

# Marketing Intelligence Implementation for Supply Chain Management of Mix Products That Affect the Purchasing Decision on Citra Karisma, Yogyakarta

Iis Noviyanti<sup>1</sup>, N. Lilis Suryani<sup>2</sup>, Nurmin Arianto<sup>3</sup>, Lia Asmalah<sup>4</sup>

<sup>1</sup> Department of Management, Faculty of Economic, Pamulang University, Indonesia  
 dosen01107@unpam.ac.id<sup>1</sup>, dosen00437@unpam.ac.id<sup>2</sup>, dosen01118@unpam.ac.id<sup>3</sup>,  
 dosen01644@unpam.ac.id<sup>4</sup>

**Abstract.** The purposes of this study was to determine the implementation of marketing intelligence to the supply chain management and mix product that had impact on purchasing decisions on Citra Karisma, Yogyakarta. This was a descriptive quantitative research. The population of this research was the prospective consumers of Citra Karisma during 2020 with the sample were 116 respondents. The Non-probability sampling technique, namely incidental sampling technique was used. The data collection method in this study was a questionnaire and the data analysis method was descriptive analysis and path analysis. Each area of supply chain management requires different MI support. Management firms need to focus on relationships with suppliers and the movement and storage of goods to maximize profitable outcomes while minimizing risks and costs. The result of path analysis indicated that the marketing intelligence variable affected the supply chain and mix products which had influence on the purchasing decision while marketing intelligence had influence on the purchasing decision through supply chain with the effect of 43.10%.

**Keywords—** Marketing Intelligence, Supply Chain Management, Mix Products, purchasing decision

## 1. Introduction

Supply chain management experts claim that properly focused efforts to manage a firm's supply chain create cost savings, which are better than any money spent on creating profits. Significant changes that occur in the current business environment are felt to be very fast. Advances in information technology and the increasing number of (Small and Medium Businesses) SMBs, especially traders in Yogyakarta, have led to increasingly competitive competition for profit [1-3]. It can be seen from the total number of East and West Side Malioboro traders as a whole which are 916 traders (consisting of batik and non-batik

traders e.g. Yogyakarta's unique accessories). They are divided into 26 groups, out of 916 traders in Malioboro, Yogyakarta, 50 percent of them sell Batik [4]. Overall there was around 458 traders on east side and west side of Malioboro area, Yogyakarta. This SMBs in the Malioboro area is under the Tridarma Cooperative Association of Yogyakarta which is protected directly by the Yogyakarta City Government.

The increasing competition will certainly have an impact on business strategy [5], as well as the unpredictable number of customer requests forcing business owners to rethink their marketing processes [6]. Strategic marketing is the key to the growth of sustainable entrepreneurial business [7]. The marketing strategy itself was a popular term back in 1970 and in year 1980 the business began to realize that every business owner needed information that became the basis of decision-making [8]. The intelligent concept was one of business strategies which were presented to improve cognitive ability in making decision [9].

Marketing intelligence is a tool for manager in handling the information for managers in changing and competitive environment as well as to reduce and minimize any threat to the business [10]. However, despite its function as information gathering, marketing intelligence is also beneficial for managers to answer what is the business trend in the high competition [11]. In the marketing concept, the organization will succeed if it is consistent in addressing customer needs so that it is better than its competitors [12]. Marketing Intelligence is a tool that can be used by managers in providing information related to product trends, consumers, and competitors [13].

In [14] mentions that the important point in the effective development plan so that the company is

not making mistake in decision making is a scan of the ongoing business environment. Companies will continue to be demanded to gather information in order to able competing the competition [15]. Consumers decision in doing a purchase, is the result of planning that has been formulated by the company and a match with the product trends [16]. Especially in buying clothes which much influenced by varies factors which are attitudes, store attributes, external factors, and product attributes [17].

With the increasing of very competitive competition in business as well as the unpredicted

demand of consumers, forcing the SMB's owner to rethink their marketing strategies. Given that there is a decrease in sales of the last three years that happened in Batik Citra Karisma Malioboro; this research will examine to which extent the influence of marketing intelligence implementation to the mix products that have an impact on purchase decisions on SMB. The following table shows the decline in sales:

Table 1. Citra Karisma Sales Data

Year	Sales/ Year turnover	Percentage decrease
2017	Rp. 1.080.000.000	-
2018	Rp. 900.000.000	17 %
2019	Rp. 720.000.000	19%

This paper discusses the role of Market Intelligence in supply chain management strategy. Market intelligence offers insights into what is happening, presently and in the future, in an industry, sector, market, niche, cluster, company, and so on. Knowing what suppliers, competitors and customers are expecting helps a firm plan its next strategic moves. Based on this description, the issues to be discussed in this study are:

1) Does marketing intelligence along with its dimensions managed by the supply chain management affect the mix products? 2) Does the mix product influence the purchasing decision? 3) Is the marketing intelligence influence the purchasing decision through the supply chain management?

