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Chadhiq, U., & Yusroni, N. (2021). Building a company's positional advantage based on CRM capabilities and marketing intelligence towards marketing performance. *International Journal of Business, Economics & Management*, 4(3), 469-476. <https://doi.org/10.31295/ijbem.v4n3.1765>

Building a Company's Positional Advantage Based on CRM Capabilities and Marketing Intelligence Towards Marketing Performance

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Abstract---This economic study aimed to build a positional advantage based on CRM capabilities and marketing intelligence to improve marketing performance. We chose secondary data studies to answer the above issues by searching for data and documents from several economics and marketing publications on customer satisfaction. The sources of articles that we focus on are well-known publications such as the Elsevier journal, Google Books, sage pub, Taylor & France, and other sources of websites that have been published over the past ten years. Our data and information are analyzed to understand the coding system, evaluation, and in-depth interpretation until we find valid and reliable data findings. We may infer from the presentation of the data results that utilizing CRM to create a business edge can provide advantages for sales, marketing, service, and other company operations. CRM may also assist businesses in sharing data, improving customer interactions and support, and lowering expenses to improve company earnings.

Keywords---company, CRM, data, excellence, marketing, performance, publication review

Introduction

It is easy to see that business development is getting higher and faster; competition is limited to competition at the local level but has infiltrated global competition (Mithas et al., 2013). As revealed in the 2020 Global Competitiveness Report provided by the World Economic Forum (WEF), there has been an increase in the number of countries listed and positioned starting from the 2010-2011 period (Springall, 2017). The 51st World Economic Forum Annual Meeting topic is "The Great Reset," representing a commitment to collaboratively and urgently build the foundations of the global economic and social system for a more equitable, sustainable, and resilient future. This shows that each country competes with each other to have the option to fulfill the capabilities set by the WEF to be felt in reality in free markets around the world. In IMD's World Competitiveness Ranking for 2020, Indonesia was rated 40th out of 63 nations, down from 32nd the previous year (Obi & Iwasaki, 2015).

This ranking reduction is because many countries continue to experience declines due to the impact of responding to Covid-19 in each member country, for example, Panama, Azerbaijan, Malta, and Brazil. At the same time, Indonesia is only stale in the Global Competitiveness Index (GCI) score of 4.4 over these three periods. To continue to compete, Indonesia needs to create and improve its advantages. Excellence is an organizational skill/capacity that distinguishes it from competitors so that the organization can follow its position (Levy, 2014). There are three methodologies for achieving excellence, to be more specific: cost initiative, segregation, and concentration (Coltman et al., 2011). However, as the business progresses, experts begin to create and combine these ideas into new ideas. More precise and more explicit. This review will use ideas created using value, quality, delivery resilience, product development, and time to market indicators to measure organizational excellence. In all honesty, this organization's

top hand is being moved to work on the organization's presentation. In IMD's World Competitiveness Ranking for 2020, Indonesia was rated 40th out of 63 nations, down from 32nd previous year due to many reasons, including the lack of business conditions as a result of Covid-19 and the increasing number of businesses forced to rest (IMD, 2020).

Many previous studies have shown an impact of excellence on the implementation of business organizations due to the pandemic (WANASIDA et al., 2021). Then, Prabowo et al. (2018), concluded from several feelings that organizational implementation is the level of organizational achievement in completing exercises or exercises that are its obligations in improving the achievement of the organization's vision, mission, and goals. This review will use monetary execution instructions, functional execution, and market-based execution to measure organizational execution as used in testing (Kumar, 2016). To create or increase the lead in this worldwide time is not something simple. This is confirmed from the WEF report where many countries have gone stale, or in any case, the GCI scores have decreased, including Sweden (5.61-5.53), El Salvador (3.89-3.80), Egypt (3.88 -3.73), and others. It is also convoluted with adjusting the business worldview that was previously regulated goods. It now switches to top nation customers in the Global Competitiveness Report 2020, such as India's Performance in the Global Competitiveness Report. Brazil has a score of 71, Russia has a score of 43, India has a score of 68, China has a score of 28, and South Africa has a score of 60 (Bulin et al., 2020).

In addition, the cost of acquiring new clients is enormous, almost identical to several times the cost of retaining existing clients (Khan et al., 2010). Varajão & Cruz-Cunha (2016), also find that increasing client reliability by 5% can increase profits by almost 100%. Furthermore, organizations need data on who their clients are, what they need, how their client requirements are met, and other related elements to achieve excellence with client centers. Here the organization needs to run a system that is identified with the formation of consumer loyalty, especially CRM (Wang & Feng, 2012). CRM is a technique that highlights creating customer loyalty and long-term connections by incorporating some of the value spaces of the organization to gain an edge (Burke, 2016). A few past examinations have given proof that there is an impact between the execution of CRM and the accomplishment of the upper hand.

