



THE INFLUENCE OF BUSINESS INTELLIGENCE ON IMPROVING MARKETING PERFORMANCE IN THE DIGITAL ERA

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Abstract: *Businesses should adapt to digital competition, anticipate consumer needs, and innovate to stay ahead. This study aims to examine the influence of business intelligence on enhancing marketing performance in the digital era, building upon previous research on the impact of social media on innovation. Further investigation is necessary to understand the effects of technology on marketing effectiveness. This paper used qualitative research to explore concepts in depth, collecting descriptive data through observation and analyzing events using intensive techniques. Data analysis involves organizing and categorizing data, recognizing patterns, and drawing conclusions. Business intelligence is an e-business app that converts company data into knowledge, enhancing competitiveness. Data analysis is crucial for boosting a company's business performance, converting raw data in the data warehouse into valuable information.*

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INTRODUCTION

In today's fast-paced digital era, people are relying on digital technology for a wide range of activities, including business. Almost all business activities now utilize digital technology, leading to intense competition between online and offline businesses. To stay ahead in this competitive landscape, companies must adapt and anticipate changes demanded by consumers, such as new products, services, markets, and work processes. Business owners must constantly innovate to improve the quality of their offerings in order to meet the ever-growing consumer demands. This innovation performance is vital for

companies to anticipate competition and create desirable new products for consumers (Chatterje et al, 2024).

Companies can leverage social media as a means to foster idea renewal, connect with stakeholders, and build communities. However, it is crucial for businesses to possess strong technological skills to ensure responsible use of these platforms. Effective utilization of social media for innovation requires support from business intelligence and information technology. By embracing online marketing, organizations can enhance the quality of life in this digital age. Easy accessibility and broad reach enable groups to engage in various online activities. Internet-based product marketing, particularly through websites, is a popular and cost-effective strategy adopted by businesses to streamline marketing efforts and swiftly disseminate company information (Jaradat et al, 2024).

Business intelligence encompasses applications and technologies that collect, store, analyze, and present data for decision-making. Companies extract and process operational data through statistical analysis, known as data mining, to identify patterns and tendencies. Howard Dresner coined the term in 1989, describing a system that improves decision-making using factual information. Data analysis is crucial in today's competitive business landscape, according to Utami et al. It provides insights necessary for survival and thriving in fierce competition. Relying solely on intuition is no longer effective in this environment (Kristofersen et al, 2021).

Users are increasingly reliant on technology for entertainment, web searches, news, and leisure. Technology's adoption in the workplace, however, is still controversial, as it is seen to reduce productivity and increase distractions. This study aims to examine the influence of business intelligence on enhancing marketing performance in the digital era, building upon previous research on the impact of social media on innovation. Further investigation is necessary to understand the effects of technology on marketing effectiveness.

METHOD

This paper focuses on using qualitative research to analyze data. The approach aims to explore concepts in depth using empirical evidence. Researchers will collect descriptive data and documents through methods such as observation. The study will specifically analyze events or situations using intensive techniques. Data collection will include reviewing scientific articles published in the past 5 years. Data analysis, according to Sugiyono, involves systematically finding and collecting data, organizing it into categories, recognizing patterns, and drawing easily understood conclusions. The study utilizes the qualitative data analysis method developed by Miles and Huberman. It will be conducted interactively and focus on developing relational patterns. The analysis will consist of three stages: data reduction, data presentation, and drawing conclusions. Data reduction involves summarizing, selecting important information, and looking for themes and patterns. Data presentation includes organizing data into narrative text. Conclusions will be drawn based on data analysis and validation will be done through reviewing initial ideas, examining field texts, discussing findings, and assessing research subjects.

RESULTS AND DISCUSSION

The Impact of Business Intelligence on Sales Increase

The internet has created tight competition in the business world, prompting online businesses to be more creative and innovative in order to keep up. Web-based software, aided by the internet, makes it easier to create information systems. Business intelligence (BI) is an e-business application that transforms data into knowledge, allowing for more effective analysis of customer loyalty and increasing company profits. Implementing business intelligence applications can have a significant impact on the business world by improving information management and decision-making processes. Utilizing available information effectively provides companies with powerful tools to achieve more efficient and effective goals, ultimately leading to maximum profits. Business intelligence involves collecting and transforming data in the company's business processes into useful information. However, implementing business intelligence requires a substantial investment of time, careful analysis, and financial resources due to the extensive process involved (Duan et al, 2020).

