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Holistic Marketing: Integrated Marketing and Relationship Marketing Impact to Marketing Performance

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Abstract---This research aims to analyze internal marketing and integrated marketing on *performance marketing* mediated holistic marketing and impacting social urban and synergizing to relationship marketing. Research design uses a mix method. The data source uses primary and scunder data obtained from respondents' answers. The study sample included food and beverage companies in Southeast Asia that used social media as advertising media, which numbered 124 companies. Data collection through Google form and one-way communication by sharing with company leaders. The results of the study explained that marketing performance increased due to the role of internal marketing, integrated marketing. But the negative impact of integrated marketing is the increase in social urban due to the role of relationship marketing. This is because some companies use connections or relations in decision makers in the area that is used as the location of the company and the marketing area.

Keywords---Holistic marketing, integrated marketing, internal marketing, relationship marketing and performance marketing.

Introduction

The company's success starts from strong teamwork and high integrity. The success of the company is offset by the increasing relationship between organized lines. The line of organization has a role as the motor or driving force of the company because of the important aspects that must be done systematically. The role of each line of organization is in the form of support between parts so as to create a good atmosphere.

Strong relationships between lines in the organization will support the achievement of tasks, especially in the marketing department. The marketing department has a role and spearhead to improve marketing performance that is strengthened by marketing systems. The marketing system is formed by strengthening the relationship between parts so that it has a good and authoritative feel.

Marketing relationships with customers are often a setter trend in the marketing world because of their multi-dimensional role. This role makes several companies to create relationships or relationships to all marketing ornaments, one of which is relationship marketing.

Relationship marketing has nodes that need to be broken down to make it better. One of the nodes that becomes a concern is internal marketing. Internal marketing has value for other parts that are mutually sustainable so that holistic marketing will be achieved properly and correctly. One of the ways used by entrepreneurs to keep the company afloat even in conditions of very tight competition is with an integrated marketing communication strategy commonly called integrated marketing communication. A mature marketing communication strategy by considering the function of each way of marketing communication such as general advertising, sales promotion, public relations and others. By combining this way of marketing communication to provide maximum stability, clarity and communication effect is a form of Integrated marketing communication (Suherman et al., 2017).

Techniques for better relationships with consumers are to improve mutually beneficial and strategic relationships, motivated and sustainable in the future (Suherman, et al. 2017). People establish common meaning, understanding and relationships through communication. Consequently, communication methodology is a basic of marketing and branding a brand is fundamentally a psikologis phenomenon, a set of ideas, effects and associations that is the result of communication, with each brand interaction constituting an act of communication.

The recent concept of experience marketing or experience economy, while essentially repackaging older concepts in brand management as well as service, relationship and database marketing, provides a useful conceptual framework for understanding the scope of communication effect. Any poin of interaction that gives an experience to a customer simultaneously generates both communication and value and these two terms are broadly synonymous. Critical incident (or moment of truth) analysis reveals the importance of interactions in the way that

they convey meaning, ideas and values as well as value (positive or negative) (Bitner et al.1994) and Jenkinson, A. (1995). This research aims to analyze marketing performance with holistic marketing support by using integrated marketing and relationship marketing moderation.

Theoretical foundation

Holistic marketing

Holistic marketing is a complex marketing activity with various approaches. This activity has a meaning by building various approaches that lead to marketing. The concept is based on the development, design and implementation of various marketing programs through the process.

Holistic marketing is more of a marketing strategy to be created using all elements of the business in the company, but holistic marketing is more valuable because it has a clear goal to increase sales of products or services. Another advantage of holistic marketing is aligning products with pasar, exploring the value of products, having an ideal duration of time and involving management relationships with the community and long-term investments.

The application of holistic marketing is carried out by forming a marketing team, formulating marketing concepts, assessing needs, identifying environmental engagement and supervising and evaluating the course of marketing. Basically holistic marketing has a positive side that helps the business be able to run with napa there and according to the plan determined by the company.

Integrated marketing

Integrated marketing is an internal component of the company that is tasked with training, recruiting and providing motivation so that each line is able to provide a good launch for consumers. The company's focus on consumers is more valuable than the lainnya, because customers have the satisfaction value needed by the company as a basis for decision making.

Kotler & Keller (2009: 194) explained that the company integrates and coordinates various communication channels to send a very clear, consistent and convincing message related to the product. Diwanti & Santoso (2015) explained that the development and implementation of various forms of persuasive communication programs with consumers.

Relationship marketing

Relationship marketing is more about marketing activities that are used to build relationships with parts, organizations or other parts, in an effort to always be connected directly or indirectly that contribute to the achievement of organizational goals, especially the marketing department.

Zeithml and Bitner (2013: 138) define relationship marketing strategic orientation, which focuses on retaining and developing existing customers, more than attracting new customers. Chan (2008: 6) defines relationship marketing as

the introduction of each customer more closely by creating two-way communication by managing a mutually beneficial relationship between the customer and the company.