Alipour & hallaj Mohammadi (2011), in their research, reasoned that CRM is exciting to achieve. The research results also strengthen this relationship by Sota et al. (2020), that the relationship of customer research in governance in the hospitality industry is through classification. Those who say that proper use of CRM can improve an organization's ability to achieve organizational goals, retain clients, and achieve an edge over competitors. Not only affect excellence, but CRM also impacts organizational performance (Hung et al., 2010), who concluded in his research that exemplary CRM implementation would affect the implementation of promotions and the implementation of finances collected as organizational exhibitions. This evidence is supported by research by Chang et al. (2014), at Buty Shop International Corp, Stark Technology Inc., who found improvements in execution in organizations that do CRM. Likewise, in testing (Oladepo, 2017). They also show a positive influence between the implementation of CRM on the organization's execution. The use of CRM in organizations to achieve excellence and peer performance is exciting to consider. Therefore, the title raised by Christofi et al. (2013), is about the impact of CRM on competitive advantage and company performance in Indonesia and other Asia.

Various critical studies are carried out based on the benefits of competitive advantage for companies to compete in the current advanced era. For example, a study examines various literature to understand these advantages that, among others, we can enable a company to seize and maintain its position as a market leader. Other reasons, for example, we can support a company's success in the long term because its competitive advantage is not easy to imitate. Moreover, we are one way to manage SME businesses to be successful (Teece, 2010). Every competitive advantage is essential to understand how it happens for business; the competitive advantage is the primary goal. Without it, companies will find it challenging to survive profitably. Likewise, for consumers, competitive advantage means the company's products can satisfy their needs. A company is said to have an advantage if it has characteristics, such as particular competencies, such as good quality, smoother distribution channels, faster product delivery, and a well-known product brand (Lovelock & Patterson, 2015).

Method

This economic research seeks to improve marketing effectiveness by establishing a positional advantage based on CRM capabilities and marketing data. We chose secondary data research to address this issue by scouring various economics and marketing journals for data and papers based on customer satisfaction. We search for papers in well-known publications such as Elsevier magazine, Google Books, Sage Pub, Taylor & France, and other websites from the last ten years (Myers, 2019). Our data and information are analyzed to study in-depth coding, scoring, and interpretation systems until a valid and reliable data discovery is found. We design this study as descriptive

qualitative data considering that the data we present are derived from secondary data or evidence from previous studies that have been published in reputable journals. In searching for data, we use a searching engine on online data electronically. In reporting this data, we follow a study design that has been published in a qualitative design and a review of the latest literature (Bahn & Weatherill, 2013).

Result and Discussion

Competitive advantage

Competitive advantage can be understood as the ability of companies and organizations to increase their attractiveness that is not owned and cannot be imitated by other competitors (Udriyah et al., 2019). Competitive advantage is also understood as the advantage over competitors obtained by offering consumers a more excellent value, either by offering a lower price or by providing more benefits to customer service at a higher price (Bowonder et al., 2010). They also said that the competitive advantage that characterizes the capabilities possessed by an organization distinguishes it from competitors so that the organization can maintain its position. According to the following perspectives, Teece (2010), said that signs of competitive advantage Indicators have the upper hand: 1. Additional costs of (Armstrong, 2013), Pricing is characterized as money redemption as cash that the client earns to benefit from labor and products. McCann & Selsky (2012), stated that an organization is said to enjoy profound benefits as far as costs if the organization can offer low costs when compared to its competitors or handle lower costs or reduce costs. As low as imaginable. 2. Quality can be characterized as a fundamental component of labor and products that can meet and satisfy the client's wishes (Gustafsson et al., 2012).

Another considerable advantage is the quality factor that a business must own to become an important consideration to achieve excellence (Oakland, 2014). An organization is said to enjoy a competitive advantage to the extent that quality can be had wherein the organization and company can offer consumers excellent goods and services and more when compared to its rivals. Another advantage is conveyance dependability delivery steadfastness, where the company's ability to deliver its items, both labor, and products to meet the wishes of the users, is not solely to meet the buyer's assumptions for quality, cost, and sturdiness, but more on practicality and effectiveness. As shown by Booth (2014), an organization is said to enjoy tremendous advantages in terms of the reliability of the conveyance if the organization can meet the client's needs appropriately, both in terms of quantity, type of goods, and time and product innovation progress items can be expressed as interaction to add value by creating new items or working on existing items, which are seen as more valuable by clients to give the organization room to decide costs (Saffer, 2010).

