



## Relationship of Advertising, Word of Mouth and Event Marketing to Marketing Management (Literature Review Study)

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**Abstract:** The Literature Review article on the Relationship of Advertising, Word of Mouth and Event Marketing to Marketing Management is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is using the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) Advertising is related to Marketing Management; 2) Word of Mouth related to Marketing Management; and 3) Event Marketing related to Marketing Management. Apart from these 3 exogenous variables that affect endogenous variables, there are many other factors including Sales, Product, Marketing Research and Price Decision variables.

**Keywords:** Advertising, Word of Mouth, Event Marketing, Marketing Management

### INTRODUCTION

In the direction of a green economy and the rapid development of disruption, the automotive industry is currently competing in this regard. Transportation that used to use natural (non-renewable) fuel is considered to be one of the causes of the current advertising changes. Climate change will certainly have a global impact on many sectors, such as agriculture, construction or infrastructure and so on. To overcome this problem, green energy has been applied as an effort to deal with the impacts of climate change. Disruption in the automotive industry began with the use of resources to propel vehicles that used to use fuel oil, now switch to using environmentally friendly electrical energy. However, the application of electric vehicles cannot occur on a massive scale. It needs continuous development and experimentation to attract the public's attention to the vehicle.

Based on the background of the problems that have been discussed, the researchers determine the formulation of the problem as follows:

1. Is Advertising related to Marketing Management?
2. Is Word of Mouth related to Marketing Management?
3. Is Event Marketing related to Marketing Management?

## LITERATURE REVIEW

### Marketing Management

Marketing management is an effort made by humans in achieving the desired results and creating close relationships with consumers in order to benefit the company (Kotler & Armstrong, 2017). Marketing management is an activity of analyzing, planning, implementing, and controlling programs that are formed to benefit buyers and achieve company goals (Yanuar et al., 2017). Marketing management is an activity in planning and implementing thinking in order to create exchanges that meet individual and organizational goals (Yuniati & Tri., 2014). The indicators in marketing management include: 1) Consumer satisfaction index; 2) Sales rate per sales person; and 3) Percentage of promotion costs.

Marketing Management has been widely studied by previous researchers, including: (Chong & Ali, 2022), (Suharyono & Ali, 2015), (Fauzi & Ali, 2021), (Al Hafizi & Ali, 2021), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (Doan & Ali, 2021), (Harahap & Ali, 2020), (Havidz et al., 2017).



Picture 1. Marketing Management

Source: <https://valueconsulttraining.com/>

### Advertising

Advertising is a message about a product or service that is delivered through a media and is addressed to the public (Jaiz, 2014). Advertising is an information medium that is formed to attract the attention of many people and has certain characteristics (Sufa, F., 2016). Advertising is an element in persuasive marketing communications, which is spread through various mass media to promote products or services (Wibowo & Kharimah., 2012). Advertising indicators include: 1) Contains information; 2) Persuade; and 3) Remind (Hermawan, 2012).

Advertising has been widely studied by previous researchers, including: (Ridwan et al., 2020), (Mahaputra & Saputra, 2021b), (Arista & Astuti, 2011), (Al Hafizi & Ali, 2021), (Hasyim & Ali, 2022).



**Picture 2. Advertising**

Source: <https://www.shutterstock.com/>

### **Word of Mouth**

Word of Mouth is a marketing activity which contains information about products or services from one consumer to another (Priansa, 2017). Word of Mouth is an activity where each individual exchanges information about the advantages of a product so that it will influence consumer purchasing decisions (Supranto & Limakrisna., 2011). Word of mouth is a marketing activity carried out with the aim of making consumers talk, promote and want to sell products from a company to others (Sumardy et al., 2011). Word of Mouth indicators include: 1) Talkers; 2) Topics; and 3) Tools (Priansa, 2017).