From this information, it can be defined that relationship marketing is the process of creating a good relationship with all parties to improve the survival of the company. Relationship marketing aims to establish communication between the company and consumers.

Marketing Performance

Pelhan (1997) explained that marketing performance is a construct that can generally be used to measure the impact of a company's strategy, Slater & Narver (1995) also argues that marketing performance is a competitive effort Keller (2018;145) explained that marketing performance is an *overspent* and *underdelivered* point. Moghaddam (2013) also argues that marketing performance is sales growth based on the extent to which the company is able to retain consumers.

Wiklund & Shepherd (2005) marketing performance is used as a measuring instrument. Hatani (2003) explains that efforts to improve the company's performance. Menon et al. (1999) performance Marketing is measured by a scale of three indicators in which the level of achievement or performance of the strategy. Prifti & Alimehmeti (2017) measures marketing performance using market share, revenue, profit, cash flow and cost reduction. Risal et al. (2016) in research used indicators of *sales volume*, *market share* and *profitability* marketing performance and showed that marketing performance is influenced by market orientation and marketing mix. Hapzi (2017) which uses SME marketing performance indicators, namely the internal environment.

From the information of experts, marketing performance is something natural by the company because it experiences sales growth. Marketing performance has added value for companies that can be accounted for so that they have a better direction.

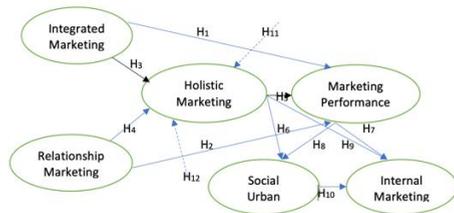
Previous research

Amangala & Wali (2013) marketing performance has improved due to its internal role with various strategies. Gronroos, (1985); Cahill (1995); Foreman and Money (1995) & Varey (1995) argues that some components of marketing that are able to improve marketing performance are the fault of internal holistic-based marketing by referring to integrated marketing and relationship marketing.

Conceptual framework

Various research on marketing performance has been conducted by Homburg & Pflesser (2000) the performance of MSMEs is influenced by *marketing mix* and innovation, and innovation is a medium that *affects marketing mix* on MSME performance. MSME performance is measured using growth indicators, market

participants and profitabilities. Risal et al. (2016) in research used indicators of sales *volume*, *market share* and *profitability* marketing performance and showed that marketing performance is influenced by market orientation and marketing mix. From that phenoma, the framework of the research concept is:



Picture. 1. Research Concept Framework

Hypothesis

- H₁: Integrated marketing affects marketing performance
 H₂: Relationship marketing affects marketing performance
 H₃: Holistic marketing affects marketing performance
 H₄: Holistic marketing affects relationship marketing
 H₅: Holistic marketing affects urban social
 H₆: Marketing performance affects relationship marketing
 H₇: Marketing performance affects urban social
 H₈: Integrated marketing affects marketing performance through holistic marketing
 H₉: Relationship marketing affects marketing performance through holistic marketing
 H₁₀: Holistic marketing affects relationship marketing through marketing performance
 H₁₁: Holistic marketing affects urban social through marketing performance

Research methods

Research design uses descriptive quantitative potifisme which is used to answer research questions. Basically, research with a positivisme approach is an approach used by research by maximizing the functions of each construct built to represent indicators of research variables. Research samples to support research data are food and beverage companies in Southeast Asia that during the pandemic have produced food and beverages with a production process of at least 50% with a sample number of 124 respondents. This is intended because in the pandemic every company has decreased.

Research data is primary data in the form of answers from respondents presented by researchers in the form of closed questionnaires so that each respondent's answer will be able to reflect from the indicators. Research analysts use multivariate analysis which of these analyses will be able to test and represent relationships between variables.

Research results

Descriptive respondents

The description of the study respondent is used to explain how many selected respondents are presented from table 1.

Table.1. Descriptive respondents

Kind	Information	Sum
Food Company	Go public	110
Beverage companies	National companies	14

Source: primary data, 2022

From table 1, it is explained that the respondents of food companies that have gone public amounted to 110 respondents while beverage companies amounted to 14 respondents. This explains that some of the respondents studied are companies that have gone public, so they are able to represent every statement in the statements in the office.

Construct validity test

The results of the analysis of the validity test of the research instrument showed that the value of r calculated is greater than the value of r table for $n = 124$, $\alpha = 5\%$, then it can be concluded that all research instruments are valid which means research instruments are able to measure what is measured for all research questions presented in the questionnaire.

Testing the description of respondents has shown results with a variety and can be explained according to the conditions on the research object. Furthermore, an Outlier test is presented that aims to detect each research construct. Here is table 2 of the outlier test results.

