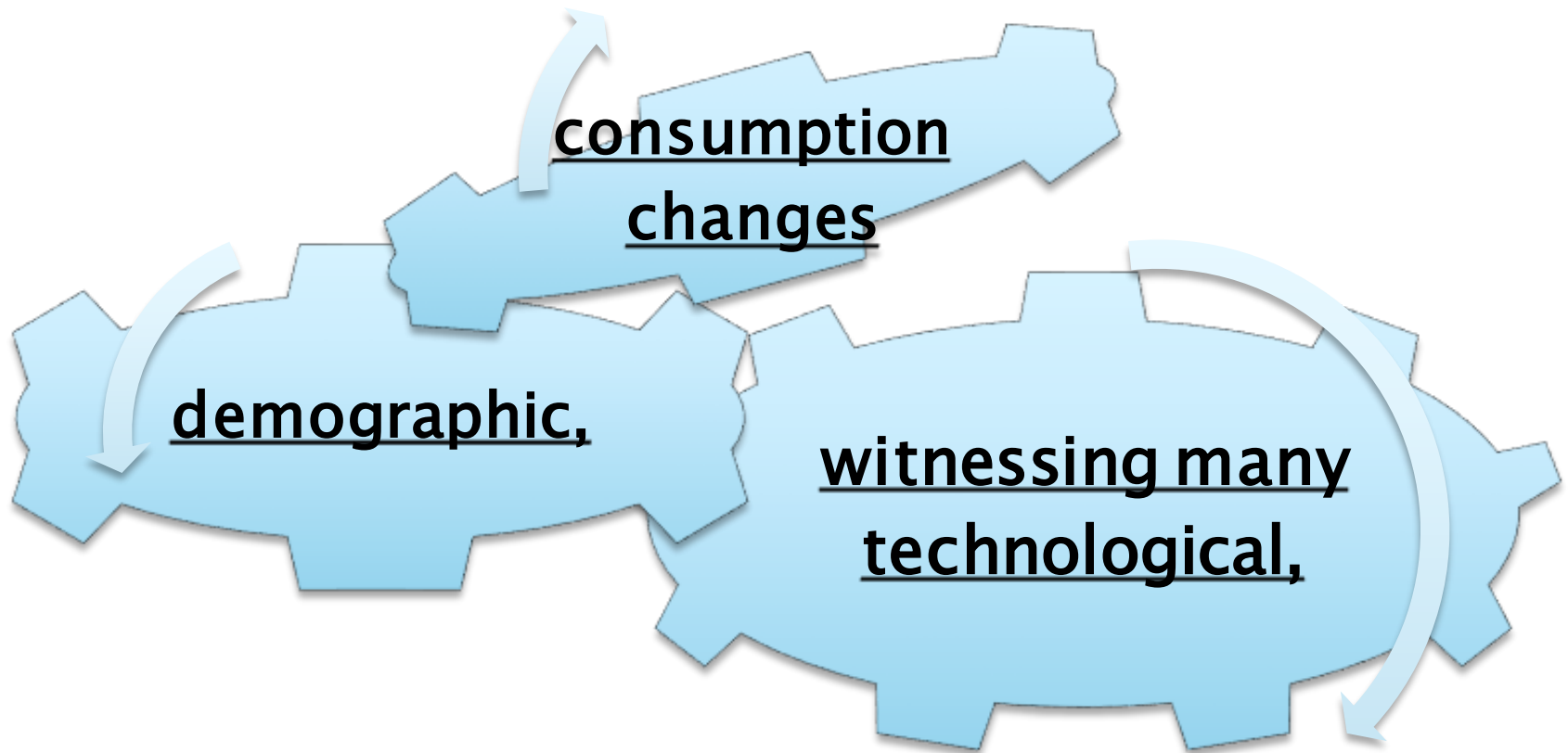
## PLATFORMS

as a  
consumer  
aware,

but company  
driven,

product  
development  
model

# MODERN WORLD



# PARADIGM IN MARKETING THOUGHT

## GENERAL THEORY

## GRAND THEORY

## MIDDLE RANGE THEORY

MARKETING  
SCIENCE VALUE  
CREATION &  
VALUE DELIVERY

RESOURCE  
DRIVING  
PARADIGM: R-  
A THEORY OF  
COMPETITIONS

Resources base  
theory

MRT

SERVICE DOMAIN  
PARADIGM: SERVICE  
DOMINANT LOGIC

CULTURAL INTERACTION  
PARADIGM: GRAND  
THEORY CONSUMER  
CULTURE THEORY

Net work theory  
Net work capital  
Hedonic value theory



# MARKETING IS (HULT, 2011)

## COMPOSED OF THREE PRIMARY CUSTOMER VALUE-CREATING PROCESS

**1. PRODUCT DEVELOPMENT MANAGEMENT:** creating solutions the customers wants.

**2. SUPPLY CHAIN MANAGEMENT:** acquiring physical and information then transforming them into customer solutions' input a

**3. CUSTOMER RELATIONSHIP MANAGEMENT:** identifying customers, creating customer knowledge, building customer relationships, and shaping customer perceptions

# UPPER ECHELONS THEORY (Hambrick, 2005)

- Integrates literatures from various fields on characteristics of top managers as managerial background characteristics
- Organization outcomes, strategic choice & performance level

**ORIGINAL  
SCOPE**

## **MARKETING SCOPE**

- Centers on the characteristics of top marketing managers, choice to structuring marketing organizations & developing Marketing strategy, the market performance choice and Related Decisions.
- The key of Premise: major Marketing outcome are largely a Function of decisions making of Top Marketing executives of the Marketing Organizations.

# The marketing insights

## Market exchange

- Marketing strategy issues
- Practice
- Higher degrees of creativity
- Proactive with marketing efforts.
- Responsive in the market place.
- Targeting explicit customer needs and Latent customers.

## Internal organization

- Decisions about marketing organization properties
- Managerial backgrounds of the top marketing managers.
- Job Integrations with others.

# Knowledge Based View of the Firm THEORY (Grant, 2002)

## ORIGINAL SCOPE

- The emerging knowledge-based view of the firm is not a theory of the firm in any formal sense.
- The characteristics of knowledge & the knowledge requirements of production.
- Integrating knowledge.

## MARKETING SCOPE

- Characteristics of market and marketing knowledge.
- The knowledge requirement of developing and implementing marketing strategy.
- The marketing Organization is conceptualized as an Institutions for Integrating Market and Marketing Knowledge.

# MARKETING INSIGHTS: MARKETING PROFESSIONALS SPECIALIZING IN KNOWLEDGE

THE VALUE

PRODUCTION GAINS

KNOWLEDGE  
ACQUISITIONS &  
ORGANIZATIONAL  
MEMORY STORAGE

DEVELOPMENT OF  
MARKETING STRATEGY &  
ACCOMPANYING PRODUCT  
AND SERVICE  
ASSORTMENT/ BERAGAM-  
REQUIRED

WIDE RANGE OF  
SPECIALISTED  
MARKET &  
MARKETING  
KNOWLEDGE

# PERTEMUAN MATERI 02





# Modul 02

## WEEK 2<sup>nd</sup>

- Lingkup Marketing Science
- The definition Manajemen Marketing

# Lingkup 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.

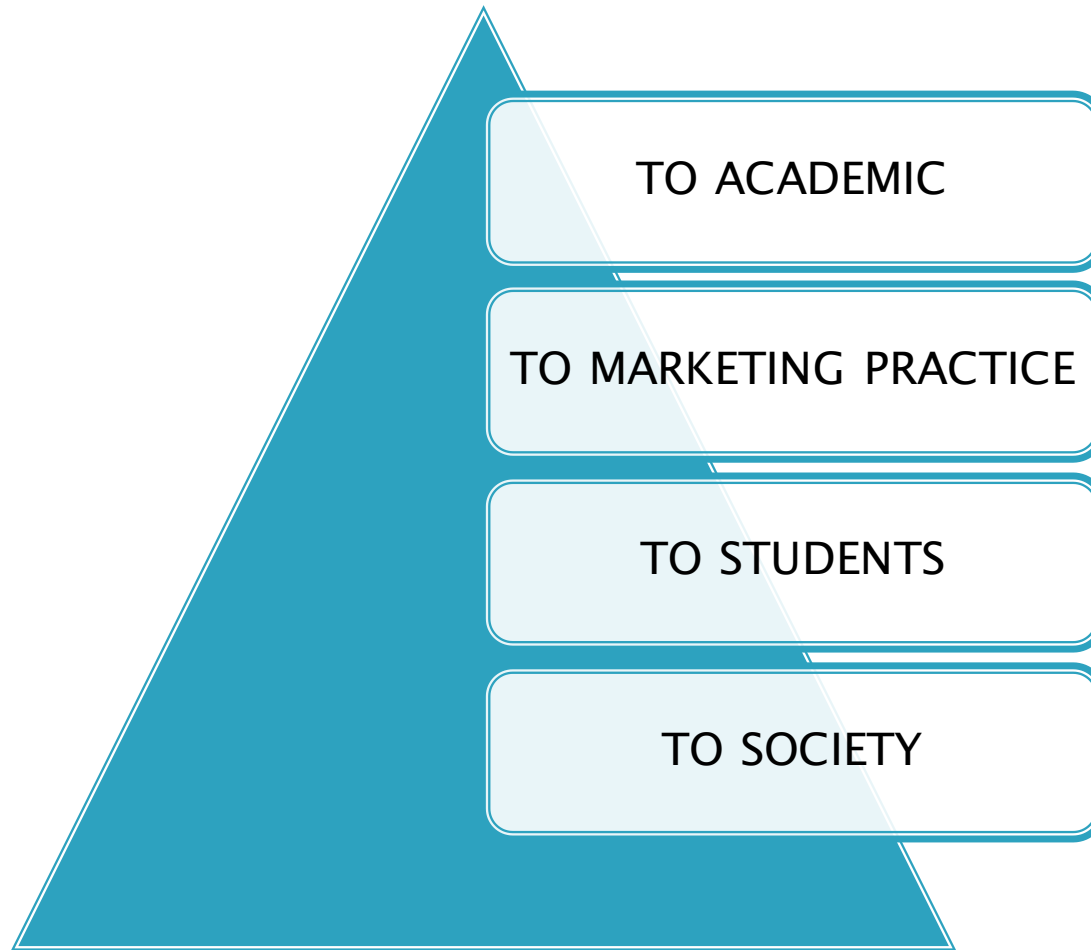
# Develop theoretical structure (Ferrell, Brown and Lamb(1979), Hunt and Bush (1982); lamb and dunne (1980))

Describe and explain marketing phenomena

Predict marketing phenomena

Precisely/ lingkup tepatnya the province of marketing science

# MARKETING



# 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.

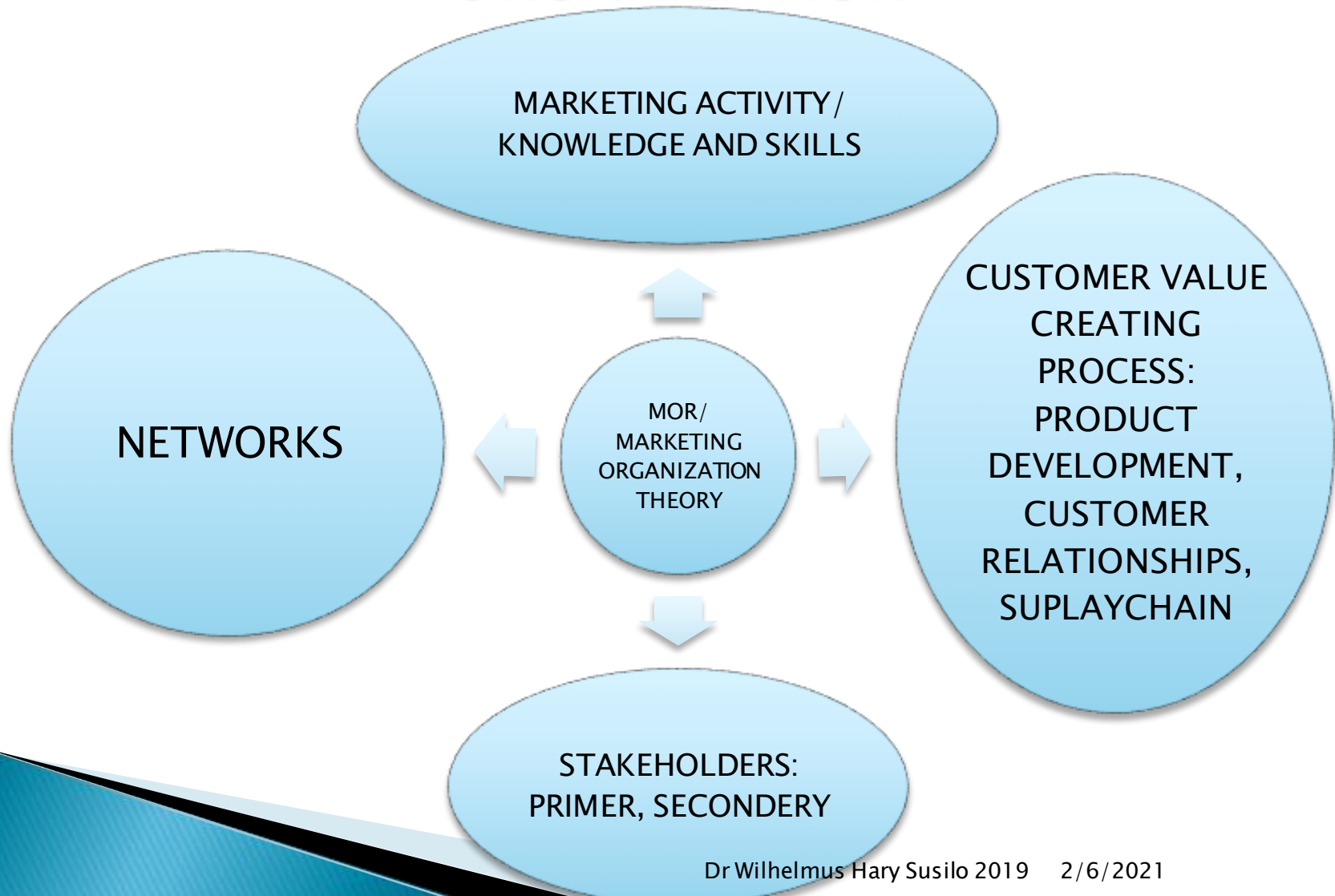
To the academy, for upholding/ menegakan its mission of retailing , warehousing, and producing knowledge, its contract with society of objective knowledge for academic freedom and its core values, reason, evidence, openness, and civility.

