

Marketing information systems in the digital era (a literature review study)

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Article Info

Article history:

Received Jun xx, 2023

Revised Jun xx, 2023

Accepted Jun xx, 2023

Keywords:

Marketing Information System,
Digital Era,
Literature Review

ABSTRACT

The marketing information system is part of a management information system focusing on marketing. This information system is essential, especially in the digital era that depends on technology. In this research, we will focus on the trend of how marketing information systems are an option for some companies and the customer's perspective. This study uses qualitative studies from various recent journals. The study results show that most marketing information systems are still used to support the company's business with web-based information systems, with e-commerce as an option compared to Android-based ones. The other variables are still talking about customer satisfaction and loyalty. Use this information system used by several business fields, cooperatives, banking, property, entrepreneurship, tourism, agriculture, and sales as a decision by considering efficiency and effectiveness as well as long-term risks and effects.

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Introduction

An information system consists of two words, namely, system and information. A system is a collection or set of elements or variables that are organized, interacting, and interdependent. Information is data that is processed into a valuable form for making decisions.

A marketing information system is one system that analyzes and also measures marketing information collected continuously from various company sources. Marketing information systems are also included in sales information, promotions, marketing activities, market research, and other marketing-related things.

From the variety of information available, marketing decision-makers and company management constantly change, making implementing marketing information more complicated. The rapidly developing market is influenced by competitors' strategies, new government policies, technological changes, customer attitudes, and changes in the company's products, prices, selling power, distribution, and promotional programs. With the existence of a marketing information system, it is expected to be a reference for company decision-makers in planning and developing a sound information system.

This research aims to use management information systems in the digital era, with literature studies taken from various sources from previous journals.

Method

Research using qualitative research, literature studies, and literature research aims to describe millennials' career choices and career orientation. Research sources are taken from various sources from journals. The use of qualitative research should be consistent with methodological assumptions. This exploratory nature is the origin of this research (Ali & Limakrisna, 2013). While the stages of research in the review literature can be seen in the picture below.

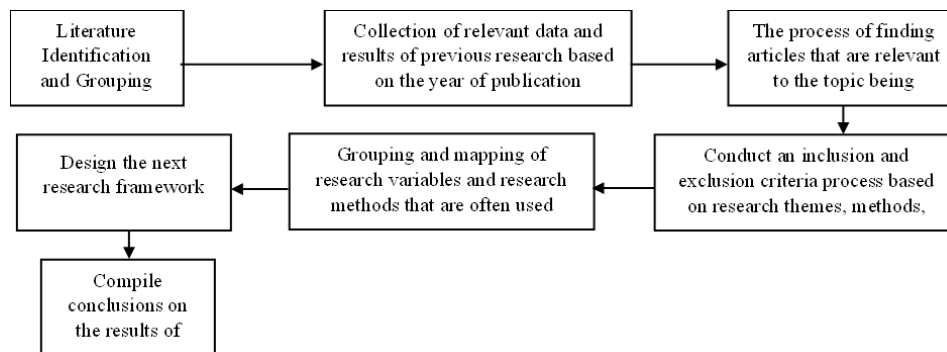


Figure 1. Stages of literature study

There are seven stages in literature study, starting from identifying literary groupings, collecting data and research results based on the year of publication, relevant articles, the process of criteria based on the theme of research methods and variables, grouping and refining research methods and variables, designing the following research framework, and preparing conclusions.

Results and Discussions

A marketing information system is one of the supports for management in making a business decision by looking at the risks in its use. Journal references take a look at various angles of previous research results.