Table 2. Outlier Test Results

Observation number	Mahalanobis d-squared	p1	p2
38	76.6854	.0000	.0000
145	58.7316	.0000	.0000
23	42.9553	.0003	.0000
79	42.9198	.0003	.0000
.	.	.	.
.	.	.	.
.	.	.	.
153	12.3311	.7209	1.0000
42	12.3016	.7230	1.0000
156	12.3016	.7230	1.0000

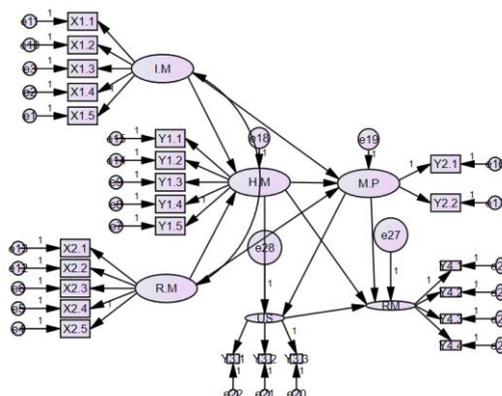
Source: Primary data, 2021

Detection of outliers is done by paying attention to the value of Mahalanobis distance (Ghozali, 2011: 125). The criteria used are based on the Chi-Square

value at the degree of freedom (degree of freedom) 49 which is the number of indicator variables at the significance level $p < 0.01$. Mahalanobis distance X_2 value $(129, 0.01) = 154,404$ then it can be concluded that there is no value that exceeds Mahalanobis

Structural Equation Model Test Results

Picture. 2. Research Concept Framework



Based on figure 2 can be explained in table 3 of the goodness of fit test.

Goodness of Fit Index	Cut-off Value	Hasil	Evaluasi
X ² Chi-Square	X ² with df; 129; p:1%=169.278	154.404	Good
Significance probability	≥ 0,05	0.102	Good
CMIN/DF	≤ 2,00	1.747	Good
RMSEA	≤ 0,08	0.014	Good
TLI	≥ 0,95	0.971	Good
GFI	≥ 0,90	0.988	Good
AGFI	≥ 0,90	0.919	Good
CFI	≥ 0,95	0.939	Good

Source: Primary data, 2022 processed

Table 3 explains that the results of the structural model test show that *the criteria for the goodness of fit value for chi-square (154,404) does not exceed the chi-square table ($\alpha = 1\%$, $DF = 49$ with a probability level of $0.000 > \alpha = 1\%$). This comparison explains that the null hypothesis is accepted which means there is no difference between a model of structural equations built based on observational data and one built on theory capable of explaining the condition of the phenomenon that the researcher measured. Thus the structural equation model can be accepted and used as a tool of analysis.*

Discussion

Integrated marketing affects marketing performance

The results of the study explained that integrated marketing improves marketing performance. This means that integrated marketing is a company through marketing channels that has given a message to consumers, consistent and focused on communication. The results of the study were also supported by research by Akhyani (2020) who explained that integrated marketing contributes to the marketing department.

Relationship marketing affects marketing performance

The results of the study explained that relationship marketing contributes to improving marketing performance. This is proven to increase marketing performance, especially increasing sales volume.

Holistic marketing affects marketing performance

Holistic marketing is able to improve marketing performance so that the role of holistic marketing is able to provide value for increasing sales volume.

Holistic marketing affects relationship marketing

Holistic marketing contributes to improving relationship marketing. This means that intense communication is highly expected by the company for the achievement of the company's vision and mission.

Holistic marketing affects urban social

Holistic marketing is a strategy used by companies in order to achieve increased sales turnover, so that the negative impact is increasing social urban,

Marketing performance affects relationship marketing

Marketing performance contributes to improving relationship marketing. This explains that the company needs a good relationship role with all consumer lines.

Marketing performance affects urban social. Marketing performance is a company activity that has implications for increasing sales volume. Marketing performance has a role to advance and provide value for the company with the support of market performance, product performance and market share.

The results of the study explained that urban social is able to contribute to improving marketing performance with an improved war on market performance. The results of the study are in line with risal et al (2016) research which explains that improvements in marketing performance are supported by market share. Integrated marketing affects marketing performance through holistic marketing. The role of integrated marketing provides reinforcement and support to improve marketing performance played by holistic marketing.

The results of the study explained that integrated marketing is able to mediate, so that marketing performance increases. Integrated marketing is a harmony between strategies that have an impact on company policies, while the concept of holistic marketing is more of a concept that makes marketing strategies better. Relationship marketing affects marketing performance through holistic marketing. Holistic marketing has a role in accordance with a marketing strategy that is built with values in relationship marketing. The concept of holistic marketing makes improvements in marketing performance, but in product performance support

has a small role so that the company has a responsibility to pay attention to the product line.

The results of the study explained that the role of relationship marketing as mediation, so that the improvement of marketing performance with holistic marketing has synergized although there is still a small role in product performance.

Conclusion

The conclusion of the study explains that integrated marketing and relationship marketing improve marketing performance through holistic marketing. In addition, holistic marketing is able to improve marketing performance, internal marketing and social urban.

Research advice

For future researchers, please re-examine the variables of social urban and integrated marketing because the role is still likely to be small. The results of the study are expected to add knowledge, especially about marketing performance. Meanwhile, for MSMEs, the results of research will be used as a consideration for decision making.

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