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International Conference on Informatics Engineering, Science & Technology
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Marketing Strategy Selection System Based on Purchasing Decisions at Company X

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Abstract. The appropriate marketing strategy selection system in this case is the design of a decision support system to quickly and accurately identify which elements of the marketing mix should be maintained or improved based on consumer responses. The research method involved collecting data through questionnaires designed from marketing mix variables, namely product, promotion, process, price, distribution, and physical evidence. The questionnaire results were compiled and interpreted using multiple linear regression analysis. Each calculation and analysis result was then stored in a database, supported with interactive forms, and presented through visual reports in Microsoft Access. This design provides two categories of information: first, users obtain the percentage of simultaneous influence, namely the combined effect of the seven marketing mix variables along with the hypothesis testing results; second, users obtain information on the partial influence of each marketing mix variable on purchasing decisions, including their significance levels. The second type of information is presented by separating the significant group of variables from the non-significant ones. The final outcome of the system design is a ranked list of significant variables, from the largest to the smallest percentage, providing users with clear guidance on which variables should be maintained and which should be improved. Thus, this decision support system concept helps the management of Company X transform data into high-quality information that can serve as the basis for strategic decision-making.

Keywords: Decision Support System, Marketing Mix, Microsoft Access, System Design.

1. Introduction

In the digital era, companies are increasingly required to refine their marketing mix strategies, one of which is through the implementation of technology-based Decision Support Systems (DSS). A major challenge in this regard is understanding how consumers make purchasing decisions in response to product, price, promotion, and distribution strategies. The integration of DSS with analytical tools has been proven to enhance e-commerce performance among SMEs by enabling more data-driven decision-making (Almitri et al., 2022). Furthermore,

digital marketing has been recognized as an effective strategy to strengthen the competitiveness of SMEs in Indonesia (Nengsih et al., 2024).

Several previous studies have made important contributions in this field. For example, a study on Grab Food in Bandar Lampung found that components of the marketing mix collectively accounted for 92% of consumers' purchasing decisions, highlighting the significant role of integrated marketing strategies in online markets (Permatasari & Candra, 2024). In another context, Access-based recording systems were shown to strengthen transparency in accountability reports, which implies the role of information systems in managerial reporting (Fadhillah & Hermawan, 2020). Furthermore, evidence shows that the marketing mix simultaneously has a positive and significant effect on consumer purchasing behavior in the SME sector, demonstrating the universal relevance of all marketing mix variables across different industries (Meutia & Mauliza, 2025). The same results were also reported in a study of the international home appliance industry located in West Java where promotional, price, and product had a clear impact on consumer purchase intention (Puspita Sari & Fajarindra Belgiawan, 2024). More recently, social commerce research found that the marketing mix affects consumer attitudes and, in consequence, purchasing intentions, with internet access fostering the relationship (Aime et al., 2022).

According to the above results, a Decision Support System (DSS) implemented in Microsoft Access is created by which marketing mix factors (product, price, promotion, place etc.), could be structured and stored in a relational database for easy access. Analytical methods such as multi-linear regression, descriptive analytics and integration with external modules (i.e., Excel Analysis ToolPak or statistical add-ins) may be used to evaluate the impact that each of the marketing mix elements has on purchases. Scenario simulation modules can also be provided through queries and interactive forms in Microsoft Access to evaluate alternative marketing strategies and predict their future impacts. Furthermore, reports and recommendations are generated based on criteria such as promotional effectiveness and consumer acceptance levels, which are presented through Access reports and dashboards that are easy for management to interpret.

Thus, this study introduces a new breakthrough by integrating statistical data processing with the use of a Microsoft Access-based DSS. The resulting DSS design will contribute to Company X by enabling management to more easily transform data into meaningful information and periodically make strategic decisions to improve the company's performance.

2. Literature Review

2.1 Concept of Marketing Decision Support System (MKDSS)

Marketing Decision Support Systems (MKDSS) are marketing decision support systems designed to help marketing and business teams analyze large amounts of relevant customer data and provide the most helpful decisions. MKDSS assist marketing managers in predicting the impact of actions based on how well each marketing mix element statistically influences consumer choices (Hou et al., 2023). Regression methods are often used for this analysis (Azhar Prabukusumo & Prabukusumo, 2024).

2.2 MKDSS Concept: Database, Model, and Interface

The architecture of MKDSS mainly includes three parts in brief. For a start, it has a repository of historical information concerning marketing and sales. Second, a set of models that are used in order to make the assessments, such as regression, neural networks, AHP and other MCDA techniques. Third, a user-friendly interface, so a non-technical person could include, delete information and images via an interactive interface. The first step of the desktop development is prototyping the database, models, interface, and report systems to work together which can be accomplished using this package as a desktop prototyping (P., 2020).

