

Perubahan Peran *Sales* dan *Marketing* dalam *Business Environment* yang Semakin Kompetitif: Suatu *Systematic Literature Review*

SKRIPSI

Diajukan Sebagai Salah Satu Syarat untuk Memperoleh
Gelar Sarjana Manajemen pada Program Studi Manajemen
Universitas Pendidikan Indonesia



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2023**

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LEMBAR PENGESAHAN SKRIPSI
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yang Semakin Kompetitif : Suatu Systematic Literature Review

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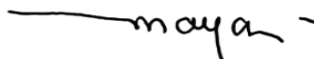
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2023

LEMBAR PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “Perubahan Peran *Sales* dan *Marketing* dalam *Business Environment* yang Semakin Kompetitif: Suatu *Systematic Literature Review*” beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko atau sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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ABSTRAK

Bangbang Nurdiansyah, 1908409, “Perubahan Peran *Sales* dan *Marketing* dalam *Business Environment* yang Semakin Kompetitif: Suatu *Systematic Literature Review*” Dibawah bimbingan Prof. Dr. Vanessa Gaffar, S.E.,Ak., MBA. dan Dr. Ayu Krishna Yuliawati, S.Sos., MM

Evolusi dari *Sales* dan *Marketing* telah banyak mengubah lingkungan bisnis (*business Environment*) terutama pada pandemi Covid-19 yang cukup panjang. Maka dari itu, memahami *Sales* dan *Marketing* dalam *Business Environment* menjadi kunci perusahaan untuk memiliki keuntungan kompetitif jika ingin membuat bisnis yang berfokus pada internal perusahaan dan konsumen. Tujuan penelitian ini adalah untuk menyediakan analisis mendalam mengenai perubahan peran *sales* dan *marketing* dalam *business environment* yang semakin kompetitif. Penelitian ini menggunakan *systematic literature review* untuk menjelaskan perubahan peran *sales* dan *marketing* dalam *business Environment* yang semakin kompetitif. Hasil penelitian sementara ini menunjukkan teori dan faktor sosial memiliki peran signifikan dalam *sales* dan *marketing* bersamaan dengan *technological factor* dan *motivational factor*. Penelitian ini juga menyertakan *framework* indikator *sales* dan *marketing* dalam konteks *business environment* juga implementasi *sales* dan *marketing* dalam konteks *business environment*.

Kata kunci: *sales, marketing, business environment, systematic literatur review*

ABSTRACT

Bangbang Nurdiansyah, 1908409, "Changes in the Role of Sales and Marketing in An Increasingly Competitive Business Environment: A Systematic Literature Review" under the Guidance of Prof. Dr. Vanessa Gaffar, S.E.,Ak., MBA. and Dr. Ayu Krishna Yuliawati, S.Sos., MM

The evolution of Sales and Marketing has greatly changed the business environment, especially during the long Covid-19 pandemic. Therefore, understanding sales and marketing in the business environment is key for companies to have a competitive advantage if they want to create a business that focuses on internal companies and consumers. The purpose of this research is to provide an in-depth analysis of the changing role of sales and marketing in an increasingly competitive business environment. This research uses a systematic literature review to explain the changing role of sales and marketing in an increasingly competitive business environment. The results of this interim research show that social theory and factors have a significant role in sales and marketing along with technological factors and motivational factors. This research also includes a framework of sales and marketing indicators in the context of the business environment as well as the implementation of sales and marketing in the context of the business environment.

Keywords: *sales, marketing, business environment, systematic literatur review*

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