Majeed (2011), states that an organization has made progress on items if the organization can meet the needs and needs of buyers, improve items as indicated by changes in consumer desires, and present new items or provisions to consumers. Another advantage, for example, when it comes to marketing to advertise is the time it takes for an organization to introduce its new product to the market (Dekoulou & Trivellas, 2014). Time to advertise is an essential element of excellence because the speed with which an organization sends goods for display opens the door open to achieving a share of the overall industry, market administration, and profit (Parveen et al., 2015). Amaldoss & He (2010), said that to achieve excellence, organizations must have the option of being a pioneer in introducing new products to the market faster than their competitors. In their research, Henningsen et al. (2011), consider that of the five instructions above, the item progress angle is the most commonly applied perspective to achieve excellence, then, at that time, the second is part of value, conveyance reliability cost.

Moreover, after that, the latter is an ideal advertising opportunity. In other words, the advantages of product advertising can last a long time. For example, advertising in magazines will not be immediately discarded when it is finished reading. Buyers usually still keep the magazine to be used as a reference whenever needed. This means that product advertisements can still be accessed (Coltman, 2007; Christian, 2020).

Company performance

Estimates of company performance by several experts reveal that the estimates of organizational exhibits that are often used in observational tests are monetary execution (monetary execution), operational execution (functional execution), and market-based execution (Verhoef et al., 2010). Financial performance is usually evaluated using estimates that rely on accounting information or financial information. The downside of all accounting information measures put together is the concentration concerning past executions (Ali et al., 2016). They add very little information from previous years that can indicate an organization's future capabilities. In this way, organizational

exhibitions cannot be beautiful: Analysis of the influence of customer relationship management on competitive advantage and company performance is estimated to depend only on accounting information-based estimates (Baran, 2011).

Some experts use the rate of return to an agreement (return to agreement), profits, development of offerings, further developed work benefits, and further developed production costs to measure financial performance (Cho et al., 2012). Based on a guided exploration (Alipour & hallaj Mohammadi, 2011), of the five markers above, the most frequently used to measure monetary execution is productivity. Functional performance and predicting the organization's implementation depend on the monetary implementation; the size depends on the non-monetary implementation. The increasing use of the decent scorecard idea suggests that non-monetary presentations are also a significant point of view in estimating organizational performance (Hallikainen et al., 2020). This non-monetary presentation is also called functional execution, where the point of view can measure execution whenever accessible data is identified with a promising state as it currently exists but has not been recognized in monetary terms (Ahmad, 2015).

Operational execution can be estimated using measures, for example, piece of cake, delivery of new goods, quality, promoting survival, and consumer loyalty (Cummins & Mullin, 2010). Based on the exploration directed by Prieto & Revilla (2006), it was found that of the five markers above, the most frequently used to measure functional performance is consumer loyalty. Market-based performance of overall market-based execution will be affected when the market finds data on organizational activities excluded from monetary execution consequences (Hughes et al., 2012). Market-based execution steps include the speed of return to investors, added market prices, and annual benefits. According to Jahanshahi, from the three estimates of organizational execution above, the most influential on organizational execution is functional execution, then market-based execution, and the smallest is monetary execution. However, in this review, an organization's exhibition appraisal can be estimated from its financial and functional performance (Gatuhu, 2013).

This is because market-based execution estimates should be carried out on public organizations, while the items in this review are not entirely open organizations. So, under such conditions, the combination of monetary execution estimation and functional execution is sufficient to overcome the general presentation of the organization (Oliva & Watson, 2011). Understanding CRM is a methodology that highlights creating customer loyalty and long-term relationships by coordinating multiple utilitarian spaces of the organization to gain prominence (Barretina et al., 2012). CRM provides information and data identified with clients, including shopping behavior, usage trends, and so on. This information and data are used to understand clients and talk to clients to generate customer value and loyalty, increase client reliability, increase benefits, and build long-term relationships with clients and other key partners (Elena, 2016).