THE BOUNDARY– SPANNING

▶ THEORY OF THE  
BOUNDARY–  
SPANNING ROLES AS  
A PARTICULAR  
EMPHASIS



# A DEPICTION OF THE INTEGRATED ELEMENTS OF THE BOUNDARY-SPANNING MARKETING ORGANIZATION



# TOWARD A THEORY OF THE BOUNDARY– SPANNING MARKETING ORGANIZATION

(Hult, 2011)

## The Stresses

AKTIVITAS  
PEMASARAN  
(PENGETAHUAN  
DAN SKILLS)

PROSES KREASI  
NILAI  
KONSUMEN

JARINGAN DAN  
PEMANGKU  
KEPENTINGAN

# THEMATIC MARKETING INSIGHTS WITHIN FOUR AREA

STRATEGIC  
MARKETING  
RESOURCES

MARKETING  
LEADERSHIP

DECISION MAKING

NETWORK ALLIANCES  
AND COLLABORATION  
AND GLOBAL  
MARKETPLACE

# 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.

# 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

# 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.



# AN 1<sup>ST</sup> INTEGRATION FROM THE RESEARCH

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

# 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*

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**International Journal of  
Recent Scientific  
Research**

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**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

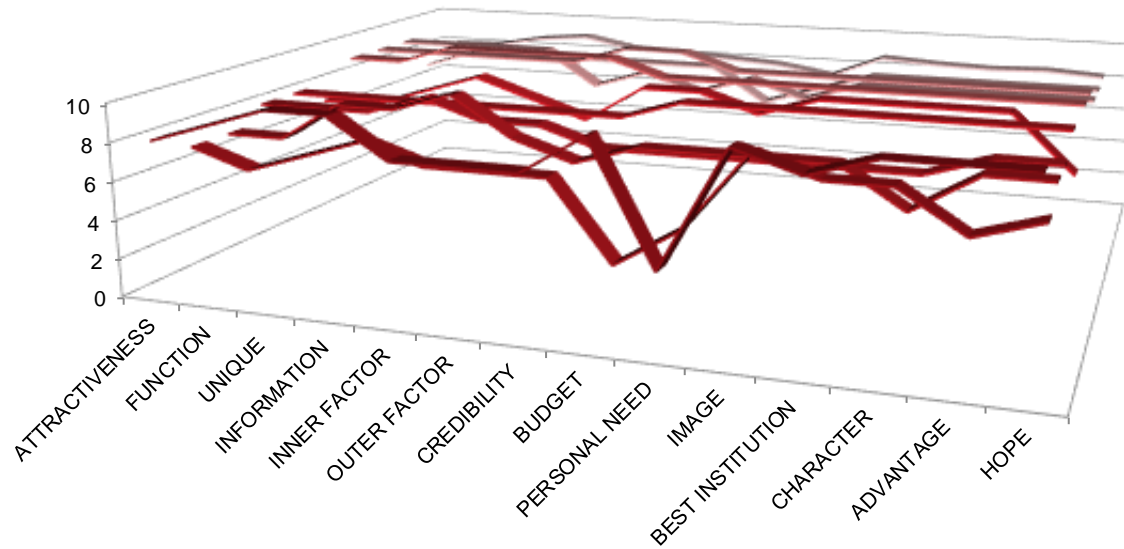
**DOI: <http://dx.doi.org/10.24327/ijrsr.2019.1004.3394>**

# 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.
- ▶ **Keywords** Message Focus Advertising, Motivation, and Purchasing Targeted Consumers
- ▶ **Paper type** Research paper

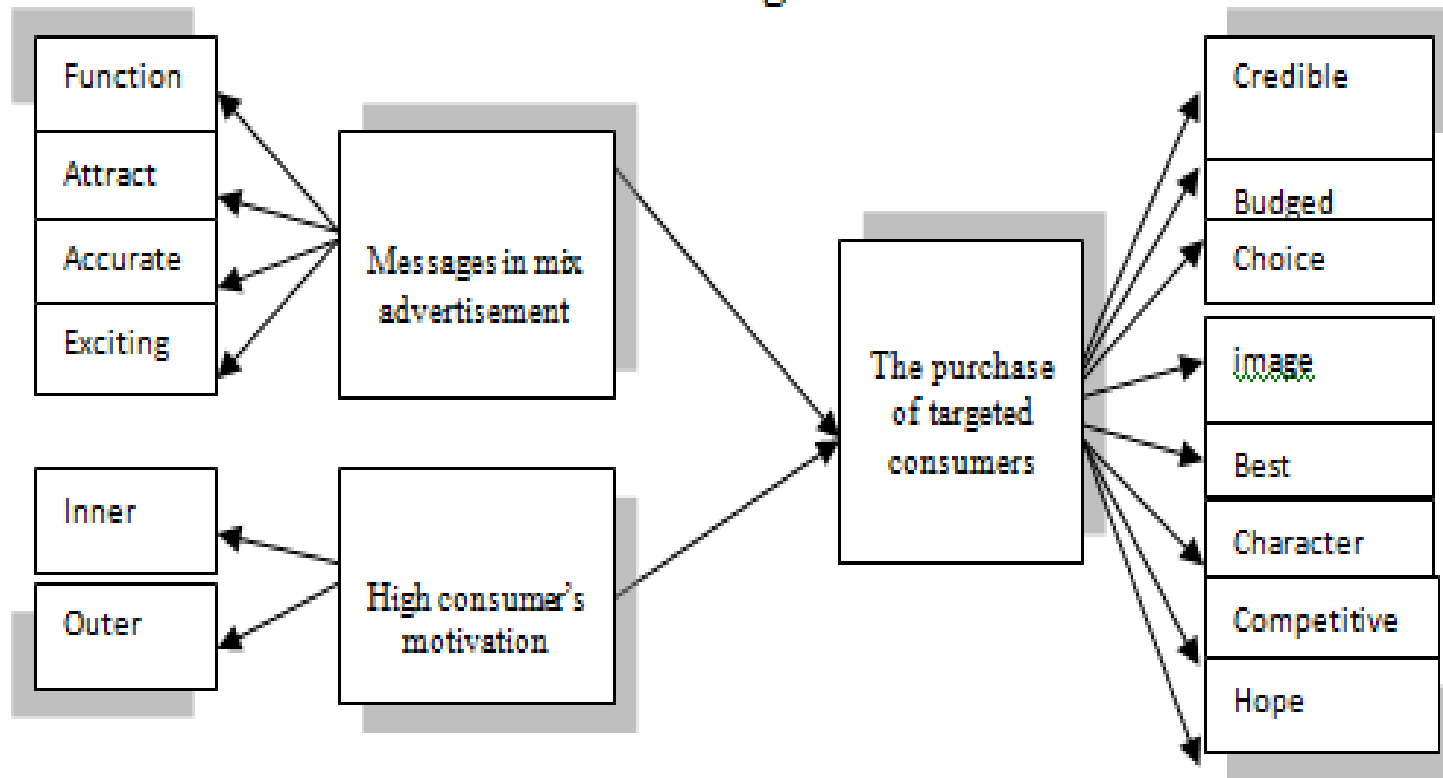
# INTRODUCTIONS

- ▶ **Figure 1. The polygons lines of the dimensions of message advertisement, human motivation and the purchasing of targeted consumers in higher education at Jakarta**



# 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.**



# HYPHOTESIS

- ▶  $H_{a_1}$ : Messages in mix advertisement is positively influenced to the purchase of targeted consumers.
- ▶  $H_{a_2}$ : High consumer's motivation is positively influenced to the purchase of targeted consumers.

# 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  $t_{\text{value}} 3.75$  and  $4.40 > 2.00$ . The motivation leads to purchasing better than advertisement with  $\text{gamma}_{\text{value}} .45$ .

- ▶ 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).



# Conclusions

- ▶ 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.

# PERTEMUAN MATERI 03



# MODUL 03

## WEEK 03nd

- The Grand Theory of Marketing
- The role of theory

# I. GRAND TEORI MANAJEMEN MARKETING

**Grand Theory: teori dasar dengan memiliki cakupan pengakuan yang luas, serta ada pengakuan.**

**Resources–  
Advantage of  
Competition Theory  
( Shelby D Hunt)**

**Service Dominant  
Logic Theory: value  
offering, value  
articulation,  
epistemic value  
(Vargo and Lusch,  
2008, and Akaka,  
2009, Evans, 2015)**

**Consumer Culture  
Theory, Relationship  
Marketing (Maxim,  
2009), Social  
Exchange Theory  
(Guo et al, 2017)**

# GRAND THEORY 01

## ▶ RESOURCE- ADVANTAGE (R-A) GRAND MARKETING THEORY

# RESOURCE-ADVANTAGE THEORY

By Hunt and Morgan, 1995, 2000

ORIGINAL SCOPE R-A THEORY	MARKETING SCOPE	MARKETING INSIGHTS
R-A THEORY, the comparative advantage theory of competition, a general theory of competitions: suggests that the basis for a sustainable competitive advantage resides in an organization's resources and in how in structures, bundles and leverages those resources	Was developed in a marketing context. Giving its marketing foundation, the R_A Theory envisions the marketing organization as a bundle of marketing resources that it rooted in disequilibrium- seeking process embed-ded in market place of less than <u>perfect competition</u> .	Strategic marketing practice and operations can provide a competitive advantage for all marketing organizations in marketplace. R-A THEORY' stresses that marketing productivity and economic growth are furthered through both of efficient allocation of scarce tangible marketing resources and the creation of new intangible and tangible marketing resources.



# R-A GRAND MARKETING THEORY - (the back ground)

## BACK GROUND ON RESOURCES- ADVANTAGE THEORY (Hunt, 2011, pp73)

REVIEWING in strategic  
managemen,  
concerning: resources-  
based strategy.

Misguided pada  
indudtrial startegy  
development.

Heterogeneous demand  
theory

Should be able to  
explain the reason of  
exsistence of firm and  
what limit of size and  
scopes

Evolutionary Process  
Theory of competition



# THE PREMISES

## THE FOUNDATION 9 PREMISES OF R-A THEORY

1. Demand is heterogeneous across industries, within industries and dynamic

2. Consumer information is imperfect/tidak sempurna and costly

3. Human motivation is constrained self-interest seeking.

4. The firm's objective is superior financial performance

5. The Firm's informations is imperfect/tidak sempurna and costly

# NEXT THE PREMISES

## PREMISES OF R-A THEORY

6. The Firm's resources are financial, physical, legal, human, organizational, informational and relational.

7. Resources characteristic are heterogeneous and imperfectly mobile.

8. The role of management is to recognize, understand, create, select, implement and modify strategies.

9. Competitive dynamics are disequilibrium-provoking, with innovation endogenous.

# THE STRESSES

## R-A THEORY STRESSES THE IMPORTANT OF

1. MARKET SEGMENTS

2. HETEROGENEOUS FIRM  
RESOURCES

3. COMPARE  
ADVANTAGE/  
DISADVANTAGE IN  
RESOURCES

4. MARKETPLACE  
POSITIONS OF  
COMPETITIVE  
ADVANTAGE/  
DISADVANTAGE

# MARKET SEGMENT

- ▶ Defined as intra industry groups of consumers who tasted and preferences with regard to industry's output are relative homogeneous.

# RESOURCES

- ▶ Defined as tangible and intangible entities available to the firm that enable it to produce efficiently and or effectively market offering that has value for some market segments.

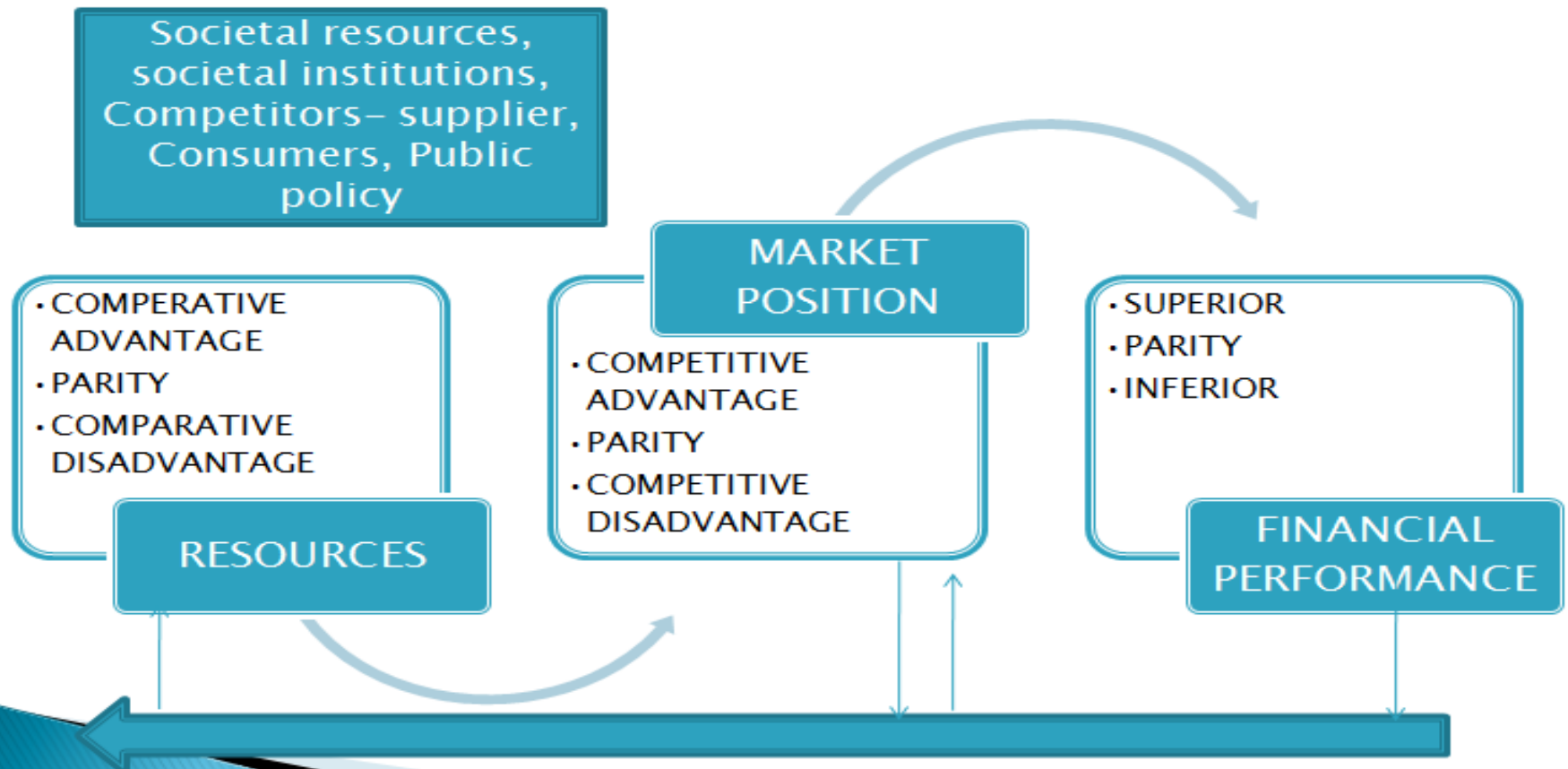
# FIG. THE R-A THEORY OF COMPETITIONS

## INTEGRATING BUSINESS AND MARKETING STRATEGY



# The Scematic

## A schematic of the resource-advantage Theory of Competitions





# The structure and Foundations

## THE STRUCTURE AND FOUNDATIONS OF R-A THEORY

A schematic of the resource– advantage Theory of Competitions: competition is disequilibrating, on going process that consists of the constant struggle among firm for acomperative advantage in resources that will yield a marketplace position of competitive advantage and thereby/ dengan demikian superior financial performance. Firms learn throught competition as a result of feedback from relative financial performance signaling relative market posision, which is turn signals relative resources.