2.3 The Influence of the Marketing Mix on Purchasing Decisions

Empirical evidence shows that product features, price, promotion and distribution places collectively affect consumer purchase intentions and decision making (Aras et al., 2017; Maulidin et al., 2025). Simulation of the various marketing mix strategies and measurement of their respective results in terms of ROI, effectiveness, or sales volume, this can be achieved with a well-designed DSS (Hou et al., 2023).

2.4 Microsoft Access & Simple DSS Interface

Access as a backend in sales information system providing with ease of use, automatic report generating, and allows an interactive form which is best suited for small to medium sized company (Syaprina et al., 2008). However, the most recent system designs of MCDA-MSS-DSS provide the capacity to automatically identify and use the most appropriate analytical method thereof which must be applied on the characteristics of the marketing mix variables analyzed.

2.5 Marketing Mix

The Marketing Mix can be understood as a set of marketing variables controlled by a company to influence consumer responses. The classic 4P model (product, price, place, promotion) has evolved into the 7P concept with the addition of people, process, and physical evidence characteristic of modern service marketing strategies that prioritize customer experience and interaction (Margarita Išoraitė, 2021).

Product encompasses levels of quality, features, design, as well as updates or innovations that create added value for consumers, and has been empirically proven to significantly influence purchasing decisions across various service and retail industries (Maulidin et al., 2025).

An acceptable pricing is based on a fundamental of the perception of consumer value. Price has an unstable effect on purchase intention across demand and consumers' situational context. Product accessibility constitutes one of the main components impacting on purchase, and ultimately customer loyalty, in modern trade (MT) and traditional trade (TT) outlets where focus is placed on distribution channels and site location as key factors affecting product availability. "Hauls and deep discounts are likely to end soon, welcome news for any industry." Good promotion involves things like advertising, in-store markdowns and other online deals that attract potential buyers on a spot or built-up basis. Face-to-face encounters with staff or sales people have been shown to impact on loyalty and the likelihood of purchase, especially in service industries and where there is a high level of service required as part of retail provision. Process efficacy, in terms of the pace at which services are offered and how customers interact, makes the user experience better with increased satisfaction and repeat buys. Lastly, the physical or

visual setting, such as packaging, shop ambience or store layout, would influence how consumers perceive service quality and credibility (Sadri & Aprianingsih, 2025).

3. Method

Primary data were collected through questionnaires using a sample size equivalent to ten times the number of independent variables (Seabrook, 2025), resulting in a sufficient sample of 70 respondents. The questionnaire was designed based on observations of indicators relevant to the company's performance characteristics in conducting marketing mix activities. Field observations revealed several indicators representing each research variable. For the product variable, four indicators were identified: product variety, product quality, product design, and packaging (Putri Rahmawati & Prawoto, 2023; Wardani & Manalu, 2021). The price variable was measured through three indicators: price affordability, price suitability, and discounts (Putri & Napitupulu, 2023). The distribution variable included three indicators: product location, sales area, and product availability (Ballerini et al., 2024). The promotion variable consisted of four indicators: advertising, sales promotion, public relations, and competitor publicity (Ejeta Abdeta & Zewdie, 2021). The people variable encompassed two indicators: service personnel and the customers themselves (Murdayani Kusumaningrum, 2023). The process variable was represented by three indicators: ease of service procedures, service delivery speed, and problem resolution procedures (Jaakkola & Terho, 2021). The physical evidence variable was represented by three indicators: environment, layout, and supporting facilities (Alwinie et al., 2024).

After the questionnaire was designed, it was distributed to respondents. Once the data were collected, validity and reliability tests were conducted to measure the consistency of respondents' answers to each statement and to assess the reliability of the measurement instrument developed by the researchers. Data that passed validity and reliability tests were then processed using SPSS software. Data analysis employed multiple linear regression, where the Model Summary output provided information on the simultaneous effects of all variables, while the ANOVA table output presented the results of hypothesis testing. Furthermore, the Coefficients table in the SPSS output indicated the magnitude of the influence of each marketing mix variable on purchasing decisions and determined the significance level of each influencing factor.

This study employs a system design approach using quantitative methods, combined with a multi-criteria model-based Decision Support System (DSS) methodology. The main focus of the research is to design a system capable of evaluating the effectiveness of marketing mix strategies on consumer purchasing decisions. This approach refers to decision-based system development methodologies, which include the stages of needs identification, model design, implementation, and system evaluation through end-user feedback (Almtiri et al., 2022).

