

Determination of Marketing Performance: Display Media, Affiliate Marketing and Social Media (Literature Review)

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Abstrak: The Literature Review article on Marketing Performance Determination: Display Media, Affiliate Marketing and Social Media 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 the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Media Display has an effect on Marketing Performance; 2) Affiliate Marketing has an effect on Marketing Performance; and 3) Social Media has an effect on Marketing Performance. Apart from these 3 exogenous variables that affect the endogenous variable of Marketing Performance, there are many other factors including Search Engine Advertising, Search Engine Optimization and E-mail Marketing variables.

Keywords: Display Media, Affiliate Marketing, Social Media, Marketing Performance

INTRODUCTION

Marketing Performance shows the results of marketing activities carried out by the organization or company in selling their products or services. Several factors that affect marketing performance in the form of display media, affiliate marketing and social media. In the current digital era, this form of marketing really determines marketing performance, especially for SMEs. This study aims to analyze factors related to marketing performance. Thus, this research offers new insights on how businesses need to improve their overall marketing performance.

Based on the background, the problems to be discussed can be formulated in order to build hypotheses for further research, namely:

1. Does Display Media Affect Marketing Performance ?.
2. Does Affiliate Marketing Affect Marketing Performance ?.
3. Does Social Media Affect Marketing Performance ?.

LITERATURE REVIEW

Marketing Performance

Marketing performance is an overspent and underdelivered point, because it is difficult to measure the effectiveness and efficiency of each marketing activity, decision or program. Marketing performance is more objective and focused on profitability and productivity of marketing decisions (Tjiptono, 2008). Marketing performance is a factor that is often used to measure the effect of the strategy set by the organization or company as a product market achievement, where every organization or company has an interest in knowing the market performance of its products. Good marketing performance is grouped into three categories, namely: the value of sales which is indicated by the value of the gain in money or units, the increase in sales, and the market share indicated by the contribution of the market in its role in controlling the market compared to other competitors and in the end will end up with organizational profits or profits. company (Ferdinand, 2002).

Marketing performance has been widely studied by previous researchers, namely: (Chong & Ali, 2022), (Djodjobo & Tawas, 2021), (Hatta, 2015), (Lestari, 2019), (Supriyadi et al., 2019).

Display Media

Media Display merupakan media yang digunakan dalam menyampaikan informasi atau pesan which is not projected. Display media aims to convey information or messages visually that can be seen, presented and displayed to be interesting, communicative and easy to understand (Chatib & Fatimah, 2013). Display media is a medium used to inform messages in which pictures, cards, posters and even product samples are presented to many people or potential consumers (Fahri, 2020).

Display Media has been widely studied by previous researchers, namely: (Agustin, 2018), (Fahri, 2020), (Anggit & Setyorini, 2022), (Sinaga, Madonna, & Novrian, 2020).

Affiliate Marketing

Affiliate marketing is a commission system that is given to someone when they successfully recommend the product to others (Prayitno, 2001). Affiliate marketing is one of the most effective programs in generating large income online via the internet in a relatively short period of time. Affiliate marketing is a digital marketing method where someone will earn income from the sale of products or services that are promoted through affiliate links that have been created and shared.

Affiliate Marketing has been widely researched by previous researchers, namely: (Abdan & Mustafa, 2022), (Alhazami, 2020), (Shofiana, 2020), (Prathama, Putra, Dahroni, & Putra, 2021), (Apriyani, Roberta, Pribadi, & Ainun, 2022), (Riyani, Sitanggang, & Novrian, 2008).

Sosial Media

Social media is an internet facility that is used by users in presenting themselves or used in interacting, collaborating, sharing, and communicating with other users by forming virtual social bonds (Nasrullah, 2015). Social media is a means that makes it easier for consumers to share text, image, video and audio information with other individuals and with

organizations or companies (Kotler & Keller, 2012). In social media, they also place advertisements or promotions which do not need to spend a lot of money on publishers or distributors. Social media can be utilized by creating interesting and informative video content about the product or service you own so that it will be conveyed to many people (Zarella, 2010).

Social Media has been widely studied by previous researchers, namely: (Indika & Jovita, 2017), (Ramadhany & Pritasari, 2020), (Eprianto, Kamaludin, & Fachruzzaman, 2021).