## 2. Literature Review

### Marketing Intelligence

The business organization certainly cannot be separated from its main goal, which is to gain profits, increase sales, and strive for its survival (Jim, 2017). To achieve this goal, management needs to pay attention to two main factors namely internal and external (Porter, 2008). Internal factors are under the management control; however, the external factors cannot be controlled by management (Kotler, 2017). The external factors include operational organization activities which cause the appearance of chances and threats of business [18]. The sequence of action in marketing intelligence must be coordinated and involved

resources and responsiveness of information [19]. The relationship between business environment and organizations give an indication on what should be done so that the external information is the key for organizations to formulate marketing strategy in facing the complex competition [20]. Marketing intelligence is a tool that can be used by managers to obtain information by data collecting and market analysis in accordance with the current condition [21]. The obtained information will be processed in marketing information system to produce a strategic decision. [22] Searching the information is termed by [23] as the activities of intelligence that can help managers to understand product trends, competitors, and distribution. At first the intelligence activities is implemented by the military to search for information related to opponent or enemy and even performed as a problem solver in an agency or institution. However, studies have noted that this intelligence activity has attracted managers attention to be applied in companies [24].

In marketing research, the role of marketing intelligence is considered to be very important. The received information will be an important aspect for manager in handling cases in the field [25]. Marketing intelligence involves the entire resources in collecting external information then processing it before it being presented; therefore, the result will be relevant information for solving a problem or supplementing the strategic planning need, and providing answer to issues that experienced by the organization. According to [26] intelligence itself is

defined as the cumulative of what are known, integrated with new information and lastly interpret its meaning. The purpose of marketing intelligence is to meet the needs at the management level in achieving missions, objectives and resources planning [27]. Marketing intelligence is not only focused on one target but also covers all the environment in the organization. In other words, this environment leads to the organization; therefore, in time the knowledge gained will help to direct the operations of the organization [28].

According to [29], Marketing intelligence associated with: (1) understanding the current situation which present threat and opportunity for an organization, (2) the ability to conceptualizing the ideal product in the future with resources involvement and (3) to develop a marketing concept [30]. All of the three base model are led to a conclusion that the consumer taking the purchasing action [31]. In [32] mentions that marketing intelligence can be used to get some information related to the products that will be marketed. This is in accordance with [33] research which states the marketing intelligence can be used as a means of marketing to get external information and product trends.

H1. Marketing intelligence affects the mix products

### Supply Chain Management

The particular role of intelligence in each facet of supply chain management varies, but the underlying theme is that the better information that is available, the more efficiently the Scmfunction can be accomplished. According to [34], Marketers make product and service decisions in three tiers. At the first level, they make individual product decisions which include decisions about product attributes such as quality, features, style or design, as well as decisions about packaging, labelling and product support services for each product. At the next level are decisions about product lines or product groups. Finally, marketer make decisions about the company's overall product portfolio or supply chain. The mix marketing is the collection of controlled tactical marketing tools [35]. The product quality is one of the main positioning tools for marketers [36]. A Quality has direct impact on the product performance or service; thus, it closely associate with values and purchasing decision [37]. Product with good quality is a product that can perform its functions which include durable, reliable, produced accurately, easy to operate as

well as other good attributes of all good quality products [38].

According to [38] the level of quality of a product has determined the type of marketing program that will be created to promote it. In this case Citra Kharisma reposition its business as a Batik Shop with the best quality in the market with features that differentiate their product from competitors'. In planning a marketing activity, managers must understand the product level; (a) core products, (b) generic products, (c) expected products (expected by consumers), (d) complementary products, and (e) potential products [39]. Inside a product, to attract the consumers so they decide to purchase, the style and design factors of the product also should be interesting [40]. A good design will contribute to the appearance and affect consumers in choosing and doing the decision action [41].

H2. Supply chain impact on the purchasing decision.

### Purchasing Decision

Marketers need to understand the dynamics of the purchasing decision process. The main decision taken by a consumer relates to what he buys (products and services), how much he buys (quantity), where he buys (place), when he buys (time) and how he buys (terms of payment) [42]. actions of consumers to want to buy or not the product [43]. Decisions are defined as choosing of the available options [44]. While decision making is the process of choosing alternatives from the available choices. The current study of consumer behavior focuses on how individuals make the decision to spend available resources (time, money, effort) on consumption-related items [45]. Consumer behavior is the study of the processes involved when individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences to meet their needs and desires [16].