# The Catagory

## RESOURCES CAN BE CATAGORIZED

1. FINANCIAL: CASH RESOURCES, ACCES TO FINANCIAL MARKET

2. PHYSICAL: PLANT, EQUIPMENT

3. LEGAL: TRADEMARKS, LICENCES

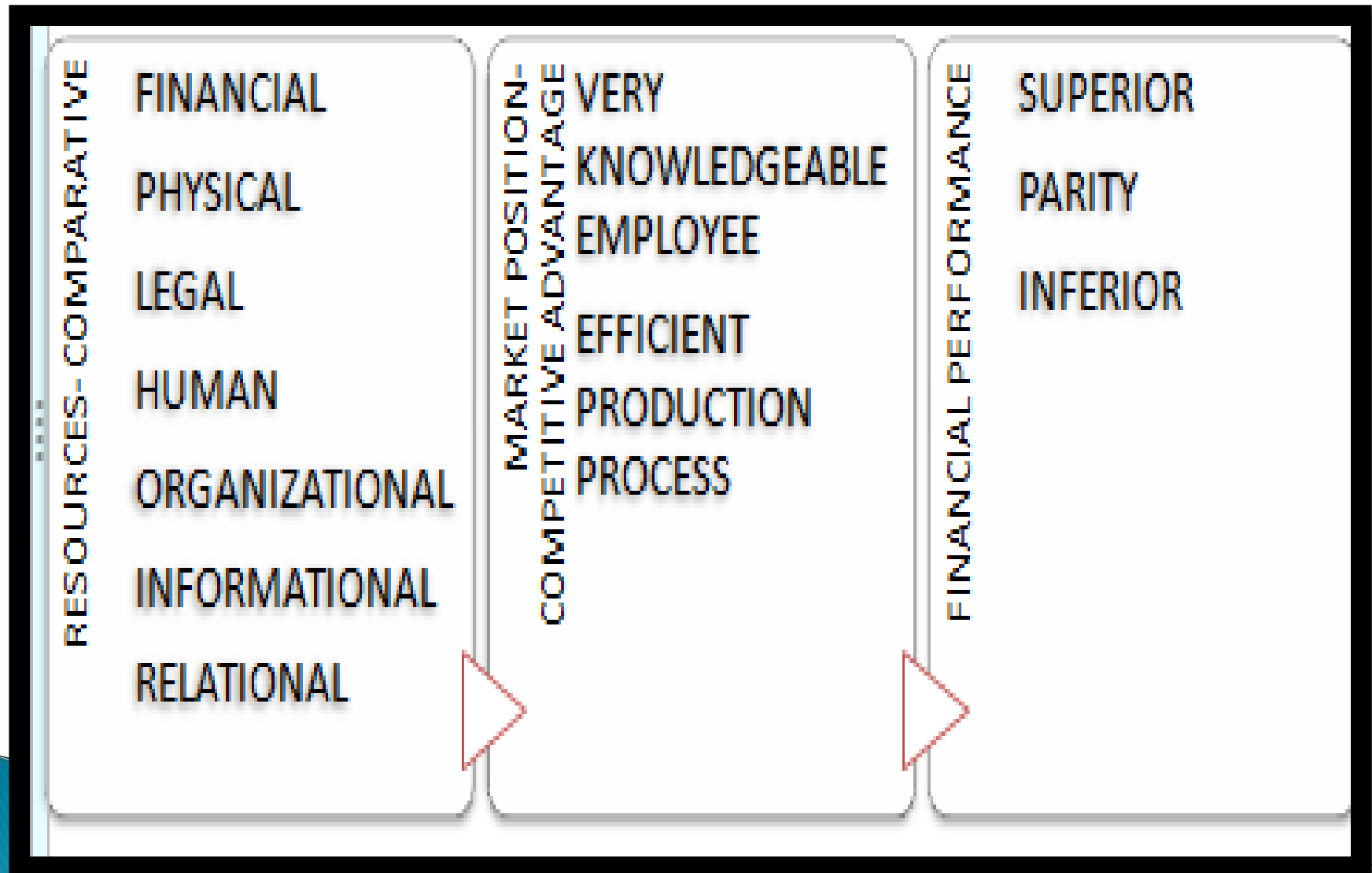
3. HUMAN: SKILL AND KNOWLEDGE OF INDIVIDUALS EMPLOYEE

4. ORGANIZATIONAL: COMPETENCES, CONTROLS, POLICY, CULTURE

5. INFORMATIONAL: KNODLEDGE FROM CONSUMERS AND COMPETITIVE INTELLEAGENT

6. RELATIONAL: RELATIONSHIPS WITH SUPPLIERS AND CUSTOMERS

# A Schematic of R-A Theory of Competition



# THE SUCCESS

## FIVE FACTORS SUBSTANTIALLY EXPLAIN R-A THEORY'S SUCCESS

1. ADDRESSES IMPORTANT ISSUES IN BOTH MACROMARKETING AND MICROMARKETING

2. EXHIBITS HIGH EXPLANATORY AND PREDICTIVE POWER

3. RESPECT OTHER DISCIPLINE' LITERATURES

4. HAS BEEN PUBLISHED IN NON MARKETING JOURNALS

5. HAS NORMATIVE IMPLICATIONS FOR MARKETING

# PERTEMUAN MATERI 04



# Modul 04

**Week  
04<sup>th</sup>**

- 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 macromarketing, study marketing within the context of the entire economic system, with special emphasis on its aggregate performance.



# MARKETING

## ▶ MACRO– MICROMARKETING

# MACRO-MICROMARKETING

**Moyer  
(1972)**

- Macromarketing 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 macromarketing.

# NEXT

- ▶ Spratlen(1975), macromarketing 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)

Macromarketing 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.

Macromarketing 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)

- ▶ Macromarketing is the study of intranationals 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)

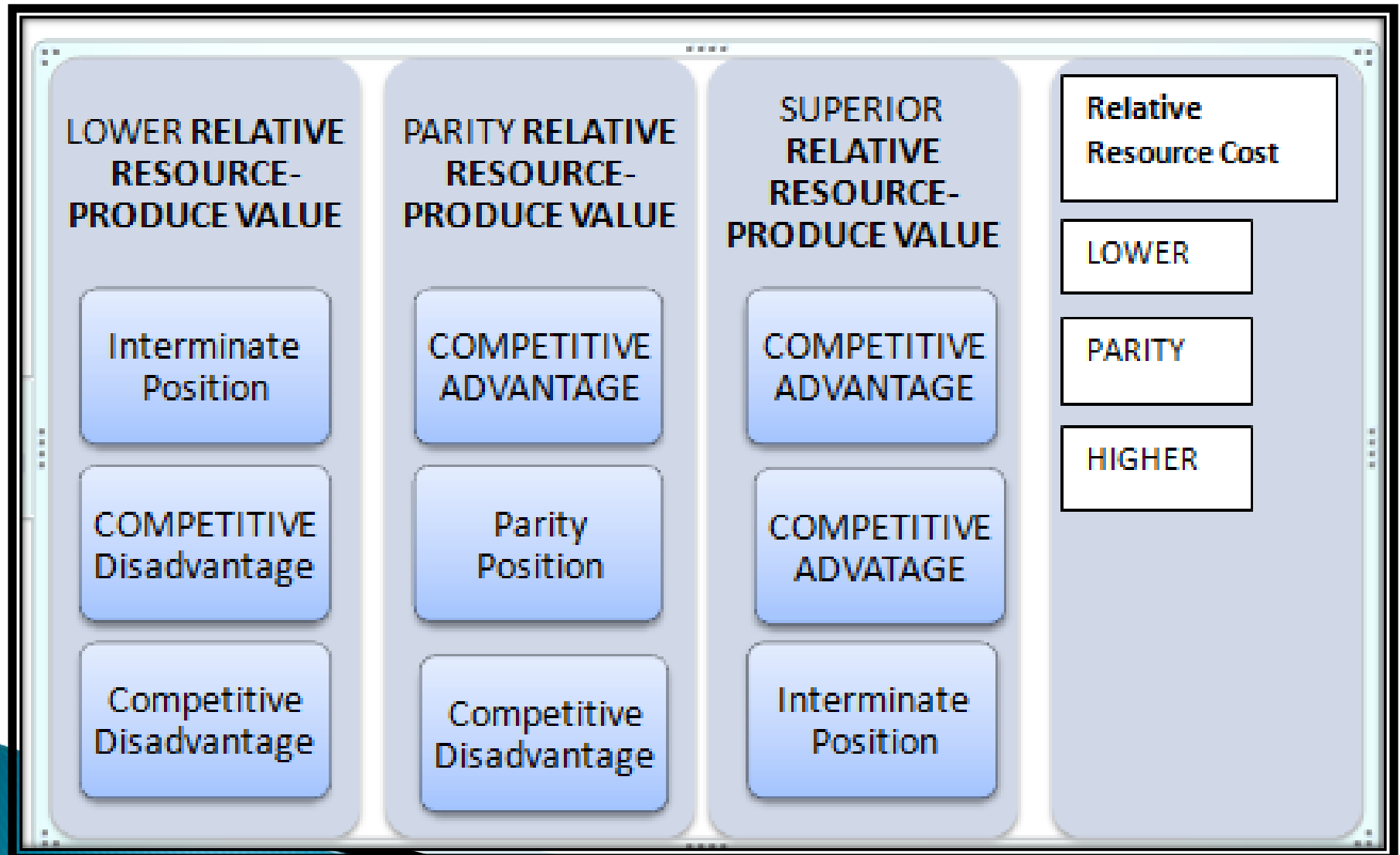
## **MACROMARKETING**

- ▶ 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



# INTEGRASI RISET DALAM MK PEMASARAN MANAJEMEN

## JUDUL PENELITIAN MANDIRI: AN ATTEMPT TO THE MARKET POSITIONS: INSIGHT THE PRIVATE HIGHER EDUCATION IN JAKARTA

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# 2<sup>nd</sup> INTEGRATIONS



ISSN: 0976-3031

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

CODEN: IJRSFP (USA)

*International Journal of Recent Scientific Research*  
Vol. 10, Issue, 07(H), pp. 33827-33838, July, 2019

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**International Journal of  
Recent Scientific  
Research**

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DOI: 10.24327/IJRSR

## Research Article

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

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DOI: <http://dx.doi.org/10.24327/ijrsr.2019.1007.3762>

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ARTICLE INFO

ABSTRACT

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# ABSTRACT

- ▶ **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  $p_{\text{value}}$  .00, the *Root Mean Square Error Approximation*  $\text{value}$  was .11 > .04 and *Chi-square/degree of freedom*  $\text{value}$  =  $816.67/394 = 2.07 < 5$ . The hypotheses results founded were confirmed with  $t_{\text{value}}$  6.69, 3.30 and 5.21 (best organizational, great trust influenced to market position and great trust leads to repurchase intentions) that among  $t_{\text{value}}$  were more than 2. Future more, the result research that unconfirmed with  $t_{\text{value}}$  1.18 and -1.32 (well informational and development of relational institutions and customers no affected to market position)

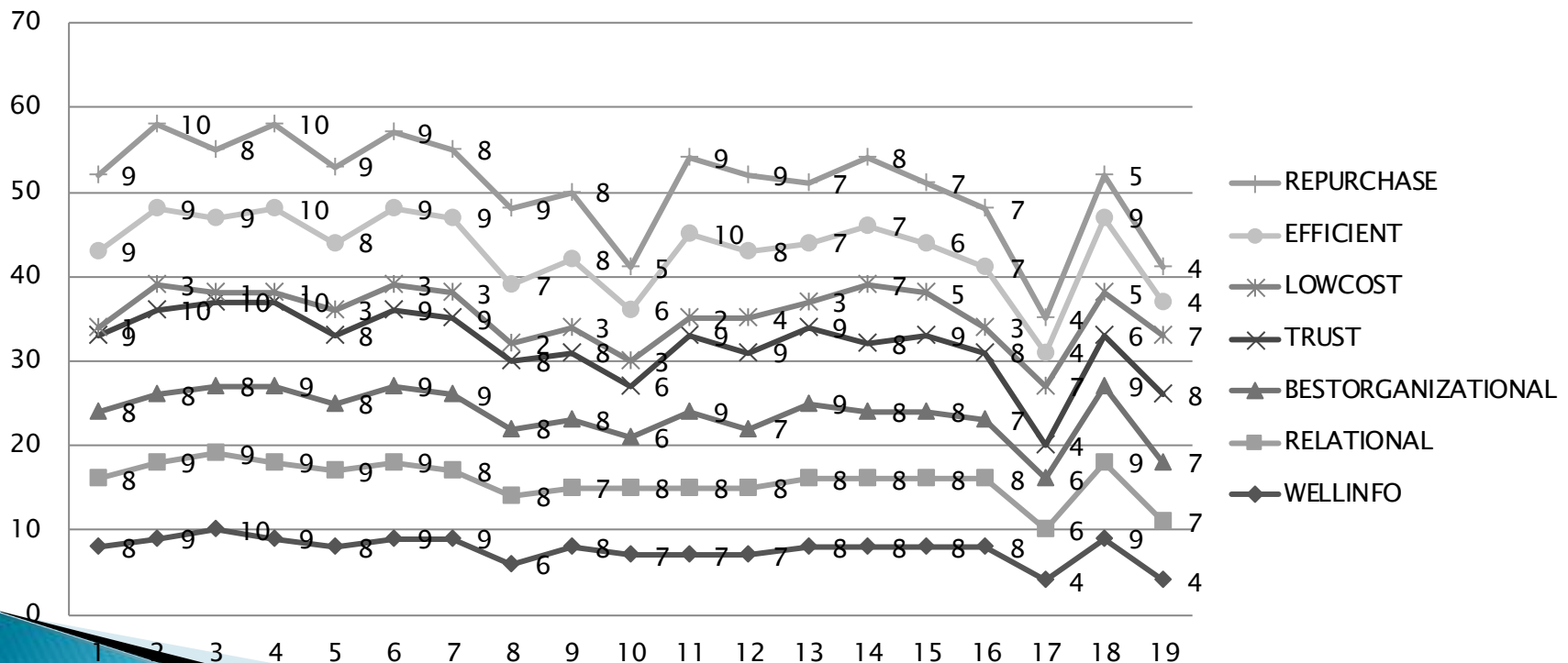


# NEXT

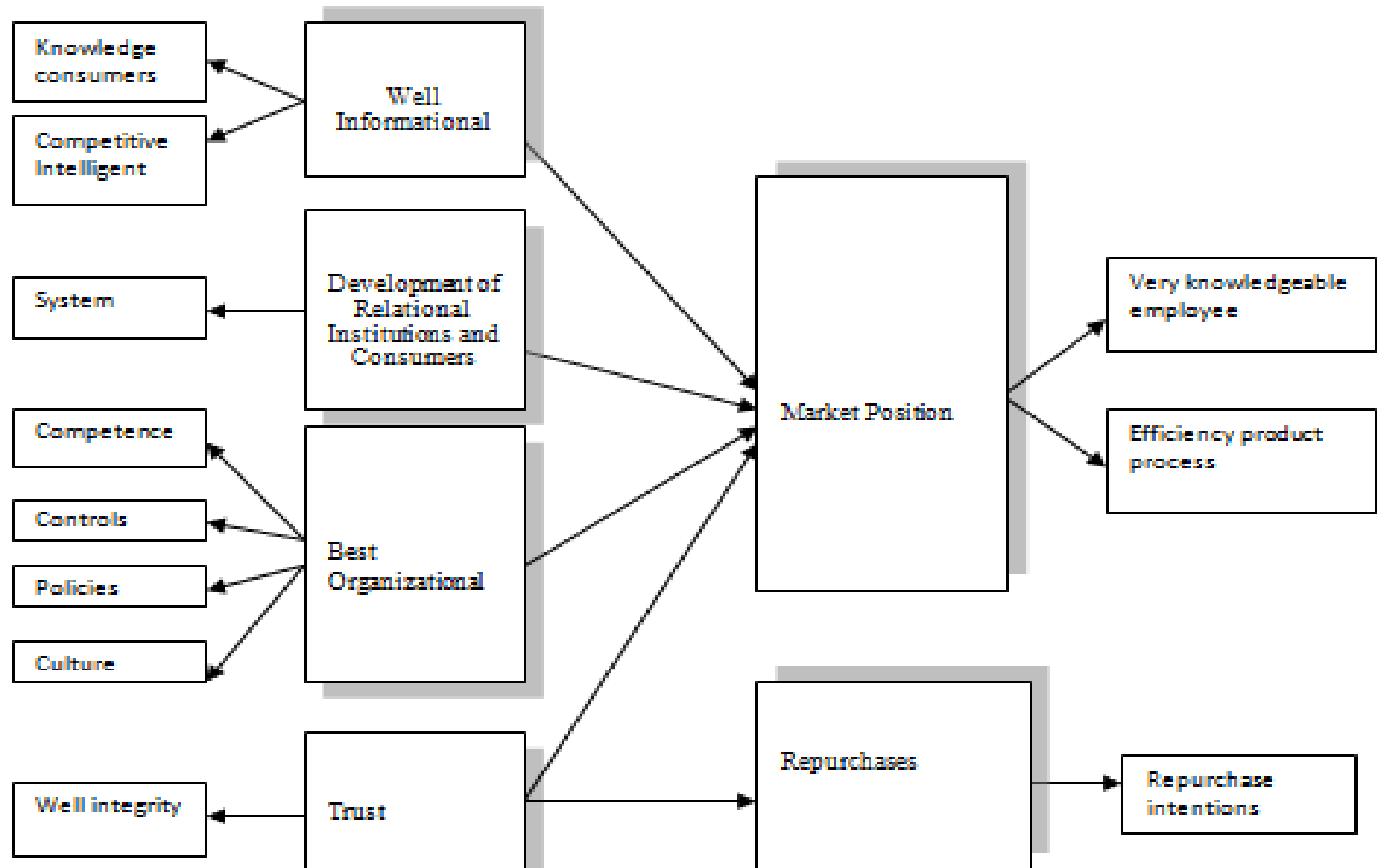
- ▶ **Research limitations/implications** – The limitations of the data get from one institution for only bachelors and master degree, that can not to be generalize. This research was provided insight on the role of perfect consumer informational, best organizational, the relational and building great 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