Table 1. Relevant Previous Research Results

No.	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	Shong & Ali, 2022	Literature Review : Competitive Strategy, Competitive Advantages, and Marketing Performance on E-Commerce Shopee Indonesia	Discussing Marketing Performance	There are differences in the competitive variables of strategy and competitive advantage
2	(Indika & Jovita, 2017)	Instagram Social Media as a Promotion Tool to Increase Consumer Purchase Interest	Discussing Social Media	There are differences in the variables of promotion and buying interest
3	(Abdan & Mustafa, 2022)	Islamic Law Overview of the Affiliate Marketing System at Taqychan Saffron	Talking about Affiliate Marketing	There is a difference in the research locus, namely Taqychan Saffron
4	(Alhazami, 2020)	Increasing Meruya Community Income Through Affiliate Marketing During the Covid 19 Pandemic	Talking about Affiliate Marketing	There is a difference in the community income variable
5	(Ramadhany & Pritasari, 2020)	Utilization of Social Media as a Marketing Media for Nurayya Dandruff Shampoo Products Without SLS	Discussing Social Media	There is a research locus, namely at Nurayya Shampoo Dandruff
6	(Agustin, 2018)	Eco-friendly Display Booth Design For Marketing of Processed Aquaculture Products	Talking about Media Display	There are differences in the processed variables of ponds
7	(Djodjobo & Tawas, 2021)	The Influence of Entrepreneurship Orientation, Product Innovation, Competitive Advantage, on the Marketing Performance of Nasi Kuning Business in Makassar City	Discussing Marketing Performance	There is a research locus, namely the Yellow Rice Business in Makassar City

RESEARCH METHODS

The method of writing scientific articles is by using qualitative methods and literature studies or library research. Reviewing theory and reviewing literature books that are in accordance with the theory discussed, especially the scope of marketing management. Besides that, it also analyzes reputable and unreported scientific articles and journals. All scientific article references are sourced from Google Scholar and Mendeley.

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 it is exploratory in nature. 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 making comparisons with the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on the literature review and relevant research tables, the researcher determines the discussion as follows:

1. Effect of Display Media on Marketing Performance

The display media in this case acts as a medium used to convey messages, information or the appearance of a product. Appearance or display in the form of displays made by business actors in presenting their products. As we often see in shopping malls or supermarkets, they do media displays in displaying their products. Displays can use original products or imitation products that are similar to the products offered, for example, such as displays for Samsung, iPhone and Xiaomi smartphone products. Display media are influential and effective in attracting consumers to make purchases of products, because with these display media consumers will feel a similar experience with the products they will buy. For this reason, display media is very important in marketing and will affect Marketing Performance (Agustin, 2018).

Display Media has an effect on Marketing Performance, this is in line with research conducted by: (M Rizky Mahaputra & Saputra, 2021a), (Agustin, 2018), (Fahri, 2020).

2. Effect of Affiliate Marketing on Marketing Performance

Affiliate marketing is aimed at marketing products or services carried out by marketers, such as: influencers, bloggers and mass media. Affiliate marketing will be more effective than just the company itself doing marketing activities. Because by doing affiliate marketing carried out by influencers, bloggers and mass media, it is believed that information will be conveyed to all parties, not only within the company or organization. For example, with influencers doing affiliate marketing for our products or services, of course the information will be conveyed to all their followers on social media. And this also applies to bloggers and mass media, by doing affiliate marketing, advertisements will be delivered and read to their website visitors. (Prathama et al., 2021).

Affiliate Marketing has an effect on Marketing Performance, this is in line with research conducted by: (Saputra, 2022a), (Maharani & Saputra, 2021), (Prathama et al., 2021), (Saputra & Mahaputra, 2022a).

3. Effect of Social Media on Marketing Performance

Social media is a medium used by almost all people in this world, therefore **social media is an effective** means of **marketing** or promoting products or services. By providing information in the form of video content, images and audio, the promotional message will be quickly conveyed to the public. So that if the video content and products or services offered are attractive, it will affect consumer buying interest so that it will also affect marketing performance (Indika & Jovita, 2017).

Social Media has an effect on Marketing Performance, this is in line with research conducted by: (Saputra, 2022b), (M Rizky Mahaputra & Saputra, 2021b), (Indika & Jovita, 2017), (Ilhamalimy & Ali, 2021), (Saputra & Saputra, 2021).

