Analysis of Factors Influencing the Marketing Information System: CRM, Customer Satisfactaction and Sales Effectiveness

Ursula Uci Rosalinda[1]*, Hapzi Ali[2]

[1] Student of the Faculty of Economics and Business, Jakarta Raya Bhayangkara University, email: ursula.uci.rosalinda18@mhs.ubharajaya.ac.id

[2] Lecturer at the Faculty of Economics and Business, Bhayangkara University Jakarta Raya, email: hapzi@dsn.ubharajaya.ac.id

*Corresponding Author: Ursula Uci Rosalinda[1]

Abstract: Literature Review Article Analysis of Factors Affecting Marketing Information System: CRM, Customer Satisfaction and Sales Effectiveness is a scientific article that aims to build research hypotheses on the influence of variables to be used in further research, within the scope of ESSB. 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 article are that: 1) CRM influences operational excellence and increases customer satisfaction through a cooperative relationship with the marketing information system. 2) Customer satisfaction affects the marketing information system; and 3) sales effectiveness affects the marketing information system. Apart from these 3 exogenous variables that influence the endogenous variables of the Finance Information System there are many other factors including the variables of Planning, Management and Internal Audit of the company.

Keywords: CRM, Customer Satisfactaction, and Sales Effectiveness

INTRODUCTION

In an organization, information is an important and valuable part. Accurate and relevant information can assist a leader in making a decision and determining the steps that must be taken to maintain and develop an organization he leads. Information can support the operational and managerial activities of the organization. For that we need a data processing that is reliable, accurate, and can be displayed precisely and easily when needed when needed. (Lapalelo:2015).

In the competitive world of organizations in business, a marketing information system or better known as the Marketing Information System (MIS) is the most important part in conducting relations with external parties of the organization. In marketing we are able to cooperate with other organizations to achieve common goals where the main goal is to

market products or services that can later contribute to profits for the organization. (Fadil & Utama Priyo:2015).

For this reason, an organization must make adjustments in current technological developments, so that it can process data even better so that the information obtained becomes easier to understand and can obtain clarity from this information. (Prayitno:2017). Information that continues to develop requires companies to be able to adapt to the influences and changes that occur, this is done in an effort to maintain the existence of the organization in the long term.

In Indonesia, for example, we can see that old brands such as Teh Sosro owned by PT. Sinar Mas Sosro which has been established since 1940 or the Kecap Bango brand which has existed much longer, namely in 1928 . Tolak Angin Herbal medicine brand owned by PT. Sido Muncul was founded in 1930. These brands have been in the Indonesian market for quite a long time, one of the reasons being their ability to adapt to the changes that occur.

Custumer Relationship Management (CRM) is a business strategy for selecting and managing customers so as to optimize the organization's long-term benefits. CRM is very popular among business organizations because the ultimate power has shifted to consumers or customers. CRM is a combination of business processes and technology that aims to understand the customer and CRM makes it possible to offer the right product to the right customer, at the right time at the right price, through the right medium. (Fadil & Utama Priyo:2015:112).

Research conducted by (Hakim & Pratama, 2019) related to the application of CRM at PT. Arya Media Tour & Travel uses the iteration method which consists of the planning phase, the problem analysis phase, the design phase, the implementation phase, and the maintenance phase, enabling its users to more easily access the services provided by the PT. Research conducted by Saputra Irsandi et al. (2021) shops that sell paintings, calligraphy and frames are also of the same opinion that the application of CRM can facilitate relationships between customers in choosing the products offered. Analysis of the application of CRM was also carried out in the banking sector, namely BRI Kc Tambun Bekasi by Pratama et al. (2021).

From the several studies and research above, the researcher is interested in conducting a review of an article entitled **"Analysis of Factors Influencing Marketing Information Systems: CRM, Customer Satisfaction and Sales Effectiveness"**.

Based on the background, the problems that will be discussed can be formulated in order to build hypotheses for further research, namely:
1.   Does CRM affect the Management Information system?
2.   Does Customer Satisfaction affect the Management Information system?
3.   Does Sales Effectiveness affect the Management Information system?

LITERATURE REVIEW
Marketing

According to Basu Swastha in the book Sunyono (2012:18) Marketing/marketing is the whole of business activities aimed at planning, pricing, promoting and distributing goods, services or ideas to target markets in order to achieve organizational goals, while selling is the science or art of personal influence carried out by sellers to invite other people to willing to buy the goods or services offered.

