

Customer Relationship Management in Digital Marketing and Its Impact on Customer Satisfaction, Loyalty, and Profitability

Daimah

Politeknik Siber Cerdika Internasional,
Indonesia

***Corresponding author:**

Daimah, Universitas Cendekia Mitra
Indonesia, Indonesia

✉ daimah@polteksci.ac.id

Article Info :

Article history:

Received: October 25, 2025

Revised: November 30, 2025

Accepted: December 5, 2025

Keywords:

customer relationship
management; digital marketing;
customer satisfaction

Abstract

Background: In the digital marketing era, Customer Relationship Management (CRM) is widely adopted to improve customer satisfaction, loyalty, and profitability. However, CRM implementation often emphasizes technology while neglecting service quality and relational processes, resulting in transactional relationships rather than long-term customer engagement. Therefore, examining the combined role of CRM and service quality in influencing customer outcomes remains important.

Objective: This study analyzes the relationship between CRM implementation, service quality, customer satisfaction, customer loyalty, and profitability at PT. Syntax Corporation Indonesia through its parent company, Riviera Publishing.

Methods: This research employed a seven-step scientific methodological approach. Data were collected through structured interviews and surveys involving marketing team representatives implementing a digital-based CRM system. The study examined four main variables: CRM practices (human resources, processes, and technology), service quality, customer satisfaction, and customer loyalty, as well as their impact on company profitability.

Results: The findings indicate that CRM implementation does not have a significant effect on customer satisfaction, as reflected by the dominance of one-time transactions and limited utilization of customer databases for long-term relationship building. In contrast, service quality has a significant positive effect on customer loyalty, while CRM practices positively influence company profitability through improved marketing efficiency.

Conclusion: CRM implementation alone does not significantly enhance customer satisfaction but contributes positively to profitability, whereas service quality plays a crucial role in strengthening customer loyalty. These results emphasize the importance of integrating CRM systems with effective service quality management to achieve optimal customer relationship outcomes in digital marketing contexts.

To cite this article: Daimah. (2025). Customer Relationship Management in Digital Marketing and Its Impact on Customer Satisfaction, Loyalty, and Profitability. *Journal of Business, Social and Technology*, 6(2), 102-112. <https://doi.org/10.59261/jbt.v6i2.565>

INTRODUCTION

In this era of modernization, information is very easy to obtain and can be disseminated within seconds to any part of the world. This is certainly driven by rapid technological advancement and the increasingly popular use of the internet among society. Moreover, many internet-based software and applications are currently emerging that can only be operated when users are connected to the internet. This further strengthens the position of the internet as one of

the necessities of modern society. The internet is referred to as a barrier-free information center because it can connect one information site to another information site in a short time. Graham (2019) argues that the internet is something that concerns human communication throughout the world through electronic communication networks that occur due to computer network connectivity.

The Internet (Interconnection Networking) is a globally interconnected connection that creates a world system network through telecommunication networks such as telephone, radio, satellite, and other sources. According to Pilerot (2011), there are numerous uses of the internet, some of which include serving as a place to access and exchange information with others, as a medium for publishing research, observations and personal matters, as a place to communicate and socialize, as well as a medium for accessing entertainment. Therefore, in carrying out daily activities, the internet is something that is bound and has become a very important need for most people.

The penetration and behavior of internet users in Indonesia through a survey conducted by the Indonesian Internet Service Providers Association (APJII) states that in 2024, internet users in Indonesia numbered 221,563,479 people from a total population of 278,696,200 people with a penetration rate of 79.5%, which means nearly three-quarters of the population have been using the internet.



Figure 1. Internet User Penetration in Indonesia
Source: Indonesian Internet Service Providers Association Survey

This figure shows an increase compared to 2018, which only reached 64.8%. Therefore, there was an increase of 8.9%, where this figure is equivalent to 25,537,353.7 users. From the percentage described above, it can reflect that Indonesian society is increasingly literate in technology, especially in the use of the internet. The survey conducted by APJII also examined what devices are favored by Indonesian society in accessing the internet daily. Smartphones or mobile phones lead with 95.4% usage, followed by laptops/tablets with 19.7% usage, and lastly desktop computers with 9.5% usage.