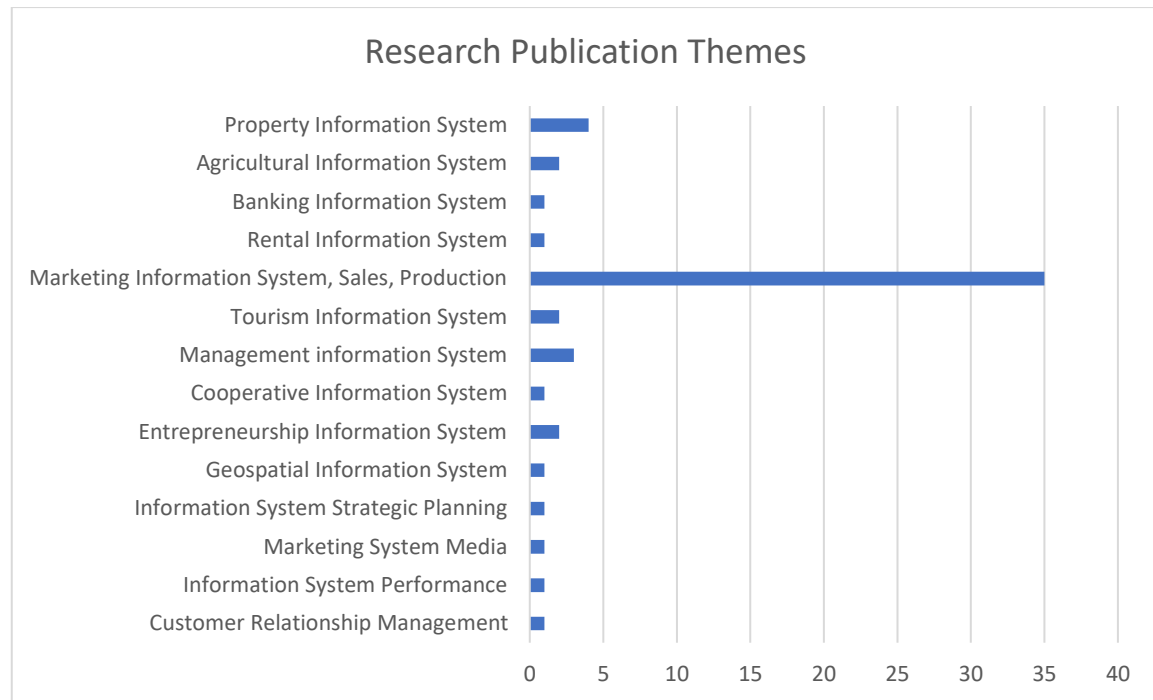


Figure 2. Article theme grouping

The journal references from the graphic image above primarily discuss marketing, sales, and production information systems. The rest are variations of other information systems such as cooperatives, tourism, management, entrepreneurship, property, agriculture, banking, geospatial, and rental. The year and number of research journal publications are in the figure below.

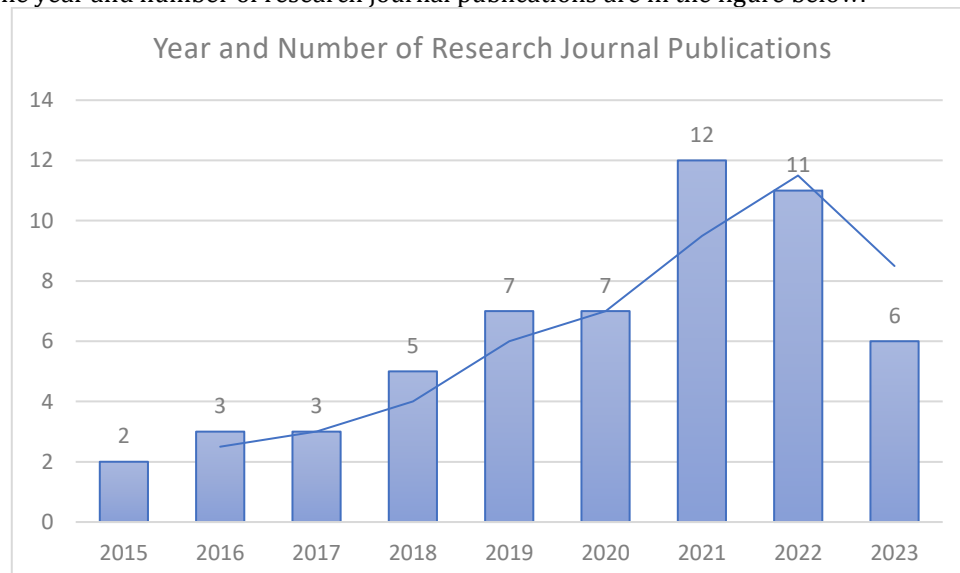


Figure 3. Year and Number of Research Journal Publications

The research journal year is from 2015 to 2023, dominated by the latest researchers. Then journal sources taken as review literature can be seen in the table below.