Sales Information Systems can be regarded as marketing activities of goods or services through the internet media (Rudi (2010) states that the seller's information system is a web and internet-based marketing technique that is used to achieve goals and support modern marketing concepts so that companies can market their products or services quickly to be known by the wider community regarding a more detailed explanation of products or

services. details that can help customers to get the desired information (Fitriana & Sucipto (2020).

CRM

Gordon (2002) in research Pradana (2018) Explaining customer relationship management is the process of creating relationships between companies and individual customers to increase maximum business results. Building long-term relationships is the best way to create customer loyalty.

There are three phases of CRM by the book Fadil & Utama Priyo (2015:114) that is :

a) Acquisition of new customers: the company acquires new customers by way of product promotion, goods or services, the value offered to customers is a quality product with excellent service.
b) Increase the profitability of existing customers: the company improves customer relations by cross-selling and up-selling, the value offered to customers is more convenience at a lower price.
c) Converting customers into customers for life: focusing on adapting the service provided to the customer and not the market.

Customer Satisfaction

Customer satisfaction is an emotion generated by a series of experiences received by customers from the company. This assessment can occur within a certain time or in a short time and triggers an active response from the customer Fadil & Utama Priyo (2015:115).

Sales Effectiveness

Sales effectiveness is the company's business in distributing goods and services optimally to achieve the goals set by the company (Zulfikar & Supriyoso, 2019).

Tabel 1. Relevant Prior Research

No	Author (Tahun)	Previous Research Results	Similarities With This Article	The Difference With This Article
1	(Solechan & Kusumo, 2022)	The results of the study show that E-CRM is a marketing activity, tools and techniques that are delivered via the internet which includes email, www, chatrooms, e-forums, and others with the aim of finding, building and improving terms customer relations to enhance their individual potential.	E-CRM is to earn Consumer loyalty, which leads to repeat purchases and increased profitability	Application "front-end" when they change the interface with "back-end" applications through ERP data warehouse and data mart systems
2	(Rais, 2022)	CRM significantly influences Customer Loyalty through Customer Satisfaction.	To determine the effect of Customer Relationship Management (CRM) on customer loyalty through customer satisfaction	PT. Telkomsel Indonesia postpaid customer satisfaction.
3	(Djatnika & Gunawan, 2021)	The results of this study show that business actors have a positive perception of the use of social media in their business activities. Then it can be concluded that the Facilitating Conditions, Performance	Customer relationship management (CRM)	Perspective of Adoption of Social Media as Technology Implementation

		Expectancy, and Trust factors have a significant influence on the use of social media as an implementation of CRM technology in business activities.		
.4	(Singse, 2021)	The results of this study indicate that the People variable influences loyalty by 30.5%. Process has no effect on customer loyalty. Technology has no effect on customer loyalty. People influence customer satisfaction by 32.5%. Process has no effect on customer satisfaction. Technology influences customer satisfaction by 44.2%. Customer satisfaction affects customer loyalty by 37.3%.	The influence of customer relationship management on customer satisfaction and customer loyalty	This study uses primary data by distributing questionnaires to 92 customers of PT Sun Motor Jakarta.
.5	(Budiman, 2020)	The results of the F test show that service performance, Customer Relationship Management, bank digitalization and customer satisfaction jointly influence customer loyalty. The test results of path analysis show that customer satisfaction is able to mediate the effect of service performance, Customer Relationship Management and bank digitalization on customer loyalty of Bank Syariah Indonesia Boyolali Branch.	Know and analyze the factors that influence customer loyalty	The data collection method was carried out by distributing questionnaires to customers of Bank Syariah Indonesia Boyolali Branch.

RESEARCH METHODS

The method of writing this Literature Review article is the Qualitative Descriptive method and Library Research, sourced from the Google Scholar online application, Mendeley and other online applications.

This literature review article uses writing data sources which are limited to a span of 7 years, namely between 2016 and 2022.

DISCUSSION

Based on relevant previous theoretical and research studies, the discussion of this literature review article in the concentration of marketing information systems:

1. Analysis of Factors Influencing Marketing Information System: CRM

Research from (Ifada & Ali, 2018) The Customer Relationship Management System influences Operational Excellence. CRM aims to increase customer satisfaction, by creating a mutually beneficial cooperative relationship. Thus the company can understand what customers need, which will be useful for optimizing profits. Based on research results from (Handayani, 2016) that the Main Factors have a greater influence on customer loyalty, because the Main Factors which consist of HR factors, personal service, commitment, trust, and complaint handling have been very well implemented by Bank BNI Syariah KC Sukabumi in order to create customer satisfaction and encourage customers to be loyal to the bank, so that the bank can establish long-term relationships with customers that will benefit both parties.