Word of Mouth has been widely studied by previous researchers, including: (Ilhamalimy & Ali, 2021), (Mahaputra & Saputra, 2021b), (Zulkarnain, 2021), (Delis Prinia, Muhammad Rizki Ibnu, n.d.), (G. W. Saputra & Ardani, 2020), (Elmi et al., 2016), (Thanh Nguyen et al., 2019), (Hafat & Ali, 2022).

### **Event Marketing**

Event marketing is one of the promotions carried out by sellers or companies in an event or activity with the aim of promoting products or services (Belch, 2018). Event marketing is a means for sellers or a company to communicate their brand to consumers in an event conducted by the company (Putri, 2016). Event marketing is an activity that is formed to gather people at a certain time in the hope of achieving the goals that have been set (Jackson, 2013). Event marketing indicators are: 1) Conformity between the event and what is expected; 2) The suitability between the place and time of the event; 3) Enthusiastic visitors; and 4) Value of benefits (Handayani, RA., 2015).

Event Marketing has been widely studied by previous researchers, including: (Ali & Ekawati, 2012), (Abdullah et al., 2021), (Masruri et al., 2021), (Zahran & Ali, 2020), (Firmansyah & Ali, 2019), (Masruhin et al., 2021), (Chong & Ali, 2021), (Haitao & Ali, 2022), (Pitri et al., 2022).



Picture 3. Event Management

Source: <https://stock.adobe.com/>

Table 1. Relevant Previous Research Results

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Mahaputra & Saputra, 2021b)	Relationship Word of Mouth , Advertising and Product Quality to Brand Awareness	Discussing Word of Mouth and Advertising	There are differences in the variables of Marketing Management and Brand Awareness
2	(Zulkarnain, 2021)	Product Quality, Servicescape and Word of Mouth and Their Influence on Repurchase Decisions	Talking about Word of Mouth	There are differences in the variables of Product Quality, Servicescape and Repurchase Decisions
3	(Mawara, 2013)	Advertising and Brand Image Its Influence on Purchase Decisions for Yamaha Motor Vehicles	Talking about Advertising	There is a difference in the variables of Brand Image and Purchase Decision
4	(Imantoro, 2017)	Influence of brand image, advertising, and taste on purchasing decisions	Talking about Advertising	There are differences in the variables of Brand Image, Taste and Purchase Decision
5	(Widayati et al., 2020)	The Role of Destination Image on Visiting Decisions through Word of Mouth in Urban Tourism in Yogyakarta	Talking about Word of Mouth	There is a difference in the Visiting Decisions . variable
6	(Sasongko, 2021)	Factors of Customer Satisfaction and Customer Loyalty (Marketing Management Literature Review)	Discussing Marketing Management	There are differences in the variables of Customer Satisfaction and Customer Loyalty
7	(Irwanty L Situmorang, 2017)	The Influence of Product Quality and Advertising on Brand Image and Purchase Decision of Pond's Brand Beauty Products on Teenagers in Pekanbaru City	Talking about Advertising	There is an object of research, namely pond's beauty products
8	(Noerchoidah, 2013)	Analysis of the Effect of Price, Product Quality and Advertising on Brand Image and Purchase Decisions for Kawasaki Brand Motorcycles	Discussing about Advertising	There is an object in this study, namely Kawasaki motorcycles