The objective of this research is to design a Decision Support System (DSS) using Microsoft Access to evaluate the effectiveness of the marketing mix (7Ps) in influencing consumer purchasing decisions at Company X. The research process began with the identification of system requirements, drawing upon studies on Marketing Decision Support Systems that emphasize the importance of features such as what-if analysis, scenario analysis, and interactive reports based on historical data as the foundation for modern DSS design (Francisco Figueroa-Perez et al., 2019).

The next stage was the design of a Microsoft Access-based system, selected for its ability to integrate interactive visual interfaces such as forms and reports within a single platform. The system implementation was followed by technical testing to ensure that all input forms and

reporting functions operated according to specifications. User feedback then served as the basis for evaluating and refining both the interface design and analytical accuracy, ensuring that the DSS can deliver more effective and practically relevant strategic recommendations.

4. Results and Discussion

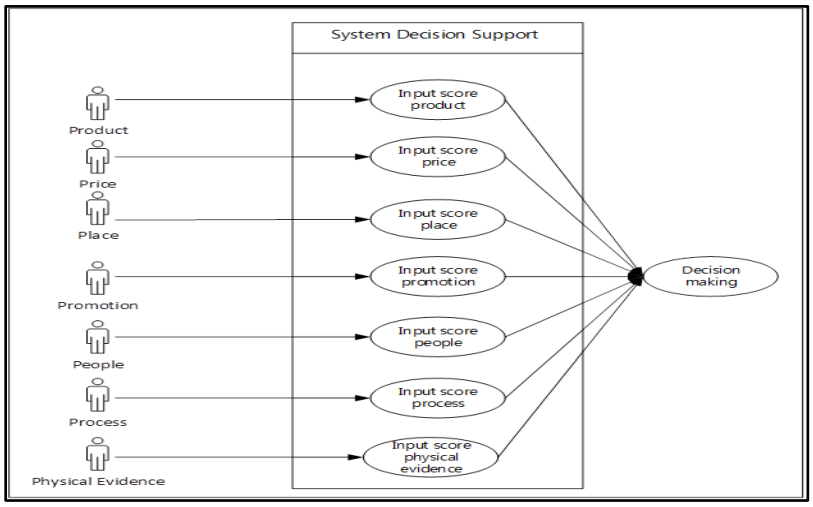

Figure 1. Use case diagram.

The structure of the 7P-based DSS is depicted in Figure 1 (use case diagram). All actors and elements of the marketing mix Product, Price, Place, Promotion (comprising People, Process and Physical Evidence), are regarded as entering incomplete values into the system. These answers are then combined to produce a comprehensive report that can be used to aid purchase decisions. By following this structure, we can ensure that decisions are made in a structured and objective manner, and avoid managers guessing what is the breakfast of marketing. The processed values eventually generate final reports, which assist decision making (it is evidenced that DSS can improve decisions by converting raw facts into meaningful strategic data (Ballerini et al., 2024; Pan et al., 2020).

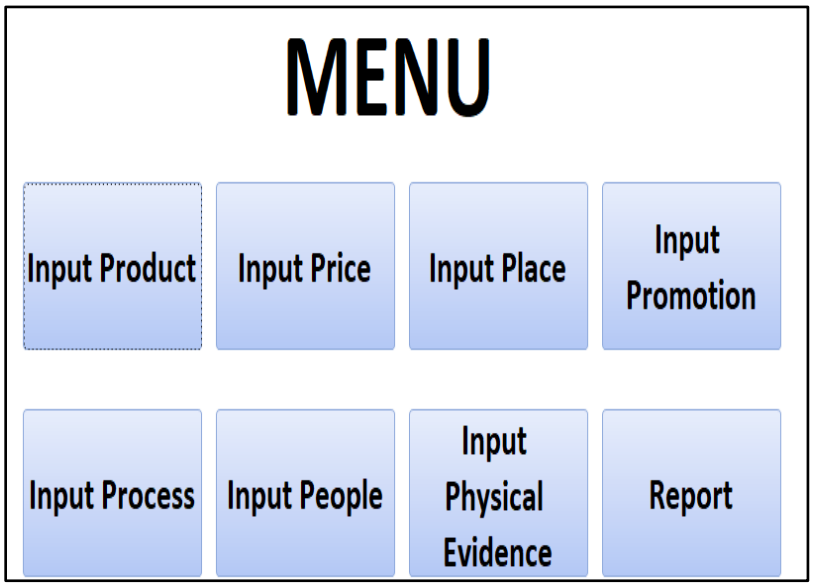

Figure 2. Menu.