2. Analysis of Factors Influencing Marketing Information System: Customer Satisfaction

Research result (Jalal, 2019) proves that interactions between departments, marketing information systems and control systems have a positive and significant impact on service excellence. The more interaction between departments, marketing information systems and control systems, the higher the service excellence provided to customers. Based on research from (Yusup, 2016) to the Bukalapak sales platform, Trust has the greatest influence on customer satisfaction as a mediating/intervening variable.

3. Analysis of Factors Influencing Marketing Information System: Sales Effectiveness

According to research results from (Siregar & Sianturi, 2021) To maintain effectiveness and efficiency in sales, good cooperation is needed between one field and another so that supervision can be carried out and at the time needed (specified). Study Willy et al, (2020) on the effectiveness of motorcycle sales also argued that the partial test showed that the sales promotion variable partially had a significant positive effect on the sales effectiveness of PT. Mega Anugrah Mandiri Simultaneous testing of the independent variables of personal selling and sales promotion simultaneously has a significant effect on the effectiveness of PT. Mega Anugrah Mandiri.

Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking about this article is processed as follows.
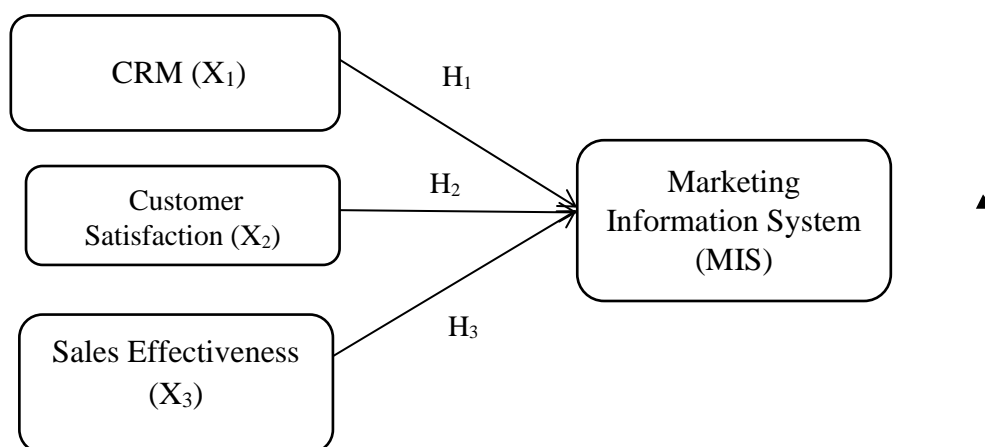

Figure 1: Conceptual Framework

The following is a description of each relationship between variables:
1. H1: CRM influences Marketing Information System (MIS)
2. H2: customer satisfaction affects the Marketing Information System (MIS)
3. H3: sales effectiveness affects the Marketing Information System (MIS)

CONCLUSION AND SUGGESTION
Conclusion

Based on the theory, relevant articles and discussion, a hypothesis can be formulated for further research that the factors influencing the Marketing Information System (MIS) such as CRM, Customer Satisfaction and Sales Effectiveness are closely related to the marketing

information system (MIS), so it can be concluded that these factors can support the selling value to prospective buyers or customers.

Suggestion

Based on the conclusions above, the suggestion in this article is that there are many other factors that can affect the marketing information system besides the factors described in this article, so that future writers can use other factors besides those previously described to find out. the influence of other factors on the sales information system.

REFERENCES

Budiman, F. (2020). Kepuasan Dan Loyalitas Nasabah Bank Syariah Indonesia Cabang Boyolali. *Jurnal Ekonomi, Sosial & Humaniora*, *2*(05), 142–166.

Djatnika, T., & Gunawan, A. I. (2021). Perspektif Adopsi Media Sosial Sebagai Implementasi Teknologi Manajemen Hubungan Pelanggan (Crm) Pada Umkm. *Bhakti Persada Jurnal Aplikasi Ipteks*, *7*(2), 78–87.

Fadil, Z., & Utama Priyo. (2015). *Teknik Marketing Itu Mudah* (Ratika, Ed.). Second Hope.

Fitriyana, F., & Sucipto, A. (2020). Sistem Informasi Penjualan Oleh Sales Marketing Pada Pt Erlangga Mahameru. *Jurnal Teknologi Dan Sistem Informasi*, *1*(1), 105–110.