Evidence company performance

Evidence of studies on the advantages of company marketing, among others, from Wang & Kim (2017), is advertising through social media. Using this means, it has become universal, and associations need to deal with this apparatus to fulfill their essential purpose. Organizations think it is essential to change how they handle client relationship executives (CRM) and encourage new display capabilities that work with customer loyalty. We recommend that social CRM capabilities are fundamental when organizations incorporate web-based media into their advertising techniques to developing client commitment and enterprise execution further. Likewise, Aghazadeh (2015), study associations that need practical excellence through necessary administration through superior marketing in times of extraordinary change. Advertising methods take two critical parts to support excellence: encourage clients to come back and create specific skills. In this paper, we will contribute another point of view to encourage promoting the system. It supports excellence and creates intelligent advertising systems (IMS) through imaginative information. The study of the advantages of marketing in various media ways is from Sajid (2016), with his study of social media as the most effective way of marketing (NUGRAHA et al., 2021).

The next piece of evidence from Varadarajan (2020), with his article, showcases the importance of developing enterprise client data assets from positioning advertising methodology, excellence, and execution in an information-rich market climate. It draws on outward writing to address methodologies, asset-based, capacity-based and information-based perspectives on firms, and asset gain hypotheses to drive calculated structures. Likewise, evidence from Ardyan & Sugiyarti (2018), that the motivating way behind this review is to examine the impact of client hardware relationships (e-CRM) and shared data sharing on item seriousness and SME execution promotion. This example in this assessment is 350 respondents as owners or leaders of SMEs in Indonesia. The examination in this review is a demonstrated underlying condition (SME).

Further evidence of business excellence through CRM is from the study of Keramat et al. (2010), who raised CRM measures more influenced by underlying CRM assets than by mechanical ones, a review proposes. The findings show that organizations with additional developed CRM measurement capabilities value authoritative execution. Information from 77 Iranian Internet specialist organizations was collected in the field review. Experimental work shows that intentional development exhibits fundamental psychometric properties, including dependability and legitimacy. The same thing also comes from a study by Mohammed & Rashid (2012), which examines the customer relationship board (CRM) to develop and become one of the most smoking scholastic and pragmatic themes in the business field. This review offers a benefit calculation model that explains the hypothetical relationship between CRM measures and lodging implementation. This serves to explain the relationship and clarify the task the intervention performs in this relationship.

Likewise, the study of Dam et al. (2020), on digital change empowers businesses to dig up ample information for advertising knowledge across business sectors, clients, items, and competitors. There is no writing audit on this issue, so this paper analyzes writing from 2001-2018. The findings of this review indicate that item checking space and client knowledge receive the most exploratory consideration. This is also acknowledged by Weng (2020), with his study that the progress of the Internet of Things (IoT) has juggled the significant considerations of the two scholastics and business. The study proposes that IoT serves as a creative tool for significant business activities and impacts business execution. This review examines the direct and deviant administrative impact by exploring the relationship between IoT and business techniques.

In another study, Weng (2020), confirmed by his study that marketing knowledge is an essential part of the general advertising practice of a company, and it is much more critical in the period of e-business and worldwide exchange. There have been several studies on the critical impact of displaying insights for companies in writing. This review develops the linkages of display capabilities and business engineering settings. Likewise, Ho et al. (2019), review the business of excellence using the asset gain hypothesis to find out how the hamburger price network assets are converted into positional gains and how then, at that time, affects their financial performance in a developing country environment. The findings suggest that entertainer network assets are a precursor to positional gains in commercial centers and that these market gains drive dominant monetary execution.

The same thing was also stated by Varadarajan (2020), through an article that examines how advertising insight exercises are successfully monitored in the mechanical business sector. The creators directed the contextual investigation of Reinhausen, a German-based manufacturer of innovation guidelines for power transformers. We track that the regular interaction of advertising insights should be based on assets and a market-based perspective on procedures as the available directions evolve and closed by evidence from Wang et al. (2019), through an in-depth review study which was used to examine the proposed speculations for an SEM strategy using the PLS and R bundles. Information was collected by distributing polls between supervisors and agents of dynamic companies in Rasht, Iran. The results show that there is no critical contrast between small and medium-sized companies (Wahyuni & Lestari, 2020).

Conclusion

Our study section concludes the review of this publication to discuss how companies can build a positional advantage based on CRM capabilities and marketing intelligence on the company's marketing performance in an era of intense competition. We prove it through a review of 50 papers and books that we are looking for through an electronic search on reputable international publications so that the data we present is up-to-date and accurate. The findings that we present include the presentation of companies achieving excellence through the use of CRM. Creating a business advantage can benefit sales, marketing, strong promotion, service, and other company operations. CRM can also help businesses share data, increase customer interaction and support, and reduce costs to increase company revenue.

Acknowledgments

We authors received valuable feedback and financial support from the university. Without this support, we could not finish this project as expected. Therefore, we put highly appreciative.

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