- ▶  $Ha_1$ : Perfect consumer informational has positively confirmed to the market position.
- ▶  $Ha_2$ : Development of Relational Institutions and Consumers has positively confirmed to the market position.
- ▶  $Ha_3$ : Best organizational has positively confirmed to the market position.
- ▶  $Ha_4$ : Trust has positively confirmed to the market position.
- ▶  $Ha_5$ : 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

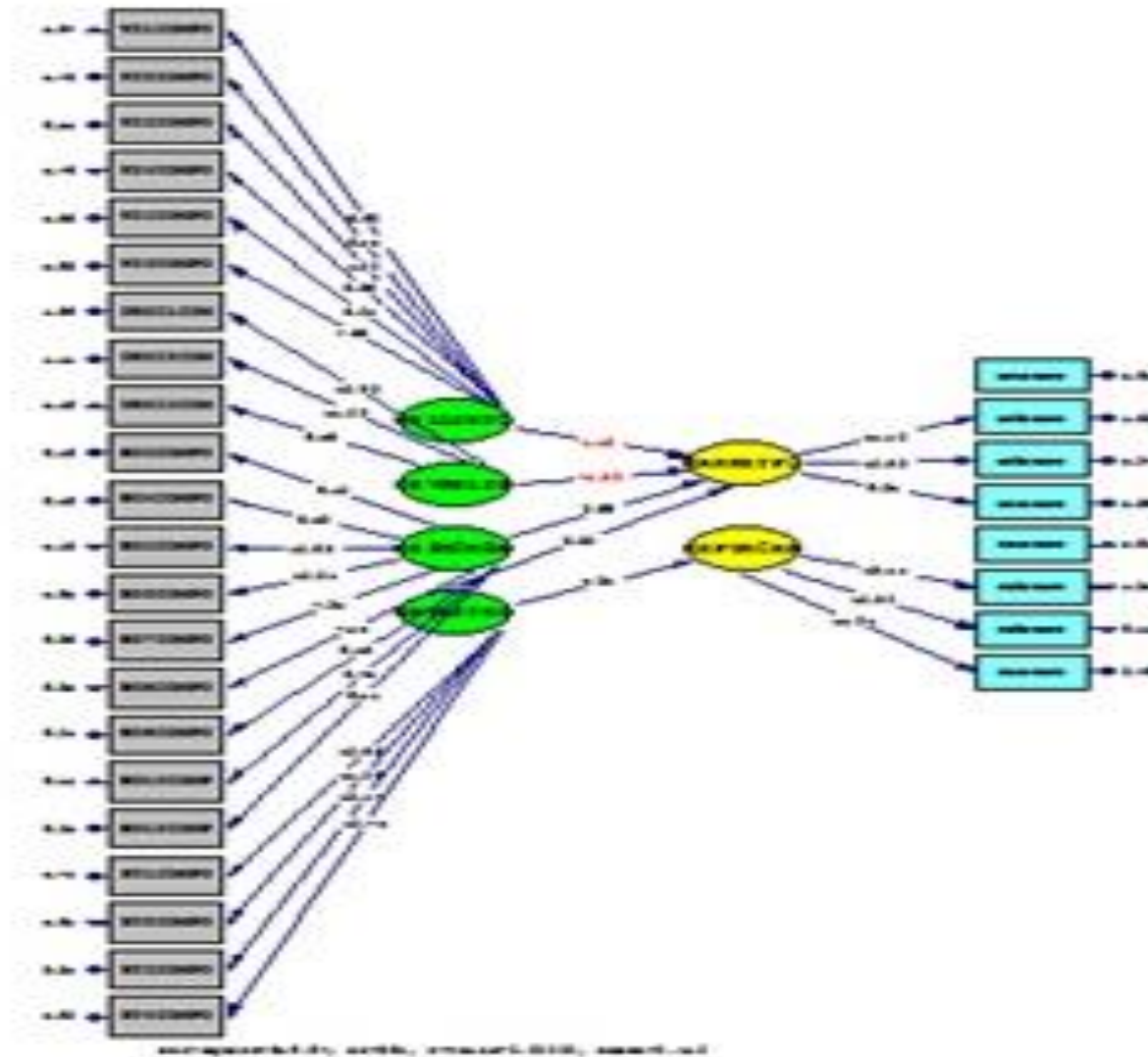
- ▶ The reflective measurement theory was based on the concept of the variables as that the latent constructs because that the measured variables and that an error outcome (Hair et al., 2010). Our research were conducted by latent construct that were pertains; 1). The perfect consumer informational (e.g., 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 <sub>1</sub> : Perfect consumer informational has positively confirmed to the market position.	.29	1.18 < 2	Not confirmed
Ha <sub>2</sub> : Development of Relational Institutions and Consumers has positively confirmed to the market position.	-.31	-1.32 < 2	Not confirmed
Ha <sub>3</sub> : Best organizational has positively confirmed to the market position.	.45	2.69 > 2	Confirmed
Ha <sub>4</sub> : Trust has positively confirmed to the market position.	.53	3.30 > 2	Confirmed
Ha <sub>5</sub> : 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.



# PERTEMUAN MATERI 05



# Modul 05

**week  
05<sup>th</sup>**

- The Midle Range Theory
- The role of MRT

# LITERATURE RIVIEW

## ▶ Midle Range Theory 01

## II. Midle Range Theory

Midle Range Theory: teori yang lebih membumi dan merupakan pendukung dari teori dasar/ Grand Theory

Resources  
base Theory  
(Barney)

Net Work  
Theory/ teori  
jejaring,  
network  
capital

Hedonic value  
theory

# The foundations of relationship marketing theory

The explanatory foundations of relationship marketing theory

Hunt, Shelby D Author Information ; Arnett, Dennis B Author Information ; Madhavaram, Sreedhar Author Information . The Journal of Business & Industrial Marketing, suppl. Relationship theory and business markets 21.2 (2006): 72.

# MIDLE RANGE THEORI MARKETING

- ▶ In summary, relationship marketing theory maintains that consumers enter into relational exchanges with firms when they believe that the benefits derived from such relational exchanges exceed/melampaui nilai the costs. The benefits include:

# Relationship marketing theory maintains

## maintains that consumers

enter into  
relational  
exchanges

with firms

believe that the  
benefits  
derived / BERASAL



# The Benefits

1. the belief that a particular partner can be trusted to reliably, competently, and non-opportunisticly provide quality market offerings;
2. the partnering firm shares values with the consumer;

next

- 3. the customer experiences decreases in search costs;**
- 4. the customer perceives that the risk associated with the market offering is lessened;**

next

5. the exchange is consistent with **moral obligation**; and
6. the exchange allows for customization that results in better satisfying the customer's needs, wants, tastes, and preferences.
7. the partnering firm shares values with the consumer;

Research in the area of relationship marketing has identified a minimum of eight types of factors that influence RM-based strategy success:

- ▶ Relational factors.
- ▶ Resource factors.
- ▶ Competence factors.
- ▶ Internal marketing factors.
- ▶ Information technology factors.
- ▶ Market offering factors.
- ▶ Historical factors.
- ▶ Public policy factors.

# eight types of factors that influence RM-based strategy success



# MIDLE RANGE THEORY 02

## **NETWORK THEORY**

**(Granovetter, Thorelli, 1986,  
Hakansson, 1989)**

# ORIGINAL SCOPE

## NET WORK THEORY

1. as applied to organizations involves creation of a blend of strong and weak ties between nodes that match the firm's needs

2. IN ORDER TO MAXIMIZE THE FIRM'S PERFORMANCE.

3. DESCRIBES, EXPLAINS AND PREDICTS RELATIONS AMONG LINKED ENTITIES.



# Marketing scope

## Network Theory views

1. The marketing relationships as consisting: actors, resources ties/relations & activity link.

2. Actors control the resources, the activities, link resources each other, combine, develop, exchange, create resources

3. Resources in the network context, input goods, financial capital, technology, personnel and marketing

# MARKETING INSIGHT

## Network Theory

1. THE PREMISE: STRONG AND WEAK TIES ARE OFTEN FORMED ACROSS MARKETING ORGANIZATIONS IN A NETWORK.

2. FIRM'S MARKETING NEEDS SHOULD BE CREATED PROACTIVELY IN ORDER TO MAXIMIZE PERFORMANCE WITHIN THE NETWORK.

3. ACTORS (e.g. MARKETING ORGANIZATIONS, MARKETING PROFESSIONALS), ACTIVITY LINKS (e.g. FORMING SUPPLY CHAINS INVOLVING MULTIPLE ACTORS), RESOURCES TIES (e.g., JOINT MARKET ORIENTATIONS EFFORT AMONG MARKETING ORGANIZATIONS), BIND THE NETWORK TOGETHER.

# PERTEMUAN MATERI 06

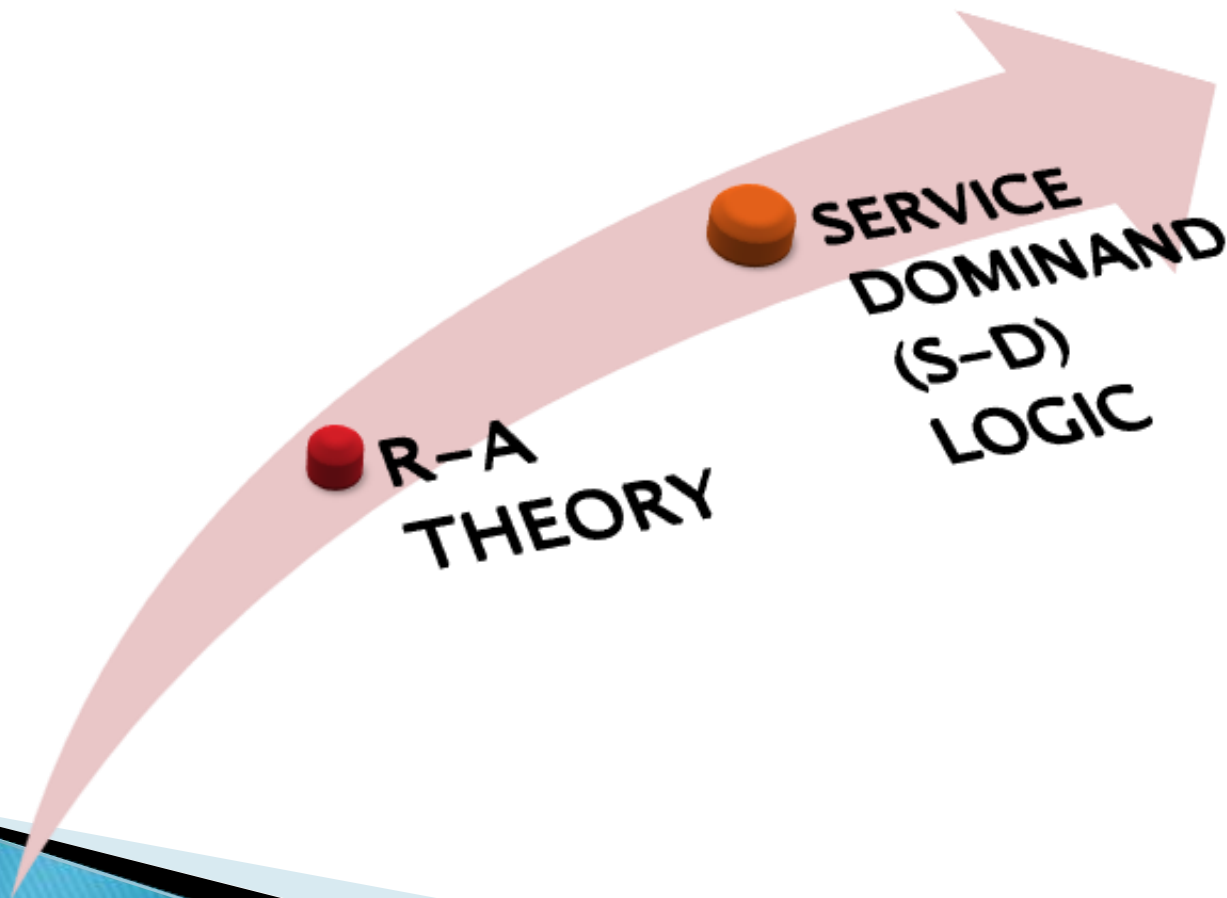


# Modul 06

## Week– 06

- The Grand Theory
- Service Dominand Logic

# MORE OF THE GRAND THEORY



# GRAND THEORY 02

## ▶ SERVICE DOMINAND (S-D) LOGIC

# THE PREMISE: 10 modified foundational premises (Vargo & Lusch, 2008)

1. Service is  
fundamental basis of  
exchange

2. Indirect exchange  
mask the  
fundamental basic of  
exchange

3. Goods are a  
distribution  
mechanism for  
service provision.

4. Operant resources  
are the fundamental  
source of competitive  
advantage

5. All economies are  
service economies

# Next the premises

6. The customers is always a co-creator of value

7. The enterprise cannot deliver value, but only offer value propositions.

8. A service centered view is inherently customer oriented and relational.

9. All social and economic actors are resources integrator.

10. Value is always uniquely and phenomenological by the beneficiary.



# S-D LOGIC

Vargo & Lusch, 2010

## S-D logic

- Has been positioned as a paradigm which theorizes the joint role of customers and organizations in a process of value co-creation

# Theory: SERVICE-DOMINANT LOGIC

## ORIGINAL SCOPE

Service dominant Logic, implies that the goal is to customize offering, to recognize that the consumer is always a coproducer, and to strive to maximize consumer involvement in the customization to better fit his or her needs. (Vargo and Lusch, 2004). In S-D Logic , service is defined is the application of specialist competences (operant resources– knowledge skill) through deeds, process and performance for the benefit of another entity or the entity itself (2008)

# Marketing scope Theory S-DL

## MARKETING SCOPE

Given its marketing foundation a service-centered view identifies operant marketing resources, especially higher-order, core marketing competences, as the key to obtaining competitive advantage for a marketing organization. (Vargo and Lusch, 2004)

# MARKETING INSIGHTS 01 S-DL

Provide a number of marketing theory implications of service and S-D Logic, as do the foundational premises.