Hakim, A. A., & Pratama, S. (2019). Sistem Informasi Manajemen Hubungan Pelanggan Berbasis Web Pada Pt. Arya Media Tour & Travel. *Jatisi (Jurnal Teknik Informatika Dan Sistem Informasi)*, *5*(2), 123–136.

Handayani, W. (2016). *Faktor-Faktor Customer Relationship Management Yang Mempengaruhi Loyalitas Nasabah Pada Pt. Bank Bni Syariah Kantor Cabang Sukabumi*.

Idris, P. D. (2019). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Ulang Pelanggan (Studi Pada Pelanggan Mobile & Electronics Di Situs Online Bukalapak). *Diponegoro Journal Of Management* , *8*.

Ifada, N. T., & Ali, H. (2018). *Faktor-Faktor Yang Mempengaruhi Keunggulan Operasional: Analisis Sistem Perusahaan, Sistem Manajemen Rantai Pasokan Dan, Sistem Manajemen Hubungan Pelanggan (Literature Review Manajemen Pemasaran)*.

Jalal, A. (2019). Analisis Faktor-Faktor Yang Mempengaruhiserviceexcellence(Studi Kasus Padapt. Bank X (Persero), Tbk. Pekanbaru). *Jurnal Bahtera Inovasi*, *2*.

Lapalelo, B. (2015). Pengaruh Sistem Informasi Pemasaran Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan (Studi Pada Pt Hasjrat Abadi Manado). *Jurnal Administrasi Publik*, *1*(028).

Pradana, F. (2018). Pengaruh Manajemen Hubungan Pelanggan, Kualitas Pelayanan, Dan Kualitas Pengalaman Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Nasabah Pt Fac Sekuritas Indonesia Di Yogyakarta. *Jurnal Manajemen Bisnis*, *9*(2), 193–212.

Pratama, D., Widyastuti, ; Tri, Suroso, ; Sugeng, Dhian, ;, Untari, T., Ekonomi, F., Bisnis, D., Bhayangkara, U., & Raya1, J. (N.D.). *Pengaruh Customer Relationship Management Dan Citra Perusahaan Terhadap Kepuasan Dan Loyalitas Nasabah Di Pt. Bank Rakyat Indonesia Tbk Kantor Cabang Tambun, Bekasi*.

Prayitno, M. H. (2017). Sistem Informasi Eksekutif Pemasaran Dengan Metode Drill Down. *Jurnal Kajian Ilmiah*, *17*.

Rais, M. (2022). Pengaruh Customer Relationship Management (Crm) Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pascabayar Pt. Telkomsel Indonesia. *Doctoral Dissertation, Universitas Hasanuddin)*.

Rudi. (2010). *Perancangan E-Marketing Bagi Pemasaran Produk Kecantikan*.

Saputra Irsandi, J., Fitri, I., Nathasia, N. D., & Kunci, K. (2021). Sistem Informasi Pemasaran Dengan Penerapan Crm (Customer Relationship Management) Berbasis Website Menggunakan Metode Waterfall Dan Agile. *Jurnal Teknologi Informasi Dan Komunikasi)*, *5*(4), 2021. Https://Doi.Org/10.35870/Jti

Singse, S. (2021). Engaruh Customer Relationship Management Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Pt. Sun Motor Jakarta. *Doctoral Dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta*.

Siregar, A., & Sianturi, R. D. (2021). Pengaruh Sistem Informasi Pemasaran Dan Distribusi Terhadap Efektivitas Penjualan Pada Pt Suryamas Lestari Prima Tanjung Morawa. *Journal Of Business And Economics Research (Jbe)*, *2*.

Solechan, A., & Kusumo, H. (2022). Strategi E-Crm Untuk Meningkatkan Kepuasan Konsumen: Sebuah Literatur Review. *Jurnal Manajemen Sosial Ekonomi*, *2*(1), 64–74.

Sunyoto, D. (2012). *Dasar-Dasar Manajemen Pemasaran*. Caps.

Willy, F., Goh, S. T., & Julitawaty, W. (2020). *Pengaruh Personal Selling Dan Promosi Penjualan Terhadap Efektifitas Penjualan Ban Sepeda Motor Pt. Mega Anugrah Mandiri*. *6*.

Zulfikar, F., & Supriyoso, P. (2019). Efektivitas Penjualan Online Melalui Media Sosial Pada Perusahaan Cv Billionaire Sinergi Korpora (Billionaire Store). *Prosiding Frima (Festival Riset Ilmiah Manajemen Dan Akuntansi)*, *2*, 909–913.