The figure illustrates the main menu of the 7P-based application. It contains eight buttons: seven buttons for inputting values for each element of the marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) and one button to display the final purchasing decision report. The implementation results demonstrate that the system can integrate data from separate inputs yet produce a comprehensive report, thereby facilitating managers in conducting marketing priority analyses. From a cost–benefit perspective, the implementation of the DSS has proven to deliver long-term advantages. The incurred costs include software development, employee training, and system maintenance. However, the benefits gained are far greater, such as improved efficiency in data analysis, enhanced decision accuracy, and optimized allocation of marketing resources. According to Arnott and Pervan, organizations utilizing DSS can improve decision-making effectiveness by up to 30% and reduce operational cost inefficiencies (Gellert et al., 2019). This indicates that the application of DSS in marketing mix analysis is not only technically feasible but also economically advantageous.

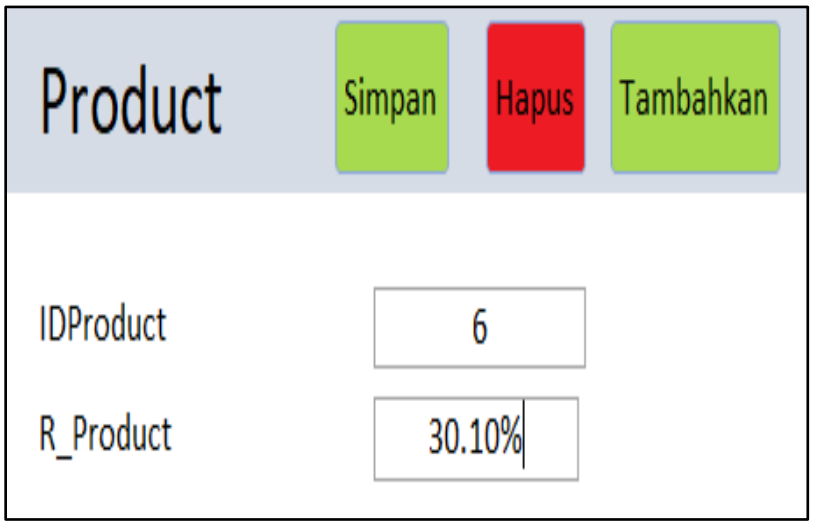

Figure 3. Input product.

Figure 3 presents the input form for the Product variable in the 7P evaluation system. In this study, the IDProduct column serves as the data identifier, while R_Product is used to enter the partial value of the product in percentage form, which in the case example is 30.10%. System testing results show that the interface developed with Microsoft Access is capable of facilitating data input, storage, and management with ease. This capability supports the statement by Hou et al. that relational databases with simple interfaces can enhance the efficiency of DSS in delivering relevant information for marketing decision-making (Hou et al., 2023). In addition, the implementation results indicate that the three functional buttons (Save, Delete, Add) work effectively to process input data. This feature enables users to manage data without requiring advanced technical skills. These findings are consistent with Al-Wehaibi et al., who developed an Access- and Excel-based DSS in the retail sector, where a simple interface was proven to accelerate user interaction with the system while minimizing input errors (Trigui et al., 2016).