Their point of knowledge being the fundamental source of competitive advantage has strong and direct implications for the theory of the marketing organization.

# MARKETING INSIGHTS 02 S-DL

- ▶ The use of knowledge as the basis for competitive advantage.
- ▶ Primary flow: information for consumer sebagai alat penyerta.  
(Vargo dan Lusch, 2004)

# MARKETING INSIGHTS 03 S-DL

- ▶ Untuk bergerak ke arah Service Dominand logic secara mendasar meningkatkan fokus pada cara kerja sumber daya dan secara spesifik pada manajemen prosesnya. (Vargo and Lusch, 2004).
- ▶ Proses pada manajemen overlap dengan proses marketing secara organisasi (Moorman dan Rust, 1999).
- ▶ Proses Bisnis fokus (Srivastava, 1999).

# G-D LOGIC → SERVICES-DOMINANT LOGIC

NO	THE TRANSITION FROM GOODS-DOMINANT LOGIC TO S-D LOGIC
1. Making something	Assisting customers in their own value-creation processes.
2. Value is something that is produced,	Value as something that is co-created
3. Customers as isolated entities	Customer is context of their own networks
4. Firm resources primarily as operand	Firm resources primarily as operand
5. Customer as targets	Customers as resources
6. Primacy of efficiency	Efficiency through effectiveness

# THE TRANSITIONING

FROM

- The purpose of firm activity to making something
- Value as something produced and sold

TO

- A process of assisting customers in their own value- creation processes
- Value as something co-created with the customer and other value-creation partners.



# The Transitioning

FROM

- Customer isolated from each other
- Primarily tangible resources

TO

- Networks between customers
- Primarily in-tangible resources

# The Transition

From

- Customers as marketing targets
- Efficiency of production is paramount

To

- Customers as resources in creating value
- Increased efficiency delivered through effectiveness in service delivery.

# PERTEMUAN MATERI 07



# Modul 07

## Week– 07

- The Role of Grand Theory
- The Context with the MRT

# PERAN Grand Theory

- ▶ The bridging role of middle range theory
- ▶ (Brodie, Saren and Pels, 2011)

# LARGELY THEORITICAL

## EXPLORING

- THE FOUNDATIONS
- FOR INTEGRATING  
GENERAL THEORY

## THEORY

- MARKETS
- MARKETING

# TOWARD A THEORY OF THE BOUNDARY-SPANNING MARKETING ORGANIZATION



THE MARKETING  
ORGANIZATION

THE COMPOZITION

THE REDIFINED

# THE MARKETING ORGANIZATIONS'S

INTEGRATIVE &  
MUTUALLY

REINFORCING  
COMPONENTS:  
THE PARTICULAR  
EMPHASIS OF

1. MARKETING  
ACTIVITIES, 2.  
CUSTOMER  
VALUE- CREATING  
PROCESS, 3.  
NETWORK, 4. THE  
STAKEHOLDERS



# THEORIES FOR ADVANCE KNOWLEDGE ON THE BOUNDARY- SPANNING MARKETING ORGANIZATIONS WITHIN 4 AREAS



**STRATEGIC  
MARKETING  
RESOURCES**



**2. MARKETING  
LEADERSHIP  
& DECISION  
MAKING**



**3. NETWORK  
ALLIANCES &  
COLLABORATI  
ONS**



**4. THE  
DOMESTIC  
AND GLOBAL  
MARKET  
PLACE**

# THE ROLE OF MARKETING IN ORGANIZATIONS

1. THE FUNCTIONAL  
AND A CROSS-  
FUNCTIONAL  
PERSPECTIVE

2. MARKETING  
ACTIVITIES:  
KNOWLEDGE AND  
SKILLS

3. INCREASINGLY  
EMPHASIZE THE  
CROSS-FUNCTIONAL  
PERSPECTIVE

4. PERFORMED BY  
MARKETING  
SPECIALISTS

5. CUSTOMER VALUE-  
CREATING BUSINESS  
PROCESS AND NETWORKS,  
SATISFYING THE NEED AND  
WANTS, , THE IMPORTANT  
STAKE HOLDERS

# PERTEMUAN 08– UTS



# Week -08

## ▶ THE MID-TEST

# Modul 09

## Week– 09

- The Task:  
TATAP MUKA &  
PRESENTASI
- An Essay: dari  
Premis– Premis  
R–A Theory.



# PERTEMUAN 09 – ESSAY 01



# Modul 10

## Week– 10

- The task 02:  
TATAP MUKA &  
PRESENTASI
- An Essay: dari 10  
Premis– premis  
Theory SDL

# PERTEMUAN 10– ESSAY 02





# PERTEMUAN 11



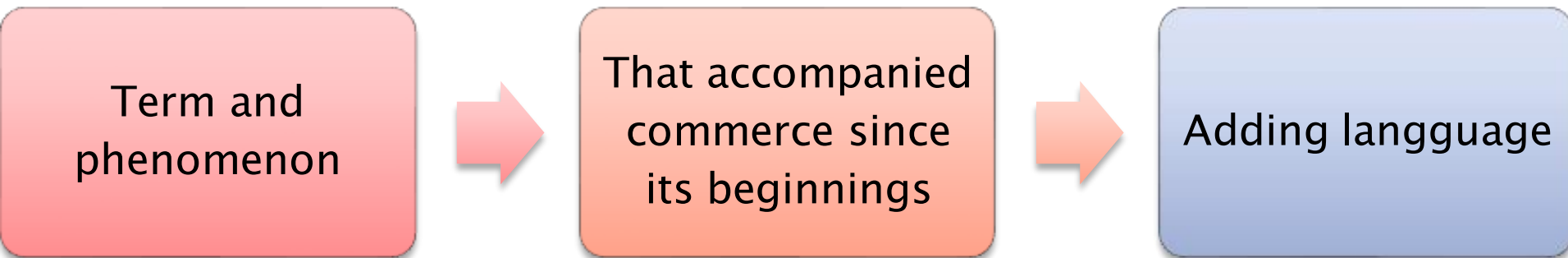
# Modul 1 1

## Week– 1 1

- Grand Theory
- The Premis
- RM:  
RELATIONSHIP  
MARKETING
- ( Andrei  
MAXIM,2009)

# The Term and Phenomenon of the RM and The General Marketing Theory

- ▶ The relational concept is not new for the commercial practices (Gummesson, 2008).



# The definition by Gummensson, 2008

Relationship  
Marketing is

- Interaction in networks of relationships

# Paradigm status of RM Theory

- ▶ First Part
- ▶ **RM: RELATIONSHIP MARKETING** (the term by Barry, 1983):

ATTRACTING,  
MAINTAINING,  
RETAINING &  
KNOWING  
CUSTOMERS  
BETTER

IN MULTI-SERVICE  
ORGANIZATIONS

ENHANCING  
CUSTOMER  
RELATIONSHIP

# The Defenition of RM by Sheth & Parvatiyar, (2000)

- ▶ **RM: the ongoing process of engaging in cooperative and collaborative activities and programs with immediate and end-user customers to create or enhance mutual economic value at reduced cost.**

# The purpose of marketing by Grooroos (2007)

- ▶ Marketing is to identify and establish, maintain and enhance, and when necessary terminate relationships with customers so that objectives regarding economic and other variables of all parties are met. This is achieved through a mutual exchange and fulfillment of promises.



# PERTEMUAN 12



# Modul 12

## Week- 12

- RM  
THEORY
- Second  
Part

# The relationships: 4 following categories

1. Classic  
market  
relationships

3. Mega  
relationships

2. Special  
Market  
Relationships

4. Nano  
relationships.

# 1. The classic market relationships

- ▶ Aspects such as the supplier– customers (Dyad)
- ▶ The supplier– customers– competitor (Triad).
- ▶ The physical distribution network are included here.

## 2. Special market relationships

- ▶ The relationships via full-time marketers and part-time marketers, the e-relationships, etc

# 3. Mega relationships

- ▶ This exist above the the market level and provide a platform for market relationships.

Concern in mega marketing

- Lobbying, public opinion
- Political power

The mega Alliances and the social relationships

- NAFTA
- SUCH AS FRIENDSHIPS AND ETHNIC BONDS

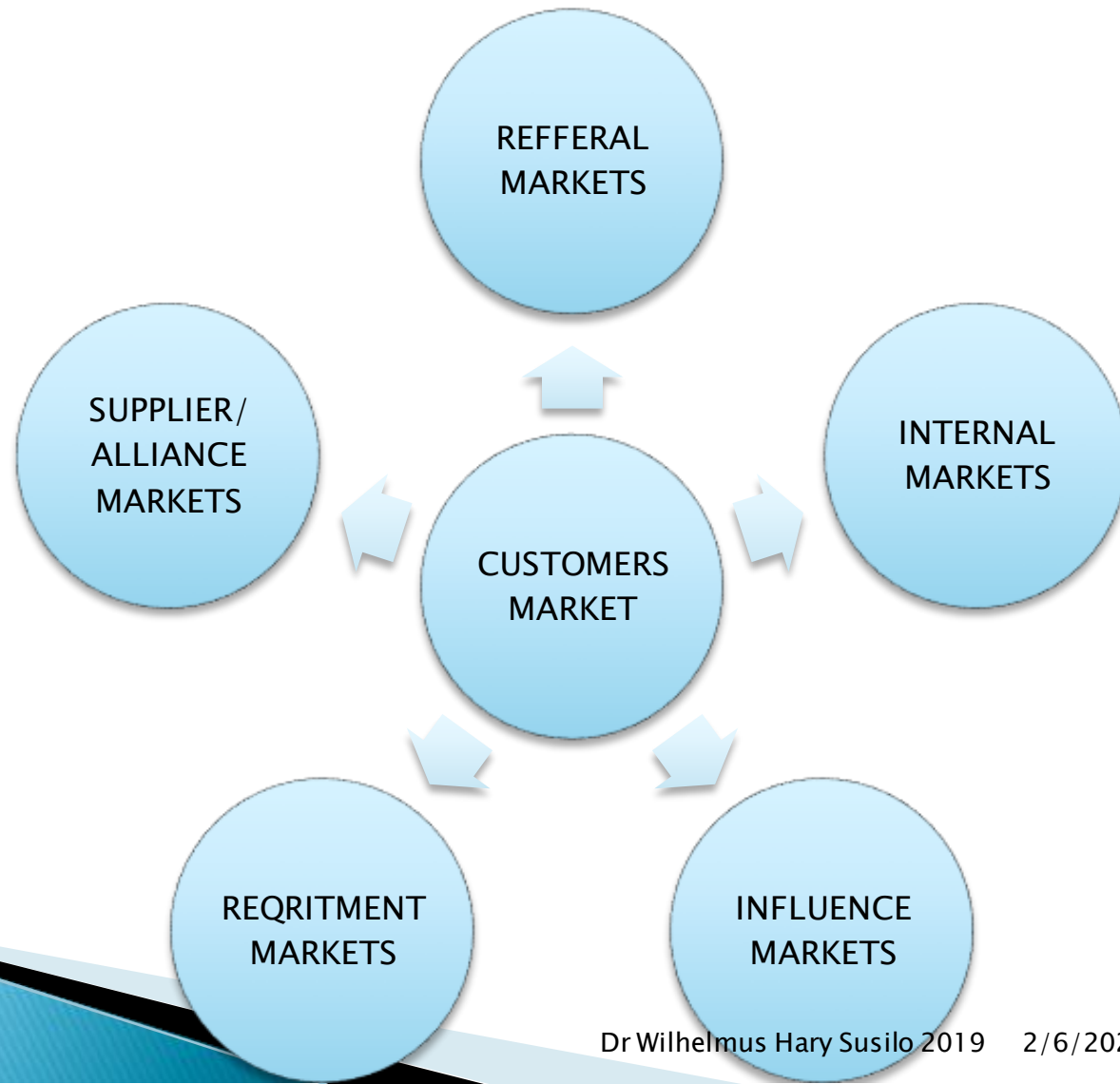
# 4. NANO RELATIONSHIPS

NR

- These exist bellow the market level
- Inside the organization
- Have an impact on external relationships



# The Six Markets Model by Payne, 2005



# Described 5 markets

1. Referral markets:  
satisfied customers become  
advocates of the company  
and recommended it to  
other potential customers

2. Influence markets:  
unions, business press,  
financial analysis,  
competitors, the GOV,  
consumers group

3. Recruitment markets:  
potential employees, and  
the channel to access them

4. Supplier and alliance  
markets: partnerships,  
other organizations with  
company shares  
capabilities and knowledge.

5. Internal markets: the  
organization and its  
employees

# The companies relate to their market with 4 perspectives (Brodie, 2007)

## 1. EXCHANGE DIMENSIONS

- Purpose , formality and duration of exchange, mature of communication
- Type of contact,

## 2. MANAGEMENT DIMENSIONS

- Managerial intent, and focus
- Managerial investment and level

# THE 5 MARKETING TYPE and grouped, MAXIM (2009)

## 1. TRANSACTIONAL PERSPECTIVE

- TRANSACTION MARKETING <sup>TM</sup>

## 2. RELATIONAL PERSPECTIVE

- DATA BASE MARKETING (DM)
- E-MARKETING (eM)
- Interaction Marketing (IM)
- Network Marketing (NM)

# PERTEMUAN MATERI 13



# Module 13

## Week- 13

- BEYOND HALO
- DIFFERENTIAL BRAND EFFECT  
(Raggio et al, 2014)

# The role of a Halo effect one way in which brands– consumer evaluations

- ▶ The brand name have a consistent impact on a variety of consumer evaluations, even those not directly associated with the brands' positioning or promise of benefits.

# HALO

- ▶ Halo is theoretically and empirically robust factors that impact many different types of consumers evaluations.
- ▶ Indeed, recent research demonstrates the impact of halo effects on factors such as global product quality and corporate social responsibilities, brand image association, brand extensions and country of origin effects.



# The Consumers evaluations

- ▶ Raggio et al 2014.
- ▶ Consumer evaluation of branded offering are impacted by a variety of factors such as:
  1. As brand familiarity.
  2. Accessibility of information influenced by usage.
  3. Need to justify a prior decisions.
  4. **Halo effects**
  5. Order effect.

# Pertemuan 14



# Module 14

## Week– 14

- Brand Equity
- Utilitarian & Hedonistic consumer behavior

# BRAND EQUITY

- ▶ TIWARY, 2010
- ▶ Brand equity:
- ▶ A set of perceptions, knowledge and behavior on the part of the customers that created demand and/or a price premium for a branded product.

# BE

- ▶ Brand equity is what the brand is worth to the customer.
- ▶ Brand awareness and brand image as the antecedents of brand equity and reflects on actual consumer purchase behaviour or market behaviour.

# The research Model by Cal and Adams, 2014– BRAND EQUITY

**BRAND  
AWARENESS**

**BRAND  
ASSOCIATION**

**PERCIEVED  
QUALITY**

**BRAND TRUST**

**BRAND  
LOYALTY**



# Pertemuan 15



# Module 15

## Week– 15

- Consumer brand engagement



# CBE

- ▶ The CBE in social media are active partner to conducted consumer to enhance that usage media link could explore the sites (Hollebeek et al., 2014), (Hollebeek, 2012), (Brodie, Ilic, Juric, & Hollebeek, 2013)

# Brand usage intent

- ▶ The customers for daily used with the compatible computer that conducted with user-friendly system in digital area. ([Harrigan et al., 2017](#)), ([Hollebeek, 2012](#))

# The reserach

- ▶ The consumer brand engagement has been the interesting of confirmed result of many research in this decade (Vivek, Beatty, & Morgan, 2012), (Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016), (Hamilton, 2009). Furthermore, the concept of the brand value were developed until recent decade, (Harrigan et al., 2017), (Anselmsson & Bondesson, 2015; Choi, Ko, & Kim, 2016; Gabay, Moskowitz, Beckley, & Ashman, 2009; Gillie, Howard, Jacqueline, & Hollis, 2009; Kim, Kim, & Lee, 2010; Leek & Christodoulides, 2012; Merz, Zarantonello, & Grappi, 2018; Rennstam, 2013).

