

## Apakah customer concept mampu menjadi falsafah penggerak pemasaran yang baru ?

Adi Zakaria Afiff, examiner

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### Abstrak

For years marketing concept as the basic philosophy in marketing has been widely accepted by many marketing and business practioners. However, in 2003, the well known marketing scholar Philip Kotler introduced a new philosophy of marketing in his famous marketing management textbook. This article then try to trace the history of the new philosophy and answer the qutation of whether the new philosophy can replace the previous marketing concept. Relating the customer concept philosophy to the concept of relationship marketing in business to business market, service market and consumer market resulted in the conclusion that the customer concept can not fully replace marketing concept. Further, this article proposed the usage of consumer involvement toward products offered as a basis for distincting the basic philosophy of marketing management to be used.