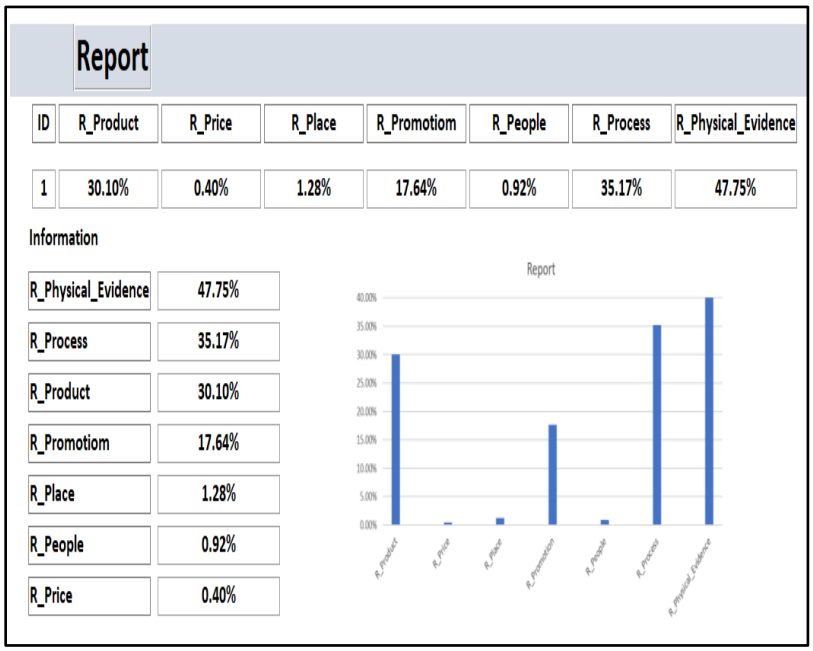

Figure 4. Report**.**

Figure 24 shows the results of the final assessment using seven 7P parameters. The contribution values of each factor are represented in terms of percentages. It is evident from the overall results that Physical Evidence (47.75%) carries most weight followed by Process (35.17%) and Product (30.10) on purchase decision as perceived by customers who visited various-serving restaurants in Srinagar. On the other hand, the least influential variable is Price (0.40%). This data will provide record and show which marketing parts has the greatest effect to help make purchase decisions. The results further confirm the significance of the store environment, that is physical layout and design facility, product visual presentation, in forming consumer perceptions. This is in line with that findings of known as physical evidence quality would significantly increase Purchase intention and Customer loyalty in the retail industry (Hanaysha, 2018). On the other hand, Price shows a floor effect of 0.40%, indicating pricing strategies would not be the key motivator in our research context. This supports the idea that in some industry, service experience quality is more influential on consumer choices than differences in price are. The results are in line with (Kasiri et al., 2017) who also reiterated that non-price related factors, such as quality of service and physical evidence have more influence on choice of purchase.

Given the high contributions of Physical Evidence and Process, the implementation of a Decision Support System (DSS) can serve as a strategic managerial tool. Such a system functions to collect field data in real time, monitor indicators related to physical and process aspects, and provide analyses of the impact of investments, such as facility renovations, display restructuring, and employee training programs. A KBDSS can help to make decisions in supply chains faster and with greater accuracy by Charter design the task allocations, execution times, and the control over process variables. Accordingly, assuming an investment in a DSS leads to initial costs (such as purchasing the necessary hardware, staff training and system maintenance), there is potential for long-lasting consequences such as efficient operation, improved service

quality, and purchase intention/realization which compensates for these costs (Alahmadi & Jamjoom, 2022).

Table 1. Influence of Variables on Purchasing Decisions

Variable	Percentage Influence (%)	Description
Physical Evidence	47.75	The most dominant factor; includes facilities, layout, design, and visual display.
Process	35.17	A significant factor; covers ease of procedures, service speed, and problem resolution.
Product	30.10	An important factor; related to product variety, quality, design, and packaging.

It is also clear in Table 1 that Physical Evidence is the most significant factor (47.75%) on purchase decision because customers consider with high intensity for facilities, arrangement and product visual appearance. This conclusion regarding Physical Evidence is also in line with Astuti, Ichsan and Isa that heavily endorsed the importance of Physical Evidence toward customer satisfaction and loyalty (Sri Astuti & Ichsan, 2025).

In addition, Process accounts for 35.17%, indicating the service speed and procedural clarity as an important factor. This is consistent with finding from Sinaga and Husda that the service quality process influences purchasing decision and customer satisfaction (Sinaga & Husda, 2023).

Product, by contrast, has an influence over 30.10 percent of purchasing decisions, so product range and quality are still important drivers for growth. This is also consistent with the results of Atiqah et al., which show that product variable positively influences e-commerce consumer purchase (Atiqah et al., 2024).

5. Conclusion

This research managed to design a Decision Support System (DSS) based on Microsoft access for monitoring the 7Ps marketing mix for company X, that includes a Database, Input Mask and combine reports to help management deduce through any marketing data into meaningful recommendations. It is found Physical Evidence, Process and Product are the top drivers that influence the consumer for purchase decision however Price plays the lowest role. Company can take these findings as a base to decide more relevant marketing strategies. The DSS supports data processing, shortens the time required for evaluation and reduces the arbitrariness in decision-making, and thus can help the company better improve its competitiveness and business sustainability.

For further development, the marketing DSS can be improved by using newer technologies, such as web or mobile-based applications to make it more accessible at any time. The platform can also be further extended to include Social Media & E-Commerce Platforms data analytics support for monitoring real time market trends. With such advancements, the DSS is no longer used as an evaluation only, but also will function as a predictive supporting system for next marketing strategy.

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