# next

- ▶ The consumer brand engagement indicated influenced brand usage and would be the predictor ([Harrigan et al., 2017](#)). Hence, in other side the CBE that applied in social media that conducted by [Hollebeek, Glynn, and Brodie \(2014\)](#), the result research indicated there was no positive effect the cognitive processing consumer brand engagement to perceived brand usage intent. The finding indicated a research gap, which the inquired could be developing for future research, by mediating approach ([Augusty, 2014](#)). However, if consumer brand engagement was recognize for the company to attempt the brand intent become the consequence, as showed that conducted by [Harrigan et al. \(2017\)](#), there is still need to be analysis with adding the moderating variable, that could explaining as the process with the antecedent and the consequences variable.

# next

- ▶ In the current time, the study for inquiry the process for the impact of CEB to BUI by conducted the concept of service dominant logic and assumes that a Customize Offering is essential for pursuit BUI, that individuals would enter and maintain relationships also expected the benefits ([Harrigan et al., 2017](#); [Yan, Wang, Chen, & Zhang, 2016](#)). ([Evans, 2016](#); [Kuppelwieser & Finsterwalder, 2016](#); [Kuzgun & Asugman, 2015](#); [Wu, Yeh, Huan, & Woodside, 2014](#)). The customize offering suggests that could lead the customer dominant and also could impact to BUI ([Kristina, Tore, & Päivi, 2013](#); [Nguyen Hau & Thuy, 2015](#); [Petri & Jacob, 2016](#)). The objective of this inquiry for develops the new conceptual model to fulfilling the research gap on CBE for increase pursuit the BUI, through the utilization of brand halo effect resonance ([Badrinarayanan, Suh, & Kim, 2016](#); [D. Raggio, P. Leone, & C. Black, 2014](#)) and the brand equity, that could be improved the product evaluation to attempt for competitive positioning from many the customer responding ([Çal & Adams, 2014](#); [Godey et al., 2016](#); [LaPlaca, 2010](#); [Leuthesser, Kohli, & Harich, 1995](#)).

# INTEGRASI 03– The applied reserach

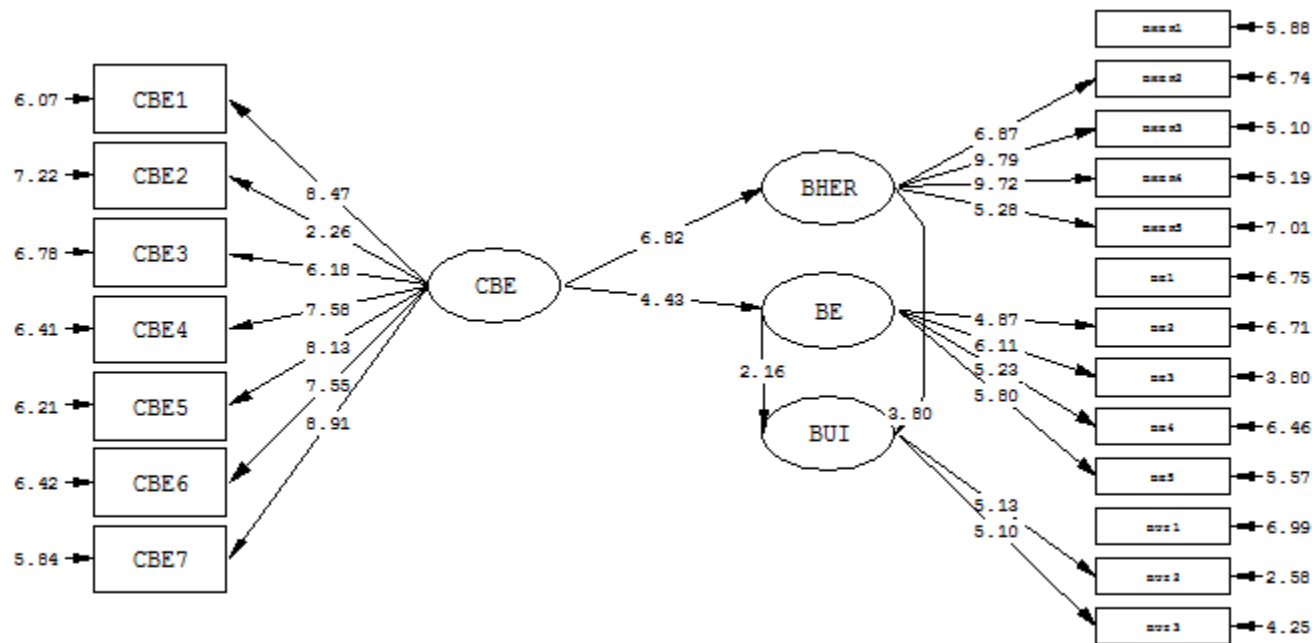
## **The Pursuit for Brand Usage Intent: Insight in Higher Education which Used the Compatible Computer**

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# The applied Reserach



Chi-Square=645.19, df=166, P-value=0.00000, RMSEA=0.165

# Abstract

The brand usage intent would conduct the market position with competitive advantage that could be bridge the right tract for the corporate for not making misguide in the heterogeneous industrial competitiveness and the customer brand engagement determined. This study was inquiry of fulfillment the research gap with the more resonance of the brand with halo effect then the brand equity. Furthermore, the research methods conducted with quantitative methods and design with descriptive correlation also used the confirmed strategy in structural equation modeling. The area sampling was fit with the 107 students in different situations and the result research was entire hypothesis' were confirmed and the marginal fit research model on the market-based management research. The corporate should building best interaction within the compatible smart-computer user with digitalize platform.

**Keywords:** the customer brand engagement, brand halo effect, the brand equity and pursue the brand usage intent.



# Introduction

## exploring the research gap

- ▶ The consumer brand engagement has been the interesting of confirmed result of many research in this decade (Vivek, Beatty, & Morgan, 2012), (Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016), (Hamilton, 2009). Furthermore, the concept of the brand value were developed until recent decade, (Harrigan et al., 2017), (Anselmsson & Bondesson, 2015; Choi, Ko, & Kim, 2016; Gabay, Moskowitz, Beckley, & Ashman, 2009; Gillie, Howard, Jacqueline, & Hollis, 2009; Kim, Kim, & Lee, 2010; Leek & Christodoulides, 2012; Merz, Zarantonello, & Grappi, 2018; Rennstam, 2013).

# next

- ▶ Furthermore, the role of communitization on purchase was well to determined by corporations that would be impact to market position and the financial performance. The consumer behavior and the marketing 3.0 could be build the consumer aware and attempt the purchase (Susilo, W H, 2015)  
More over, the consumer brand engagement indicated influenced brand usage and would be the predictor ([Harrigan et al., 2017](#)).

# next

- ▶ Hence, in other side the CBE that applied in social media that conducted by [Hollebeek, Glynn, and Brodie \(2014\)](#), the result research indicated there was no positive effect the cognitive processing consumer brand engagement to perceived brand usage intent. The finding indicated a research gap, which the inquired could be developing for future research, by mediating approach ([Augusty, 2014](#)). However, if consumer brand engagement was recognize for the company to attempt the brand intent become the consequence, as showed that conducted by [Harrigan et al. \(2017\)](#), there is still need to be analysis with adding the moderating variable, that it was could explaining as the process with the antecedent and the consequences variable.

# next

- ▶ In the current time, the study for inquiry the process for the impact of CEB to BUI by conducted the concept of service dominant logic and assumes that a Customize Offering is essential for pursuit BUI, that individuals would enter and maintain relationships also expected the benefits ([Harrigan et al., 2017](#); [Yan, Wang, Chen, & Zhang, 2016](#)). ([Evans, 2016](#); [Kuppelwieser & Finsterwalder, 2016](#); [Kuzgun & Asugman, 2015](#); [Wu, Yeh, Huan, & Woodside, 2014](#)).

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- ▶ The customize offering suggests that could lead the customer dominant and also could impact to BUI ([Kristina, Tore, & Päivi, 2013](#); [Nguyen Hau & Thuy, 2015](#); [Petri & Jacob, 2016](#)). The objective of this inquiry for develops the new conceptual model to fulfilling the research gap on CBE for increase pursuit the BUI, through the utilization of brand halo effect resonance ([Badrinarayanan, Suh, & Kim, 2016](#); [D. Raggio, P. Leone, & C. Black, 2014](#)) and the brand equity, that could be improved the product evaluation to attempt for competitive positioning from many the customer responding ([Çal & Adams, 2014](#); [Godey et al., 2016](#); [LaPlaca, 2010](#); [Leuthesser, Kohli, & Harich, 1995](#)).

# next

- ▶ The marketing actions for the future era should be accountable and the venture has many alternatives in digitalize marketing, always aware with the data, having the competitive intelligent for winning the competition, development for the advantage resources and toward the best market position to global market. Moreover, the corporate could be aware to customer orientation to have the building interaction between consumer and the firm that it was conducted by digitalize. The corporations should be build and mentions to customer more to pursue brand usage intent conduct with newest technologies (Susilo W H and Yulius Y, 2013, Aima H, Susilo W. H, Purwanto W and Wiratih H W R, 2015).

# Literature review and hypothesis development

- ▶ Indeed, in this study would inquiry with many variables that conducted to attempt the contributions for grand theory of the resources advantage and to the body of knowledge for develop and more scientific and robust in the result, also for the contributions would more sharps to management implications as actions plan and the executive summary for strategies within among firms. Furthermore, in this inquiry conducted with practice theory as below, that supported by R-A Theory for attempted the robust competitiveness advantage in market position, which could affect to financial performance entire corporate.

# next

- ▶ The brand management would encourage the consumer as a human resources for more aware and usage intent with the halo effect resonances management. Moreover, the study need describes a social interaction both off line and on-line platform, so the theory that conducted within this explanations used the social exchange theory, that it was would be present and enable to explore and predicted brand consumer engagement, where there were having connection between marketers and many consumers in off line and on line setting. Actually, in the social exchange based on consumers perceived on their smart- computers that they used in daily- work and many consumers would gain the newest information's about the best products. ([Harrigan et al., 2017](#); [Hunt, 2013](#); [Hunt & Madhavaram, 2012](#); [Yan et al., 2016](#))



# The consumer brand engagement

- ▶ The consumers have always remembering and think about the brand that daily used and convenience to used that many compatible feature that it was helped more. Moreover, the user would feel positively and proud also never change that feel so good to use this compatible brand, although many new products was appear in the same time. The consumers were always perceived with the own things and would be expressed that in whole life. In digitalize era, it was will happened support by social media platforms both off line and on line, it was could be enable to encourage doing recommended between people who has used the smart- computers in daily work.

# next

- ▶ The recommended actions for other people in marketing management would be best tools for corporate to making actions plan by managers, which both with off line and on-line platform. Furthermore, the marketers were have making engage with among consumers conducted by social media platform with well connections each other and delivered some information's about the newest product also they were could knowing what the consumers wants, so the information would have helped corporate to making new idea for new- innovation. The CBE in social media are active partner to conducted consumer to enhance that usage media link could explore the sites ([Hollebeek et al., 2014](#)), ([Hollebeek, 2012](#)), ([Brodie, Ilic, Juric, & Hollebeek, 2013](#))

# Pursue the brand usage intent

- ▶ The consumer was feel very logic to daily use the best brand in compatible computers, without doing comparable with other brand that have the same feature. In customers mind always with the brand that very nice feel. The corporate have many ways to create how delivered the greatest value for the consumers that very loyal for making them would retain for long-run.

# next

- ▶ The new strategies was involved to made the consumers attempt in always use the valuable brand and for increasing the marketing effort, the firms need to have well sales force, media advertising and the customers support also attention to the product position with the good brand image that would improved the market share, so the inquiries in market-based would very effectively.
- ▶ The customers were wants for daily used with the compatible computer that conducted with user-friendly system in digital era. ([Harrigan et al., 2017](#)), ([Hollebeek, 2012](#)), Best (2004)

# Brand halo effect resonance

- ▶ The consumer would have use the special brand with many features that very compatible and very convenience to use with utility for making the task would be finished more quickly. The consumers were enable become loyal and proud also in their mind always interactions with other in many situations both in off line and on line setting. Furthermore, the consumers was automatically doing world of mouth in their communities that loyal with the same brand that many opportunity while used this compatible computer brand and they have feel always in their top of mind.

# next

- ▶ . The consumers are using the brand while they have a best satisfaction would be inform to other people to use that goods for long lasting. Moreover, the corporate were should aware and create some platform to making the sustainable connections with consumers and facilitated the communities between many people who were using the smart- compatible computers, also the important things was the informations about newest product could be well delivered ([D. Raggio et al., 2014](#); [Her & Seo, 2017](#); [Vance, Raciti, & Lawley, 2016](#)).

# The brand equity

- ▶ The consumers was always making attention more for their compatible computer while their fell nice to the brand and thought all the time when doing to finishing the task, also would used the brand from the best venture that have good in competitive advantage, and very representative in computerize industrial. The firms would make improve for the market position while their focus to improve the resources–advantage, that they have many premise for vary industrial and costly information's also heterogeneous demand. Furthermore, the consumers doing evaluation the brand that usage had many variety decision, that could impact to making purchase behavior for the future utility ([Besharat, 2010](#); [Seo & Jang, 2013](#)).

# Proposed the Framework and Hypothesis Development

## Proposed the Framework and Hypothesis Development

The research framework was development to fulfillment the research gap for finding the knowledge to improvement the brand usage intent and contributions the body of knowledge in this inquired, so the brand will interactions with many consumers that have daily used for the compatible computers.

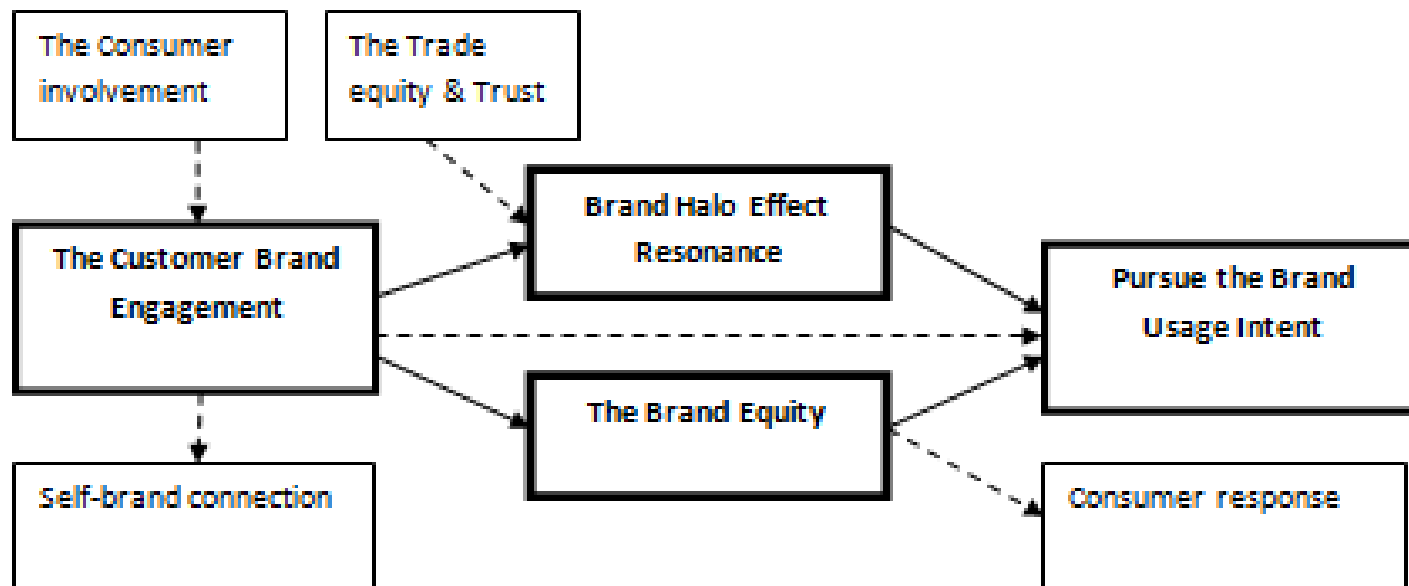


Fig.1. The Research Model to Pursue the Brand Usage Intent



# The hypothesis in this study, therefore:

- ▶  $H_1$ . The customer brand engagement is positively related to brand halo effect resonance.
- ▶  $H_2$ . The customer brand engagement is positively related to the brand equity.
- ▶  $H_3$ . The brand halo effect resonance is positively related to pursue the brand usage intent.
- ▶  $H_4$ . The brand equity is positively related to pursue the brand usage intent.