Implementing business intelligence is not just about investing and letting it run on its own. Companies must quickly adapt to technological advancements and align their business processes accordingly. By aligning business intelligence strategy with the overall business strategy, companies can gain numerous benefits. To achieve business goals, companies need to identify the needs of each stage and measure their success in meeting those goals. Additionally, measuring customer loyalty is crucial. Balancing business intelligence strategy with the overall business strategy enables companies to effectively prioritize investments and processes, guiding the information technology division. This ensures that BI investments are aligned with company goals and priorities (Paschen et al, 2020).

Competition among business sectors is intensifying due to advancements in technology. In order to achieve targeted profits, businesses are striving to enhance the quality of production and marketing management. This heightened competition necessitates businesses to overcome challenges and effectively manage operations. By implementing efficient marketing tactics and unique approaches, businesses can expand their consumer market and boost sales. The marketing strategy plays a critical role in determining a company's sales volume and competitive position. Successful execution of product marketing leads to increased revenue, while mishandling it can result in decreased sales and adversely affect the company's income (Jaradat et al, 2024).

Based on the research by Chen and Lin (2021), it is known that the entrepreneurial marketing ability of home industry business actors as a whole reaches 60%. This shows that the entrepreneurial marketing that has been implemented by business actors is quite good. With this ability, there is a great opportunity for the business being run to grow and be sustainable. The greatest entrepreneurial marketing ability is shown by strategic ability, namely with an achievement of 65%. This shows that business actors have good ability to adjust products to customer tastes. In this strategy, business actors do not determine the segmentation of the products made, but business actors do it by serving the needs of several

clients and then expanding it with direct contact with clients, and knowing their preferences and needs.

In the competitive business world, companies are focused on improving production quality and marketing management to generate profit. All sectors face intense competition, making it crucial for businesses to overcome challenges and effectively manage operations. Sales volume and competitive position in the market are determined by efficient marketing strategies. Without proper marketing, income can decrease. Profit, as defined by Tampubolon, is the difference between total revenue and all operating costs, and it plays a vital role in a company's financial outlook. Operational efficiency is achieved by reducing costs through improved management, technology, personnel, procedures, and investment. Companies can also leverage strategic positions to gain a competitive advantage by offering unique value to customers. In order to thrive, businesses must focus on consumers, prioritize human resources and continuous development, analyze risks, and utilize social media for business process analysis (Cheng et al, 2020).

Application of Business Intelligence in Sales

Business intelligence involves the extraction and collection of a company's operational data in a data warehouse. Statistical analysis is then used to identify patterns and tendencies within the data. The resulting insights are shared with management, enabling them to make informed decisions based on facts rather than intuition. In the current competitive landscape, companies must prioritize meeting customer needs to remain successful. By integrating technology to manage customer relationships using the get, keep, and grow method, businesses can enhance buyer loyalty. Dashboards that support business intelligence can monitor key indicators affecting customer retention and assist in decision-making. These indicators and strategies for maintaining customer loyalty are subject to constant change as businesses evolve. For Example, Business Intelligence in banking allows branch managers to access a dashboard displaying consumer behavior, eliminating the need for report requests. It starts with preparing and creating a data model, followed by real-time query analytics. The results are then visualized through tables, graphs, or charts to be used by employees and leaders in formulating strategies and decisions. This information helps managers identify profitable customers and reject loan applicants accordingly (Duan et al, 2020).

BI applications are widely utilized in marketing to study consumer behavior, products, and delivery channels. With these applications, companies can assess their profitability and effectiveness. The first use of BI is calculating the profitability of each consumer or segment, which involves analyzing the costs associated with serving each segment and comparing them with the company's income. This enables companies to determine which segments are profitable or unprofitable and make informed decisions regarding their services. On the consumer side, BI is employed to analyze customer lifetime value (CLV). CLV predicts future purchases based on historical data and cross-selling potential. Additionally, BI is used to evaluate the effectiveness of distribution channels by comparing costs to the company's income. This provides insights into the profitability and effectiveness of each channel (Cheng et al, 2020).

CONCLUSION

Based on the explanation, it can be concluded that Business intelligence is an e-business application that functions to change data in a company into a form of knowledge. With business intelligence, it can increase the level of business competition of each company. Data analysis has become a primary and vital need in an effort to increase the competitiveness of a company's business. The analysis process functions to change raw data in the data warehouse into information for the company.

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