Conceptual Framework

Based on the problem formulation, literature review, previous research and the above discussion, the conceptual framework is obtained as follows:

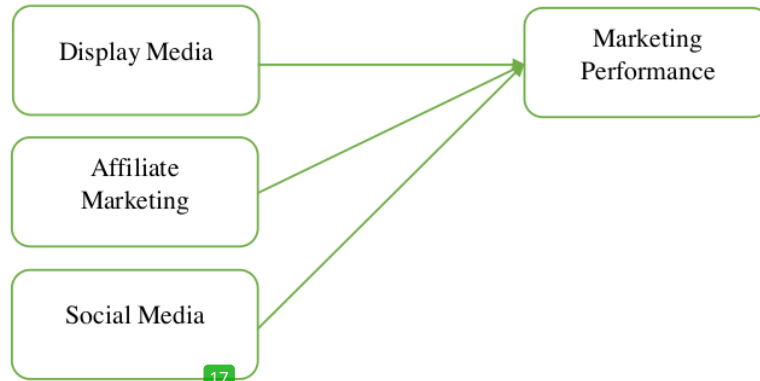


Figure 1: Conceptual Framework

Based on the conceptual framework above, then: Display Media, Affiliate Marketing and Social Media affect Marketing Performance.

Apart from Display Media, Affiliate Marketing and Social Media variables that affect Marketing Performance. There are many other factors that affect Marketing Performance, including:

- 1) *E-Mail Marketing*: (Siregar, 2019), (S. Kuba, 2022a), (Rony, Lubis, & Rizkyta, 2019), (Noorfikri, Narpati, Bukhari, & Nursal, 2021), (M Ridho Mahaputra & Saputra, 2021), (Agussalim, Ndraha, & Ali, 2020), (Hairiyah & Ali, 2017), (Agussalim, Ayu Rezkiana Putri, & Ali, 2016).
- 2) *Search Engine Optimization*: (Sabilah, Hernadewita, Wibowo, Damanik, & Susanti, 2019), (Atika, P. D., & Kusmara, 2021), (S. Kuba, 2022b), (Rony, Lubis, Santoso, & Rizkyta, 2020), (Saputra & Mahaputra, 2022c), (Saputra & Mahaputra, 2022b), (Assagaf & Ali, 2017), (M & Ali, 2017), (Mulyani, Ridwan, & Ali, 2020), (Mansur & Ali, 2017).
- 3) *Search Engine Advertising*: (Sabilah, 2021), (Atmoko, D., & Noviriska, 2022), (Narpati, Andrian, & Nursal, 2020), (M Ridho Mahaputra & Saputra, 2022), (Darwisyah, Rosadi, & Ali, 2021), (Ridwan, Mulyani, & Ali, 2020a), (Sivaram, Hudaya, & Ali, 2019), (Wahono & Ali, 2021), (Bimaruci, Agung Hudaya, & Hapzi Ali, 2020).
- 4) *Platform*: (Hamdani & Sabilah, 2021), (Noviriska, n.d.), (Hardiansyah, Soehardi, & Rony, 2019), (Saputra & Ali, 2022), (Hapzi Ali, Sastrodiharjo, & Saputra, 2022), (Octavia & Ali, 2017), (Sivaram, Munawar, & Ali, 2020), (Setyadi, 2017), (Somad, Rosadi, Ali, Kesisteman, & Kesisteman, 2021), (Fahmi & Ali, 2022), (H Ali, 2020).
- 5) *Digital Marketing*: (H. S. Kuba, 2017), (Pasaribu et al., 2022), (Panday & Nursal, 2021), (Winarso, Nursal, & Prasetyo, 2018), (Saputra & Ali, 2021), (Hernikasari, Ali, & Hadita, 2022), (Hadita & Adiguna, 2019), (Kustiwan & Hadita, 2020), (Suharyono & Ali, 2015), (Pandiangan, Masiyono, & Dwi Atmogo, 2021), (Ridwan, Mulyani, & Ali, 2020b).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the literature review, relevant research tables and the above discussion, a hypothesis can be formulated for further research:

1. Display Media affect Marketing Performance.

2. Affiliate Marketing affect Marketing Performance.
3. Social Media affect Marketing Performance.

Recommendation

Based on the conclusions above, in addition to the Media Display factor, affiliate marketing and social media that affect marketing performance. There are other factors that need to be investigated for further research, namely: Digital marketing, platforms, search engine optimization and search engine advertising.

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