# Research method

## Sample and data collection

The respondent which participated came from the higher education that daily used the compatible computer which have the newest product within total sampling ([Mathwick, Wagner, & Unni, 2010](#); [Thomas, 2013](#)). The data was collected from the higher education in the central Jakarta, which used the compatible computer in daily and them enrolment in the classroom. The sample in this study conducted with area sampling to the particular locality of the classroom to the entire students (Sekaran U and Bougie R (2016).

next

## Measurement of variables

- ▶ The instrument was conducted with self-administered questionnaire that uses the rating scale for latent variables in management to make the response for use the compatible computer brand usage. (Sekaran U and Bougie R (2016). Moreover, the instrument was distributed with the independently cross-sectional collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree). Hence, the validity and reliability construct test that conducted with measurement model in the first phase process in structural equation modeling among variables (Hair, Black, Babin and Anderson, 2010).

# Data analysis and findings

- Data analysis
- ▶ The data analysis method was conducted with the structural equation modeling, because the variables were latent characteristics'. The software was conducted with the Lisrel to the principles of structural equations modeling, with the two step approach that pertains; measurement model and the structural hybrid full model. The confirmatory strategies was conducted in this inquiry, with the first step was testing the validity and the reliability construct and then to testing the fitting model and hypothesis proved (Susilo W H and Yulius Y, 2017).

# next

- ▶ The research result would have for the data analysis pertain:
  - The sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value  $< 2.50$  and there were no missing value and 107 data were valid.
  - The outcome of an univariate and multivariate of normality test:
- ▶ The univariate data from table 1, below were have indicated well the normal distribution that confirmed with t value more than 2 and P-Value  $> 0.05$ .

# Univariate Summary Statistics for Continuous Variables

Variable Z-Score P-Value Z-Score P-Value Chi-Square P-Value

CBE1	-0.194	0.846	-0.216	0.829	0.084	0.959
CBE2	0.109	0.913	-0.142	0.887	0.032	0.984
CBE3	-0.199	0.842	-0.472	0.637	0.263	0.877
CBE4	-0.406	0.685	-0.466	0.641	0.382	0.826
CBE5	-0.340	0.734	-0.335	0.738	0.228	0.892
CBE6	-0.060	0.952	-0.005	0.996	0.004	0.998
CBE7	0.235	0.814	-0.750	0.453	0.618	0.734
BHER1	-0.154	0.877	-0.380	0.704	0.168	0.919
BHER2	-0.143	0.886	-0.445	0.656	0.219	0.896
BHER3	-0.024	0.981	0.142	0.887	0.021	0.990
BHER4	0.100	0.920	-0.192	0.848	0.047	0.977
BHER5	-0.293	0.770	-0.351	0.725	0.209	0.901
BE1	-0.428	0.669	-0.658	0.510	0.617	0.735
BE2	-0.428	0.668	-0.336	0.737	0.296	0.862
BE3	-0.236	0.813	-0.427	0.669	0.238	0.888
BE4	0.012	0.991	-0.060	0.952	0.004	0.998
BE5	-0.004	0.996	0.056	0.955	0.003	0.998
BUI1	-0.172	0.863	-0.317	0.751	0.130	0.937
BUI2	-0.053	0.958	0.010	0.992	0.003	0.999
BUI3	0.103	0.918	-0.358	0.720	0.139	0.933

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis		
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value	
186.812	24.430	0.000	557.684	10.243	0.000	701.726	0.000	

**Table 1.** The Output of Univariate and Multivariate Test

The measurement model (Fitting Model, Validity and Reliability test):


The output of measurement model for among variables would be show on table 2 below:



**Table 2.** The Output of Validity and Reliability Entire Variables

No	Variable	The output of 1 <sup>st</sup> CFA	SLF and error	VE and CR	REMARK
1	The Customer Brand Engagement		CBE1=.69/.53 CBE2=.14/.98 CBE3=.74/.43 CBE4=.87/.24 CBE5=.83/.24 CBE6=.52/.73 CBE7=.56/.69	CR=.82>.7	An entire indicators were valid, but CBE2 need to be determined and reliable.
2	Brand Halo Effect Resonance		BHER1=.82/.33 BHER2=.62/.61 BHER3=.88/.23 BHER4=.84/.30 BHER5=.48/.77	CR=.85>.7	An entire indicators were valid, and reliable.
3	The Brand Equity		BE1=.86/.26 BE2=.87/.24 BE3=.64/.59 BE4=.44/.80 BE5=.51/.74	CR=.8>.7	An entire indicators were valid and reliable

# next

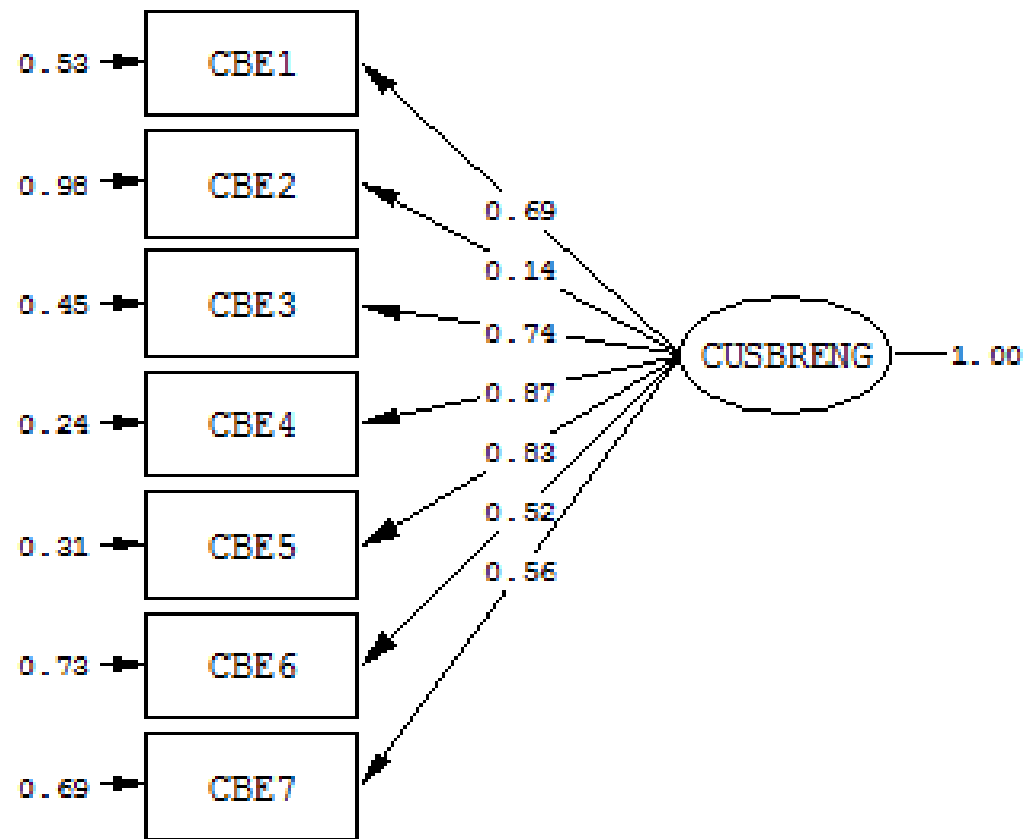
4	Pursue the Brand Usage Intent	 <p>Dr. Spasif, D. SP, ProSur, DSD, MDP, DSD</p>	BUI1=.49/.76 BUI2=.90/.19 BUI3=.86/.25	CR=.6 S<.70 VE=.56<.5	An entire indicators were valid and reliable with Variance Extracted.
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(Source: the prime data)



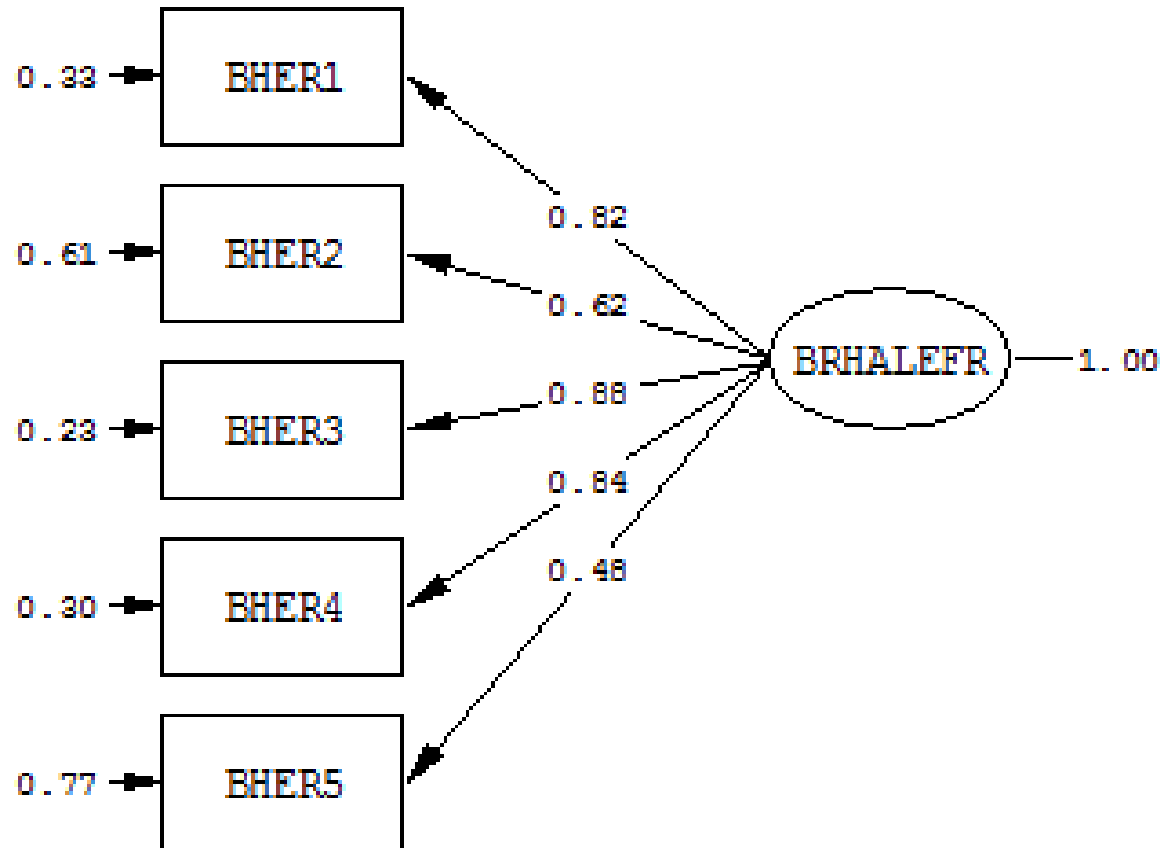
# The measurement Model

## The Customer Brand Engagement



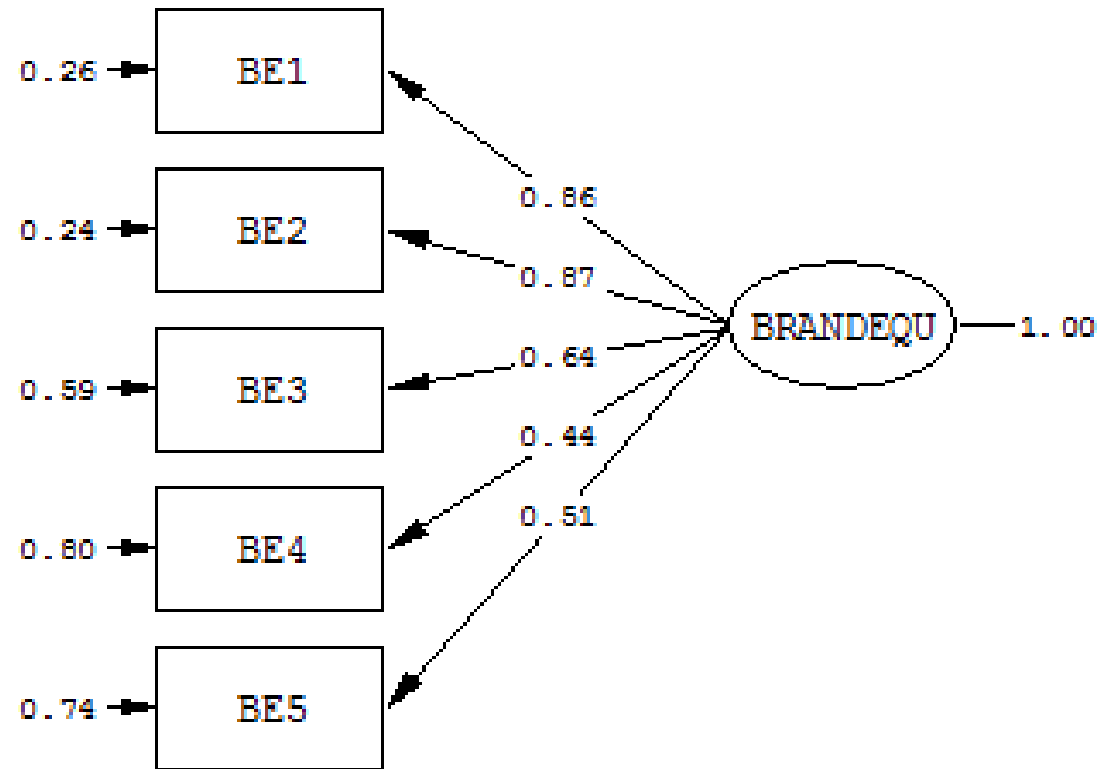
Chi-Square=73.50, df=14, P-value=0.00000, RMSEA=0.200