9	(Herizon & Syaiful, 2017)	Analysis of the Influence of Service Quality, Consumer Expectations and Customer Satisfaction on Positive Word of Mouth (Study on Patients at Bhayangkara Tk. Iii Hospital Jitra Bengkulu)	Discussing about Word of Mouth	There are differences in the variables of Service Quality, Consumer Expectations and Consumer Satisfaction
10	(Delis Prinia, Muhammad Rizki Ibnu, n.d.)	Literature Review Word of Mouth in Shaping Repurchase Interest: Product Quality and Service Quality	Discussing about Word of Mouth	There are difference in the variables of Repurchase Interest, Product Quality and Service Quality.
11	(G. W. Saputra & Ardani, 2020)	The Influence of Digital Marketing, Word of Mouth, and Service Quality on Purchase Decisions	Discussing about Word of Mouth	There are difference in the variables of Digital Marketing, Service Quality and Purchase Decisions
12	(F. Saputra & Mahaputra, 2022b)	Relationship of Purchase Interest, Price and Purchase Decisions to IMEI Policy (Literature Review Study)	Discussing about Marketing Management	There are difference in the variables of Purchase Interest, Price and Purchase Decisions
13	(Riyanto et al., 2017)	International Review of Management and Marketing the Impact of Working Motivation and Working Environment on Employees Performance in Indonesia Stock Exchange	Discussing about Marketing Management	There are difference in the variables of Working Motivation, Working Environment and Employees Performance
14	(Shiratina et al., 2020)	Model of Entrepreneurial Marketing on Womenpreneur	Discussing about Marketing Management	There are difference in the variables of Womanpreneur
15	(Fahmi & Ali, 2022)	Determination of Career Planning and Decision Making: Analysis of Communication Skills, Motivation and Experience (Literature Review Human Resource Management)	Discussing about Marketing Management	There are difference in the variables of Career Planning, Decision Making, Communicatin Skills, Motivation and Experience

## RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for comparison with the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

## DISCUSSION

Based on the theoretical study and relevant previous research tables, the following discussion is discussed:

### 1. Relationship of Advertising to Marketing Management

If the Advertisement can be implemented and carried out properly in accordance with the indicators, namely: Contains information, Persuades and Reminds, it will have a good relationship with Marketing Management. Advertising is one of the ways that every business actor, company or organization introduces the products or services they have and as much as possible makes someone make a decision to use the products or services they offer. Good advertising will certainly have an impact on the performance of product sales or sales of company services, where good sales performance will have an impact on revenue conditions and company image. That way the company will be known to many people even if they do not advertise, consumers will find out for themselves about the products sold by the company if the company's image is good.

Advertising is related to Marketing Management, this is in line with research conducted by: (Fardinal et al., 2022), (Nugroho & Ali, 2022), (Pusparani et al., 2021), (Faisal et al., 2021), (Bastari et al., 2020).

## **2. Relationship of Word of Mouth to Marketing Management**

If Word of Mouth can be done well according to the indicators, namely: Building good relationships with consumers, Maintaining quality, and Providing the best service, it will relate to Marketing Management. Where with word of mouth usually consumers who have used the product or service of a company and are satisfied they will tell their friends or colleagues about the product or service. They exchange information about products, product quality and so on. So indirectly it is a marketing action that does not require more capital. Enough to provide the best products, the best quality service and good aftersales. Then consumers will voluntarily do marketing through word of mouth.

Word of Mouth relates to Marketing Management, this is in line with research conducted by: (F. Saputra & Mahaputra, 2022b), (Bukhari, 2021), (Noorfikri et al., 2021), (Bukhari, 2018).

## **3. Relationship of Event Marketing to Marketing Management**

If Event Marketing can be carried out properly and held properly according to the indicators, namely: Conformity between the event and what is expected, Conformity between the place and time of the event, Enthusiasm of visitors, and value of benefits, it will relate to Marketing Management. Where event marketing is one way that companies or business actors do in marketing or introducing their products in an event or event. Event marketing is also carried out in a place consisting of various sellers or companies that sell similar products, they gather to make sales and introduce their products.

Event Marketing is related to Marketing Management, this is in line with research conducted by: (Ferdiansyah & Bukhari, 2021), (Ramadhan & Bukhari, 2020), (Sudiantini & Saputra, 2022).