Consumer purchases are a response to a problem. Making purchasing decisions related to decisions about product and service offerings (Ram, 2014). This can be defined as the process of gathering and processing information, evaluating it and choosing the best option to solve a problem or make a purchase choice [27]. While decision making is defined as the selection of alternatives to solve a problem, the time and effort needed to complete the process varies across purchasing situations [18]. Consumer purchasing decision models refer to various orientations and perspectives with which

consumers approach the market and how/ why they behave. Consumers refer to how various orientations influence the buying decision process and overall buyer behavior. Various models have been proposed by a number of researchers to understand and explain consumer purchasing decisions for all types of products / services.

In [23] defines purchasing decisions as the processes and activities that people carry out when searching, choosing, buying, evaluating products and services to meet their needs and desires. This behavior can be referred to a person., or in a group context, or at the organizational level [1]. Consumer behavior involves the selection of a product and about how they are purchased until finally the consumer feels satisfied. The use of products is often very attractive to marketers because this can influence how the best product positions or how marketers can encourage increased consumption. Purchasing decisions emphasize attitudes in relation to repurchasing.

Consumers are faced with several choices of products before deciding to make a purchase. Furthermore, the purchase decision according to In [44] is the selection of two or more alternative purchasing decisions. It means that someone can make a decision, if there are several alternative options available. So, the bottom line is the decision to buy can lead to how the process in the decision was made. Furthermore, another reference is explained by [5] that purchasing decisions are the processes by which consumers make decisions to buy various products and brands that begin with the introduction of needs, research information, evaluate information, make purchases and then evaluate decisions after purchase. There are five stages of the model level of the consumer purchasing decision process: problem recognition, information search, alternative evaluations, purchasing decisions and post-purchase behavior. In [15] describe purchasing decisions as an integration process that combines knowledge to evaluate the behavior of two or more alternatives and choose one of them. When buying a product, the consumer not only buys a product as a

commodity but also, he is looking for a value that can satisfy it both in the brand or in quality. Organization in case this should be flexible and move quickly to anticipate the opportunities and threats, as well as providing a means to support the operational purpose with yield perspective or overview of a product. This has direct impact on consumer purchasing decisions.

H3. Marketing intelligence influences purchasing decisions through the mix products

### 3. Research Method

The method used to analyze data was path analysis with a series of test instruments and hypothesis testing. The samples calculation was using iteration formula. So, the number of respondents was 116 respondents. The sampling technique in this study was the Non-Probability Sampling technique that was incidental sampling technique. According to [18], Incidental Sampling is a technique of determining samples based on coincidences, i.e. anyone who accidentally or incidentally meets with a researcher can be used as a sample, if it is seen that the person who happened to meet is suitable as a source of data. Data collection methods used in this study were the observation, interviews and questionnaires.

### 4. Results and discussion

The relationship between supply chain management practices and customer satisfaction The findings showed that information sharing has significant relationship with customer satisfaction. The information sharing has positive and significant relationship on customer satisfaction, therefore hypothesis is accepted. This finding support the social capital theory and resource based view theory which signifies information sharing as a resource can contribute to customer satisfaction when the organization trust and has social ties with its partners.

Validity and reliability test

Table 2. Validity Test Results of Research Variables

Variable	Question	Sig.value of Alpha Count	Sig. value Alpha Table	Info
Marketing Intelligence	Q1	0.002	0.05	Valid
	Q2	0.001	0.05	Valid
	Q3	0.000	0.05	Valid
	Q4	0.003	0.05	Valid
	Q5	0.000	0.05	Valid
	Q6	0.000	0.05	Valid
	Q7	0.000	0.05	Valid
	Q8	0.000	0.05	Valid
	Q9	0.000	0.05	Valid
Mix Products	Q10	0.000	0.05	Valid
	Q11	0.000	0.05	Valid
	Q12	0.000	0.05	Valid
	Q13	0.000	0.05	Valid
	Q14	0.000	0.05	Valid
	Q15	0.000	0.05	Valid
	Q16	0.000	0.05	Valid
	Q17	0.000	0.05	Valid
	Q18	0.000	0.05	Valid
Purchasing Decision	Q19	0.001	0.05	Valid
	Q20	0.000	0.05	Valid
	Q21	0.000	0.05	Valid
	Q22	0.000	0.05	Valid
	Q23	0.000	0.05	Valid
	Q24	0.000	0.05	Valid
	Q25	0.000	0.05	Valid
	Q26	0.000	0.05	Valid
	Q28	0.000	0.05	Valid

Source: Processed

Based on the results of the validity measurement, the data validity value obtained in this study had

Sig. Alpha level  $\leq$  Sig. Alpha table at 0.05 level which meant the research was valid.

Table 3 . The Results of Research Variable Reliability Test

No	Variable	Conbrach's Alpha Count Value	Conbrach's Alpha Table Value	Info
1	Marketing Intelligence (X)	0,812	$\geq 70$	Reliable
2	Mix Products (Y)	0,836	$\geq 70$	Reliable
3	Purchasing decision (Z)	0,852	$\geq 70$	Reliable

Explanation of the test results is as follow:

Influence Marketing Intelligence to Mix Marketing

Based on calculations, then: t count (5,783) > t table (1.98) and t significance (0,000) < 0.05. This

meant that the first hypothesis (H1) "Marketing Intelligence has direct impact on the Mix Products" was accepted.