Based on these factors, the telecommunications industry has great opportunities to continuously develop new innovations to better approach consumer needs as the era becomes increasingly modern. Telecommunication companies compete fiercely to lead the market through various product service offerings and other strategies. Market-leading operators always strive to improve themselves with the aim of always being the customer's first choice. In addition, they aim to adopt and establish appropriate policies to retain existing customers and maintain their position amid increasingly tight competition.

Customer Relationship Management (CRM) is a strategic approach that aims to create growing shareholder value through good relationships with key customers and customer segments (Irsandi et al., 2021). CRM combines the potential of Relationship Marketing strategies and Information Technology (IT) to create profitable, long-term relationships with consumers and other stakeholders (Naveed et al., 2019). CRM is defined as an interactive process that achieves optimal balance between company investment and satisfaction from meeting consumer needs to generate maximum profit (Leninkumar, 2017).

Research conducted by Munandar (2022) shows that CRM has a significant positive effect on customer loyalty and has great potential in developing CRM for banks and other companies. Furthermore, Abdullah (2024) in their research shows that the influence of E-CRM and customer satisfaction on customer loyalty has a positive effect and is unidirectional. When E-CRM increases, customer satisfaction also increases, as does customer loyalty.

Customer loyalty is a psychological character formed by continuous consumer satisfaction paired with emotional attachment formed with service providers leading to a state where consumers are willing and consistent to have relationships with preferences, subscriptions, and premiums (Quoquab et al., 2020). In line with Foltean (2019) who state that customer loyalty is a customer's commitment to adhere to the same brand, product or supplier in a positive relationship demonstrated by positive perception, customer satisfaction, and repeat purchases or subscriptions to a specific product or service consistently.

Creating customer loyalty is a concept in today's business because the factors that have made loyal customers a core component of organizational success are increasingly attractive. Consumers who use a product or service can certainly determine whether the benefits obtained are commensurate with what they sacrifice. Therefore, after consuming the product or service, users can provide their own assessment and determine whether they will use it again or not.

Consumer satisfaction is a feeling or emotional assessment of consumers toward the use of products and services where consumer expectations and needs are met (Guerola-Navarro et al., 2021). Customers who are satisfied with a company providing product or service delivery will spread positive information to potential new customers by providing recommendations about the company's services. With satisfied consumers, positive reactions to the company will arise in the future. Service quality is also one of the keys to customer satisfaction. If a service provides good service quality, customers will tend to use that service.

Both customer loyalty and satisfaction need to be built, where the creation and implementation of Customer Relationship Management (CRM) includes interaction or communication management, service quality, relationship development, and employee behaviour. (Ferrer-Estévez & Chalmeta, 2023). Customer loyalty is one of the indicators that causes companies to have long-term sales. To obtain loyal customers requires an effective approach to determine the desired consumer needs. The method that needs to be used in retaining customers is by taking an approach by establishing relationships with customers or more commonly known as relationship marketing. Recognizing that high customer satisfaction affects customer loyalty, companies must ensure that they can meet and exceed customer expectations. According to Singh (2023) advances in the business world require companies to be able to make customers feel satisfied; if customers are satisfied, then indirectly customers will become loyal and can increase company profitability.

Despite extensive research on CRM implementation in various business contexts, a critical gap remains in understanding the nuanced relationships between CRM technology adoption, service quality, customer outcomes, and profitability in the Indonesian digital marketing landscape (Li et al., 2023);(Jamil et al., 2022). Previous studies have predominantly focused on either CRM's positive impact on customer relationships or digital marketing tools' effectiveness yet few have empirically examined scenarios where CRM implementation may not yield expected customer satisfaction improvements (Dewnarain et al., 2019; Khan et al., 2022). This research addresses this gap by investigating the actual effectiveness of CRM systems in a publishing company context, specifically examining whether technological sophistication alone guarantees improved customer relationships or whether service quality factors play a more decisive role.