## **Conceptual Framework**

Based on the problem formulation, theoretical studies, previous research and discussion of the influence between variables, the conceptual framework is obtained as follows:



**Figure 4. Conceptual Framework**

Based on the conceptual framework picture above, then: Advertising, Word of Mouth and Event Marketing are related to Marketing Management. Apart from advertising variables, Word of Mouth and Event Marketing which are related to Marketing Management. There are many other factors related to Marketing Management, including:

- 1) Products: (Agussalim et al., 2016), (Octavia & Ali, 2017), (F. Saputra, 2022a), (Supriyadi, T., Apriyenti, L. U., Rismalinda, R., Hutahaeen, E. S. H., Pertiwi, Y. W., Gina, F., ... & Anifah, 2019), (Andrian et al., 2021), (Mukti & Istianingsih, 2018), (Karsono et al., 2022), (Istianingsih & Utami, 2009), (Munawar & Mahaputra, 2022b) (Hidayat, 2020), (Ilhamalimy & Mahaputra, 2021), (Hermawan, 2021).
- 2) Marketing Research: (Hazimi Bimaruci Hazrati Havidz, 2020), (Darwisyah et al., 2021), (M & Ali, 2017), (Widodo, 2019), (Sivaram et al., 2020), (F. Saputra, 2021), (F. Saputra, 2022b), (Atika et al., 2021), (Purnomo et al., 2019), (Widodo, 2020), (Kuba, 2022), (Sudiantini, 2020b), (Sudiantini et al., 2019), (Ilhamalimy & Mahaputra, 2021).
- 3) Price Decision: (Hairiyah & Ali, 2017), (Setyadi, 2017), (Sivaram et al., 2019), (F. Saputra & Saputra, 2021), (Istianingsih, S. H. W., & Wijanto, 2008), (Munawar & Mahaputra, 2022a), (Rahmayani & Nofrialdi, 2022), (Bukhari, 2021), (Noorfikri et al., 2021), (Bukhari et al., 2020), (Bukhari, 2018), (Sastrodiharjo & Utama, 2016)
- 4) Sales: (Mulyani et al., 2020), (Somad, A., Imron Rosadi, K., & Ali, 2021), (Sahlan, 2021), (Mahaputra & Saputra, 2022), (Mahaputra & Saputra, 2021a), (Nofrialdi, 2021), (Eprianto et al., 2021), (Arfian et al., 2020), (Nursal et al., 2022), (Sinaga et al., 2020), (Wijayanti & Anwar, 2020), (Sahlan, 2020), (Susanto et al., 2008).
- 5) Customer Feedback: (Mansur & Ali, 2017), (Ali et al., 2022), (F. Saputra & Ali, 2021), (Maharani & Saputra, 2021), (Eprianto et al., 2021), (Ramadhan & Bukhari, 2020), (Riyani et al., 2008), (Noviriska, 2019), (Supriyadi, T., Apriyenti, L. U., Rismalinda, R., Hutahaeen, E. S. H., Pertiwi, Y. W., Gina, F., ... & Anifah, 2019), (Sudiantini et al., 2022), (Istianingsih, 2016), (Sudiantini, 2020a), (Istianingsih, I., & Utami, 2009), (Suroso, 2022), (Desmiwerita & Saputra, 2019), (Kawi, 2018).
- 6) Distribution Channel: (Assagaf & Ali, 2017), (Mahaputra, 2022a), (F. Saputra & Mahaputra, 2022b), (F. Saputra & Mahaputra, 2022a), (Sulistiyanto, A., Muhamad, P., Dwinarko, D., & Sjafrizal, 2022), (Pasaribu et al., 2022), (Puspitasari et al., 2020), (Mahaputra, 2022b), (Kurniadi & Mahaputra, 2021), (Mahaputra, 2021).

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the problem formulation, theoretical study and discussion above, the researcher can conclude hypotheses for further research, namely:

1. Advertising is related to Marketing Management.
2. Word of Mouth is related to Marketing Management.
3. Event Marketing is related to Marketing Management.

### Recommendation

Based on the conclusions above, there are other factors related to Marketing Management that can be used for further research, namely: Products, Marketing Research, Price Decisions, Sales, Customer Feedback and Distribution Channels.

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