Table 1. Scientific Literature Search Results

Journal/Proceedings	Number of Articles
Scientific Development Media	1
Scientific Journal of Social Education (JIPSA)	1
Journal of Socio-Economics Agricultural (J-SEA)	1
Journal of Information Systems (JSI)	1
e-Journal of Economics and Business Udayana University	1
Scientific Journal of Management (JIM UPB)	1
3rd National Conference on Research and Community Service (KNPP)	1
International Journal of Information System & Technology (IJISTECH)	1
National Seminar on Information Systems and Information Technology 2018 (SENSITEK 2018)	2
Journal of Emerging Information Systems and Business Intelligence (JEISBI)	1
Journal of Technology Information	1
Exacta Factor	1
Greenation. Journal of Multidisciplinary Science (JIM)	1
African Journal of Emerging Issues (AJOEI)	1
Journal of Technology and Information Systems (JTSI)	1
Governance - Journal of Master of Management Universitas Muslim Indonesia	1
International Journal of Economics, Commerce and Management (IJECM)	1
Dynasty International Journal of Digital Business Management (DIJDBM)	1
Scan	1
Jagaditha Journal of Economics and Business	1
IT Literacy Information Technology Journal	1
Mediterranean Journal of Social Sciences MCSER Publishing	1
Journal of Information Systems (J-SIKA)	1
Symantec Journal	1
Journal and Research of Informatics Engineering (SYNCHRONOUS)	1
Idarah Journal	1
Techno.COM	1
Indonesian Journal on Information Systems (IJIS)	2
Journal of Information Systems and Science Technology	1
Journal of Electrode Focus: Electrical Energy, Telecommunications, Computers, Electronics, and Control	1
Proceedings of the National Seminar on Mathematics (PRISMA)	1
International Journal of Cyber and IT Service Management (IJCITSM)	1
Journal of Community Service (E-DIMAS)	1
Journal of Information Systems, Management and Information Technology (SIMTEK)	1
Community Service Results Seminar 2018	1
National Seminar on Informatics 2015 (SemnasIF 2015)	1
Journal ICIT	1
Journal of Information Systems and Technology (SITECH)	1
Remik: Research and E-Journal of Computer Informatics Management	1
Karimah Tawhid	1
Journal of Aerospace Management	1
Pusdansi	1
ILKOM Scientific Journal	1
Scientific Journal of Information & Computer Technology Research (JIPETIK)	1
Indonesian Journal of Management and Business Science (JSMBI)	1
Ibrahimi Information Systems Journal (JUSTIFY)	1
IOP Conference. Series: Materials Science and Engineering	1
Journal of Social Science Education	1
International Journal for Research Trends and Innovation (IJRTI)	1
Journal of Information Systems Management Economics (JEMSI)	1
American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS)	1
International Journal of Business Strategy and Automation	1
International Review of Management and Marketing	1

Journal of Management Information and Decision Sciences	1
Sum	56

Source: Data processed from various journals, 2023

Journal references were taken from 56 national and international journals, conferences, and proceedings. For journal research, variables can be seen in the table below.

Table 2. Research variable mapping

No	Variable/Domain	Literature Sources
1	Information Systems Analysis, Design, Approach, Portfolio	(Asfiah & Indriyanti, 2022). (Muryono, 2019). (Hajiheydari et al., 2018). (Novikova, 2015).
2	e-commerce	(Santoso, 2017). (Farahat et al., 2020). (Sidik, 2022). (Dewi, 2018).
3	Communication, Efficiency, Performance, Media, Concepts, Strategies, Marketing Decision Effectiveness, Online Marketing, and Marketing Intelligence	(Alawi, 2021). (Purba et al., 2021). (Aryana et al., 2017). (Theodosiou & Beheshti, 2021). (Primary et al., 2019). (Margaret, 2022). (Fitriana et al., 2016). (Mahrannisya et al., 2021). (Navadgi, 2022). (Rosário, 2021).
4	Web-Based Information Systems, Web Communication, Web-Based Agricultural SI	(Lubis et al., 2022). (Suhardiman et al., 2023). (Manuhutu et al., 2020). (Sihaan et al., 2018). (Rezeki & Suidah, 2020). (Rahmiati et al., 2021). (Nistrina & Righa, 2022). (Jannah et al., 2022). (Kosasi, 2017). (Nur, 2019). (Nurninawati et al., 2023). (Harlinda et al., 2022). (Maulana et al., 2023). (Sejati & Asharudin, 2018). (Simanjuntak & Wibawa, 2015). (Yhona et al., 2018). (Luckyardi et al., 2021). (Wahyuni & Firdaus, 2022). (Mulya et al., 2021). (Shamhadi, 2023).
5	Customer Satisfaction, Customer Loyalty, Promotional Decisions, Sustainable Consumption	(Erpurini, 2019). (Hendrata et al., 2021). (Siboro et al., 2020). (Nurfaedah & Rustam, 2021). (Erpurini & Zulyanti, 2019). (Alagoa et al., 2019).
6	e-mail, Effects of marketing SI development, Android-based Information Systems, Educational Institution Information Systems, Promotional and Marketing SI Design, SI, Visual Basic, Software, Databases, Decisions	(Diah, 2016). (Siregar, 2022). (Ramadhon et al., 2021). (Kurniadi et al., 2023). (Laksono & Sulistyorini, 2021). (Ambarita et al., 2020). (Walid & Alamsyah, 2020). (Selay et al., 2023). (Lukman, 2016). (Mulya et al., 2021). (Bratha, 2022). (Shkeer & Awang, 2019). (Al-Momani & Al Assaf, 2020).