# Brand Halo Effect Resonance



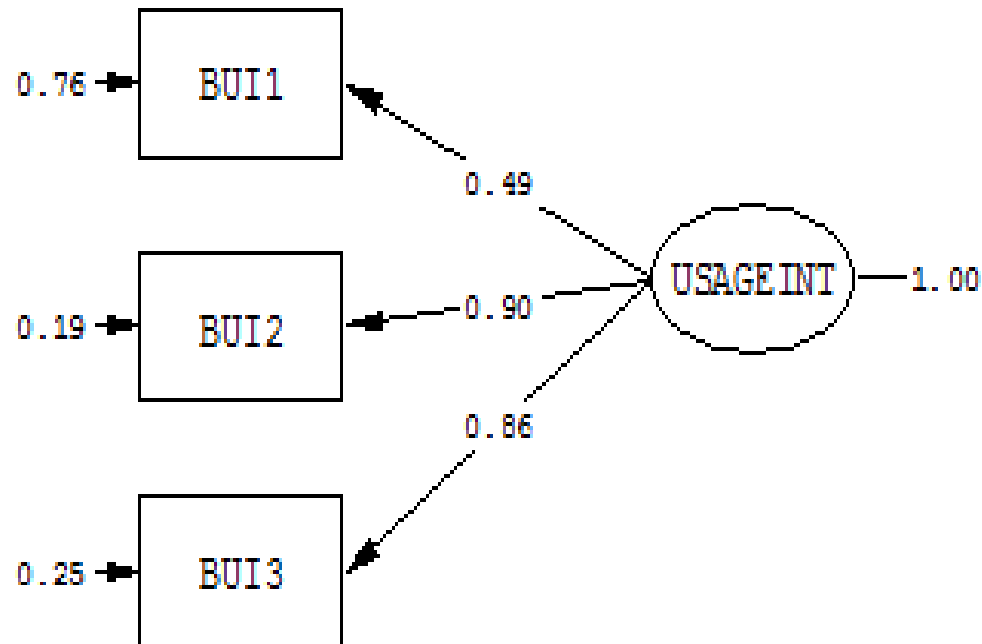
Chi-Square=9.56, df=5, P-value=0.08865, RMSEA=0.093

# The Brand Equity



Chi-Square=94.35, df=5, P-value=0.00000, RMSEA=0.411

# Pursue the Brand Usage Intent



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

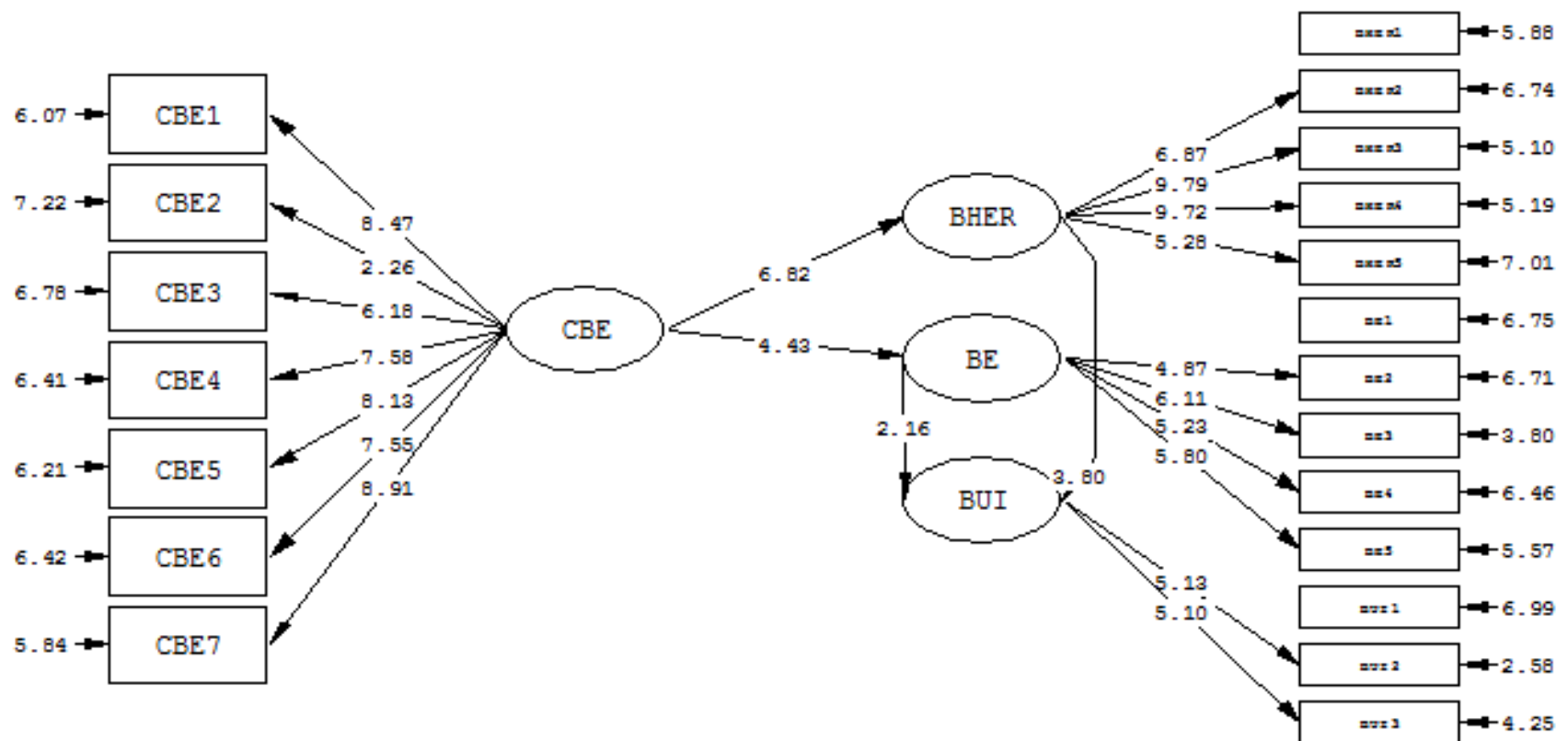
# The structural model (Fitting Model and the Confirmed - t test):

The measurement of research model within goodness of fit was could determined in table 3 below:

The measurement of GOF	The Targeted	Output	Level of Fitting Model
Chi Square & P	Chi Square / <del>df</del> < 3	607.78/166= 3.66 0.00<0.05	Marginal Fit
Root Mean Square Error Of Approximation RMSEA P (close fit)	RMSEA $\leq$ 0,08	0.17	Marginal Fit
<del>Normed</del> Fit Index (NFI)	NFI $\geq$ 0,9	0.81	Marginal Fit
Non Fit Index (NNFI)	NNFI $\geq$ 0,9	0.83	Marginal Fit
Comparative Fit Index (CFI)	CFI $\geq$ 0,9	0.85	Marginal Fit
Incremental Fit Index (IFI)	IFI $\geq$ 0,9	0.85	Marginal Fit
Relative of Fit Index (RFI)	RFI $\geq$ 0,9	0.78	Not Fit
Goodness Of Fit Index (GFI)	GFI $\geq$ 0,9	0.62	Not Fit
Adjusted Goodness of Fit Index (AGFI)	AGFI $\geq$ 0,9	0.52	Not Fit

(Source: Prime data)

the output of hybrid model, that it was indicated conducted with t value



Chi-Square=645.19, df=166, P-value=0.00000, RMSEA=0.165

## Hypothesis testing

The hypothesis would be tested conducted with t value  $> 1.98$  and indicated could be confirmed from data to the research model



No	Hypothesis	T <sub>table</sub>	T <sub>value</sub>	Estimate <sub>value</sub>	Remarks
1	H <sub>1</sub> . The customer brand engagement is positively related to brand halo effect resonance.	1.96	6.82	0.73	The entire hypotheses were confirmed (the t value $> 1.96$ ). The greatest estimate value for the prediction was 0.73, in the hybrid full model was the customer brand engagement leads to the brand halo effect resonance and implication to best affect to pursue the brand usage intent (0.55)
2	H <sub>2</sub> . The customer brand engagement is positively related to the brand equity.		4.43	0.59	
3	H <sub>3</sub> . The brand halo effect resonance is positively related to pursue the brand usage intent.		3.80	0.55	
4	H <sub>4</sub> . The brand equity is positively related to pursue the brand usage intent.		2.16	0.25	

(Source: Prime data)



# The structural equations of hybrid model:

$$\text{BHER} = 0.73 * \text{CBE}, \text{Errorvar.} = 0.46, R^2 = 0.54 \dots (1)$$

▶	(0.11)	(0.11)
▶	6.82	4.12

$$\text{BE} = 0.59 * \text{CBE}, \text{Errorvar.} = 0.66, R^2 = 0.34 \dots (2)$$

▶	(0.13)	(0.22)
▶	4.43	2.97

$$\text{BUI} = 0.55 * \text{BHER} + 0.25 * \text{BE}, \text{Errorvar.} = 0.52, R^2 = 0.48 \dots (3)$$

▶	(0.14)	(0.11)	(0.21)
▶	3.80	2.16	2.49



# Conclusions:

- ▶ Indeed, our research result were successfully to confirmed entire hypothesis', and the greatest value was the customer brand engagement affect to brand halo effect resonance that impact to pursue the brand usage intent. The fulfillment model was effectively to building effect resonance and the corporation within compatible smart computer should have building the connection with compatible computer user both in off line and on line platform.

# Research contribution:

- ▶ The research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications, indeed the conducted with social exchange theory as the explanations and predicted the relationship for the customer brand engagement to brand halo effect resonance and brand equity also an implication to pursue the brand usage intent, could confirmed and be useful for the compatible smart computer markets research.

# next

- ▶ Actually, the result finding shows that the indicators have great impacts with the best standardized loading factors value were included; (1). The customer brand engagement: CBE4 (0.87), CBE5 (0.83), (2). Brand halo effect resonance: BHER3 (0.88), BHER4 (0.84), (3). Brand Equity: BE2 (0.87), BE1 (0.86). (4). Brand usage intent: BUI2(0.90) and BUI3(0.86). The contribution of the finding results in this study to the body of knowledge for the social exchange theory in interactions others aspect and R-A theory in resources dimensions were pertains; the consumers perceived were would convenience and proudly for use the product that could making well engage the corporate with consumers and also loyal with the computers brand and always happy to doing word of mouth with each other people.

# next

- ▶ Moreover, the consumers were always considering the computer brand in daily used and they were thought for the brand of the compatible smart- computers. Finally, the pursue the brand usage intent with the indicators consumers always used the smart computers although they were other within the same feature and the consumers always utilize for long-life.

# The second contributions

- ▶ The second contributions were for managerial implications, the corporate were could determining from the result of this study for making strategic planning and action plan for attempt the corporate goals. The corporate could increase the pursue the brand usage intent conducted with to facilitated the off line and on-line setting as the platform for customers making interaction with other and corporate itself, so the customers interrelation would have the bigger halo effect resonance for the smart computers brand. The corporate was always production the compatible smart computer for making customers convenience and proud while used the computers and could increase the customer brand engagement.

# Limitations and Future research:

- ▶ Actually, the amount of 107 sample was not adequate that only gain the marginal fitting research model, the development for inquiry for the future used more large sample and proportionally random sampling. The user of smart compatible computers must be segmentations for limited heterogeneous demand. Hence, the future research could more parameters and variables for increase the goodness of fitting model and the determination of R square value. Moreover, the variable that could added in new model pertains; the differential of brand effect (Raggio et al, 2014), the consumer involvement and attempt the self-brand connection (Hollebeek et al, 2014, Harrigan et al, 2017).

# Acknowledgement

- ▶ I would like to thank you very much for the Expertise and Experience Learning Club, Faculty of Business and Management, University Of Persada Indonesia Y.A.I. To my colleague and students. To In Kind Workshops E&EL CLUB LABORATORY FEB UPI Y.A.I team.

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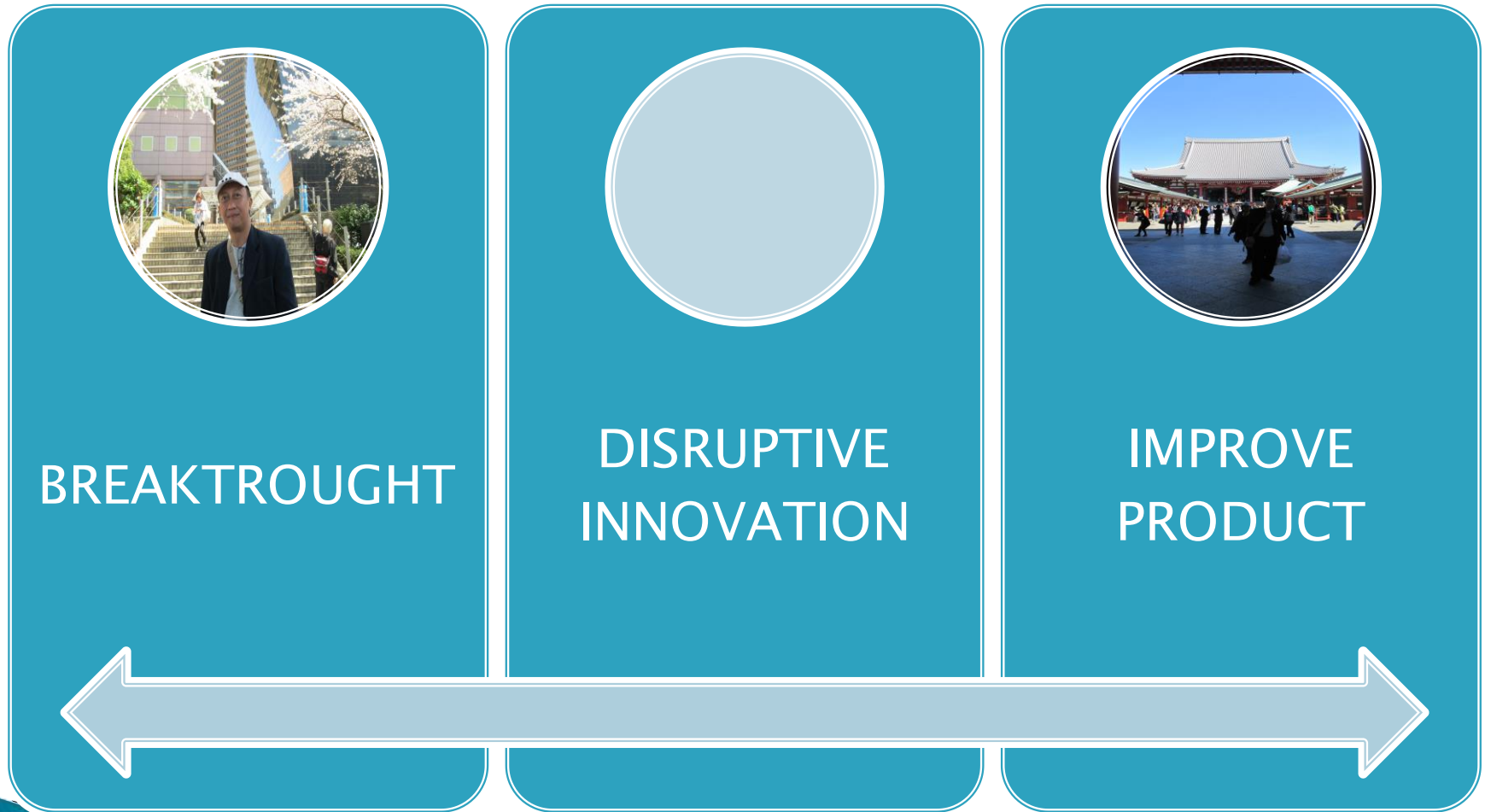
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# The Strategic management



# BREAKTHROUGHT/ DISRUPTIVE INNOVATION

SIX SIGMA:

DEFINE, MEASURE

ANALYZE, IMPROVE

CONTROL

REGIMEN AND OR FOR A  
FUZZIER FRONT-END,  
CREATIVE- IDEA-  
GENERATION TYPE OF  
ORIENTATITION.

# BREAKTHROUGHT/ DISRUPTIVE INNOVATION

## IMPROVE PRODUCT

PROCESS  
PERFORMANCE  
AND DISRUPTIVE  
TECHNOLOGIES,  
COST  
ASSOCIATED

WITH  
REVOLUTIONIZE  
INDUSTRIES

CREATE NEW  
ONE



# Pertemuan 16– UAS



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# Q-A