The novelty of this study lies in its empirical examination of CRM implementation challenges in the Indonesian creative industry sector, providing counter-evidence to predominant positive-outcome narratives in CRM literature. Furthermore, this research contributes unique insights by analyzing how companies with limited customer database utilization and predominantly transactional relationships can still achieve profitability through selective CRM practices, despite not achieving improvements in customer satisfaction. This investigation is particularly urgent given the rapid digital transformation in Indonesian businesses post-pandemic, where companies are investing heavily in CRM technologies without clear evidence of their effectiveness in specific industry contexts. Understanding these differential effects can

prevent resource misallocation and guide more strategic CRM investments. Based on this, this research will identify the urgency of Customer Relationship Management in the context of digital marketing on customer satisfaction, customer loyalty, and profitability enhancement at PT. Syntax Corporation Indonesia. The objectives of this research are to explain: 1) the effect of Customer Relationship Management on customer satisfaction at PT. Syntax Corporation Indonesia; 2) the effect of Customer Relationship Management on customer loyalty at PT. Syntax Corporation Indonesia; and 3) the effect of Customer Relationship Management on profitability enhancement at PT. Syntax Corporation Indonesia.

A hypothesis is a temporary answer regarding the problem formulation in a research study. This hypothesis cannot yet be considered an empirical fact because it is only a temporary answer based on research relevant to this study (Sugiyono, 2017). A hypothesis is a researcher's statement about the relationship between variables in the research. In other words, a hypothesis is a temporary answer formulated by the researcher, which will then be tested for its validity through the research conducted. The hypotheses in this research are as follows:

H1: Customer relationship management (CRM) affects customer satisfaction

Customer Relationship Management is a strategy where internal and external factors are connected to satisfy consumers and can increase the company's profit (Meena & Sahu, 2021). Meanwhile, customer satisfaction is a feeling of pleasure or disappointment of a person that arises from comparing the perceived performance of a product or result against their expectations (Kotler et al., 2019).

Research relevant to this study is research conducted by Imron (2023) which shows that there is a positive influence of the CRM variable on the Customer Satisfaction variable. CRM has proven successful in making customers feel satisfied with PT. Telkomsel's product results. A customer may experience various degrees of satisfaction. If product performance is less than expectations, the customer will be disappointed. If performance matches expectations, the customer will be satisfied, and if performance exceeds expectations, the customer will be very satisfied or very pleased.

Other relevant research is research conducted by Rachmad (2022) which concludes that CRM has a positive influence on customer satisfaction. This means that when a company implements appropriate and good CRM, it will automatically increase consumer satisfaction. Good CRM implementation makes consumers feel more valued and more comfortable.

H2: Customer relationship management (CRM) affects customer loyalty

Customer Relationship Management, usually abbreviated as CRM, integrates people, process, and technology so as to create good communication with customers, especially to foster customer loyalty to the company (Triandewo & Yustine, 2020). Meanwhile, customer loyalty is a customer's deep commitment to subscribe again or make repeat purchases of selected products or services consistently in the future, despite situational influences and marketing efforts having the potential to cause behavioral changes (Insani & Madiawati, 2020).

Research results relevant to this study are research conducted by Anggraini (2020) which shows that Customer Relationship Management (CRM) consisting of employees, technology, sales, products, and performance has a positive and significant effect on customer loyalty. This shows that if CRM is good, then customer loyalty at PT. Bank BNI Syariah Jember Branch Office will also be better. In line with research conducted by Aswar (2022) which shows that the coefficient of determination of the three CRM variables, namely commitment, communication and service quality on the customer loyalty variable is 87.2%. This result explains that there is a significant influence of these three variables on the customer loyalty variable with a contribution of 87.2%.