Source: Data processed from various journals, 2023

From the table above, it can be illustrated that information systems can be grouped into six discussions encountered as follows: (1) information systems; (2) e-commerce; (3) efficiency, effectiveness, and marketing decisions; (4) web-based information systems; (5) customer loyalty and satisfaction and promotions; and (6) design and development of information systems based other than the web.

The first group discussion talked about information systems and how information systems, in general, start from analysis, design, and approach to information system portfolio. The discussion of the second group is related to e-commerce used by some companies. The third group of discussions discusses efficiency, effectiveness, and marketing mission. Discuss the fourth group of web-based information systems companies widely used as business supporters. The fifth group discussed satisfaction, loyalty, promotion, and prolonged business. The sixth group's last discussion discussed tenanting the design and development of web-based information systems.

While mapping, research methods can be seen in the following table.

Table 3. Results of research method mapping

No	Research Methods	Literature Sources
1	SEM Analysis	(Aryana et al., 2017), (Hendrata et al., 2021).

2	SPSS Analysis	(Erpurini, 2019), (Rahmiati et al., 2021), (Nurfaedah & Rustam, 2021), (Erpurini & Zulyanti, 2019), (Shkeer & Awang, 2019), (Al-Momani & Al Assaf, 2020).
3	Action Research Method	(Muryono, 2019).
4	Betha's Alpha Method	(Santoso, 2017).
5	CRM Methods	(Dewi, 2018), (Wahyuni & Firdaus, 2022).
6	Data Mining and Mix-Miner Methods	(Siboro et al., 2020).
7	Method 25010	(Rezeki & Suidah, 2020).
8	Qualitative Methods	(Alawi, 2021), (Diah, 2016), (Farahat et al., 2020), (Theodosiou & Beheshti, 2021), (Hajiheydari et al., 2018), (Siregar, 2022), (Novikova, 2015), (Laksono & Sulistyorini, 2021), (Selay et al., 2023), (Margaretty, 2022), (Mahrunnisya et al., 2021), (Navadgi, 2022), (Bratha, 2022), (Alagoa et al., 2019), (Rosário, 2021).
9	System Development & Design Methods	(Yhona et al., 2018), (Lukman, 2016), (Nur, 2019), (Walid & Alamsyah, 2020), (Nurninawati et al., 2023), (Simanjuntak & Wibawa, 2015), (Luckyardi et al., 2021), (Syamhadi, 2023).
10	PKM Method	(Suhardiman et al., 2023). (Harlinda et al., 2022). (Sejati & Asharudin, 2018).
11	Prototype Method	(Lubis et al., 2022).
12	R&D methods	(Ramadhon et al., 2021). (Kosasi, 2017). (Sidik, 2022). (Maulana et al., 2023)
13	Rapid Application Development Method	(Siahaan et al., 2018)
14	Rational Unified Process Method	(Kurniadi et al., 2023).
15	STP, 4P, SWOT, IE Matrix Method	(Fitriana et al., 2016).
16	Marketing Margin Survey and Analysis Methods	(Purba et al., 2021).
17	Ward & Peppard's method	(Asfiah & Indriyanti, 2022).
18	Waterfall Method	(Manuhutu et al., 2020). (Primary et al., 2019). (Nistrina & Righa, 2022). (Jannah et al., 2022). (Ambarita et al., 2020). (Mulya et al., 2021).

Source: Data processed from various journals, 2023

The table above shows that the method is widely used using qualitative methods, information system design and development, SPSS analysis, and waterfall methods.

Marketing information systems are one component that is not unusual in today's digital era. Some research results still use this information system as a marketing business strategy that is still used today.

Conclusions

The results of the above research can be drawn from the following conclusions. Marketing information systems are part of management information systems as decision support in improving marketing in the digital era. Things that need to be considered in the marketing information management system are the information system itself; web-based information systems; e-commerce; customer loyalty and satisfaction and promotions; efficiency, effectiveness, and marketing decisions; and design and development of information systems based other than the web. Advice should include the concept of marketing information system transformation and focus on the digital era because there are still few who discuss it, then explain how marketing information systems have changed and developed along with the advancement of digital technology. Other topics can discuss current topics such as big data, predictive analytics, AI-based marketing, social media platforms, personalization, and marketing automation. Alternatively, discuss the challenges in implementing marketing information systems in the digital era. Talk about how effective marketing information systems can help companies collect, analyze,

and manage consumer data to inform better marketing decisions. Discuss the importance of integrating marketing information systems with the overall marketing strategy and the need to build a robust technology infrastructure to support an effective marketing information system.

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