Table 4. Output SPSS R square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713a	.508	.499	2.80989

Table 5. Analysis of t-Test Path

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
(Constant)	4.076	2,449		1,664	0,099
Marketing Intelligence	0,444	0,077	0,460	5,783	0,00
Mix products	0,243	0,056	0,345	4,329	0,00

### Effect of Mix Products to Purchasing Decision

Based on calculations:  $t$  count (4,329) > tables (1.98) and  $t$  sig (0,000) < 0.05. This meant that the second hypothesis (H2) " Mix Products affects purchasing decision" was accepted.

Path Analysis of the Effect of Marketing Intelligence to the purchasing decision of purchase through the mix products

Table 6. Variable Path Analysis of the Marketing Intelligence Effect on Purchasing Decisions through the mix products

Variable	Regression Coefficient (beta)		Influence		Criterion	Decision
	Y	Z	Direct (D)	Non-Direct (ND)		
X	0,460	0,146	0,146	0,431	TL > L	Intervening
Y		0,619				

From the calculations above can be known that the direct effect of marketing intelligence to purchasing decision was amounted to 0.146 while the non-direct effect of marketing intelligence to purchasing decision through mix products was 0.285 with the total effect was 0.431 or 43.10%. it meant the third hypothesis (H3) " Marketing intelligence directly affect the purchasing decision" was accepted.

### Influence of Marketing Intelligence to the Mix Products

The results of the study prove that marketing intelligence has direct effect on the mix products. It means the marketing intelligence conducted by managers capable to influence the mix products with ways or tools that can be used by managers to provide information related to products trends favored by consumers. The products of Batik Citra Karisma Malioboro, Yogyakarta for example: house dress from small to jumbo size, shirts for men and women, and children apparels. The variety products and also wide range quality are aiming to attract all the customers. The emergence of the creative ideas as results of marketing intelligence in the renewal of the products allows the products demanded by consumers are automatically able to answer the problem of what products that consumer desire. This is in line with [13, 34]. In [41] state that marketing intelligence can be used as a marketing tool to obtain external information and product trends.

### Effect of supply chain to Purchasing Decision

The results of the research prove that the supply chain have a direct effect on purchasing decision. It means the change of consumers' taste gives an opportunity to the manufacturers of batik to increase the sales turnover and also increase

creativity in creating a good quality product that can satisfy the consumers taste through product innovation. Batik is a native Indonesian product which we should preserve and become a featured product in the city of Yogyakarta and provide great opportunities for manufacturers to expand the marketing areas. Batik products have many types and patterns with various qualities and prices. Consumers in purchasing the batik products are influenced by the attributes of the Batik products. The attributes of Batik products include the offered price, the quality of the product as well as the various kind of pattern / motif. Therefore, the behavior of consumers in purchasing Batik products are the higher the price, the higher the quality of the product and more complicated / classic the pattern, more expensive the product. It is in line with research by [5, 18] which stated in a product for the consumers are interested to purchase; the style factor and the product design should be attractive and influence consumers in choosing and purchasing the product.

### Effect of Marketing Intelligence on purchasing decisions through the supply chain

Results of the study showed that a supply chain is an intervening factor on the effect of marketing intelligence to the purchasing decision. It is demonstrated that the supply chain is a path to reach the purchasing decision on the influence of marketing intelligence. Consequently, the purchasing decision can be obtained by way of increasing the marketing intelligence that effect to the supply chain and it the effect will be increasing of the purchasing decision. It is in accordance with [12, 37] research which stated that the organization in this case should be able to be flexible and move quickly to anticipate the opportunities and threats as well as provide a mean to support the

operational objectives by producing a perspective or picture of a product which directly impacted the purchasing decision.

## 5. Conclusion

Research studied on the relationship between supply chain management practices and customer satisfaction among manufacturing sector of small and medium enterprise. Based on the results and discussion we can draw the conclusion as follows:

1. Marketing Intelligence directly impact the supply chain. This is shown by the emergence of creative ideas from marketing intelligence in the renewal of the mix products that allow the consumers requested products automatically answering the question of what product desired by consumers.
2. Supply chain management affect the purchasing decision. This is shown by the variety types and motif/ patterns of Batik products along with the wide range of qualities and prices.
3. Marketing Intelligence has direct impact on purchase ng decision through the mix products with the effect of 34.10%. The organization need to be flexible and move quickly to anticipate the opportunities and threats as well as providing a mean to support the operational purpose by providing a perspective or a picture of a product that impacting the purchasing decision.

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