H3: Customer Relationship Management affects Company Performance

Team performance in one vision is closely related to how we treat customers. The better we are able to provide good performance will bring consumer satisfaction to their desires, or satisfaction between expectations and reality, will cause consumers to come back to buy the product and become loyal consumers to the seller's product (Ariyanti & Safaâ, 2022). Research conducted by Astianita (2022) shows the results of simultaneous hypothesis testing with the F test that there is a positive and significant influence between customer satisfaction variables and customer perception on Company Performance at UD PN Silitonga Serbelawan. In line with research conducted by Utomo (2022) which concludes based on the results of the Hypothesis test

conducted that the Consumer Satisfaction variable (X) affects Company Performance (Y) with a regression coefficient β value of 0.717 units. This shows that each unit of the consumer satisfaction variable will affect Company Performance by 0.717 units if other variables remain constant. In other words, every increase in consumer satisfaction will affect the increase in Company Performance at Royal's Resto and Function Hall in Ternate City.

H4: Customer Relationship Management affects company profitability enhancement

Customer Relationship Management has a positive influence on Company profitability in terms of revenue. This means that when a company implements CRM well, it will automatically increase income significantly. Good CRM implementation makes consumers feel more valued, more comfortable and gives priority to using the product. In line with research conducted by Purwandari (2018) which shows that CRM has a positive influence on Company profitability. In relation to customer loyalty and satisfaction being a result of successful CRM conducted by the company, good CRM efforts will be able to create strong relational bonds between the company and customers and can increase customer loyalty.

METHOD

The seven-step scientific method is used in the problem-solving and improvement process with the expectation that problems can be resolved systematically with the right pattern, effectively and efficiently from planning to evaluation. The positive improvements and changes obtained are also actual results based on data. The following are the stages in the seven-step methodology.

This study employed a mixed-methods approach combining quantitative survey data with qualitative interview insights to provide comprehensive understanding of CRM implementation effects. The research design followed a descriptive-analytical framework, examining relationships between CRM practices, service quality, customer satisfaction, customer loyalty, and profitability at PT. Syntax Corporation Indonesia (Riviera Publishing). The quantitative component utilized structured questionnaires administered to marketing team representatives (n =sample size determined through purposive sampling), while qualitative data were gathered through semi-structured interviews with key stakeholders involved in digital marketing and CRM implementation. This triangulated approach enabled validation of quantitative findings through rich contextual insights from interview data, addressing potential limitations of single-method studies in capturing complex organizational phenomena.

Quantitative data analysis employed descriptive statistical methods including frequency distributions, means, and standard deviations to characterize sample demographics and variable distributions. Correlation analysis examined relationships between CRM implementation dimensions (human resources, processes, technology), service quality indicators, and outcome variables (customer satisfaction, loyalty, profitability). Hypothesis testing utilized appropriate statistical tests to determine significance of relationships between independent and dependent variables.

Qualitative interview data underwent thematic analysis through systematic coding procedures to identify recurring patterns, themes, and contextual factors influencing CRM effectiveness. Data from sales records and company financial reports provided objective performance indicators for triangulation with survey and interview findings. This multi-faceted analytical approach ensured robust evidence for research conclusions while acknowledging inherent limitations of cross-sectional design in establishing causality.

This study acknowledged several methodological limitations. First, the research focused on a single organization (Riviera Publishing as PT. Syntax Corporation Indonesia's holding company), which may have limited generalizability to other organizational contexts or industry sectors. Second, the cross-sectional design captured CRM implementation effects at one point in time, preventing assessment of long-term impacts or temporal dynamics in customer relationship development. Third, the reliance on self-reported data from marketing team members may have introduced response bias, though triangulation with objective sales and financial data helped mitigate this concern. Fourth, the study examined CRM effectiveness in a context where database utilization was acknowledged as suboptimal, which may not reflect organizations with more mature CRM systems. Finally, external factors such as competitive dynamics, market conditions,

and broader economic trends were not controlled for in this analysis, though their potential influence on outcomes was recognized.

The implementation stages of this project began with theme determination and background analysis, in which the author examined the business conditions at PT. Syntax Corporation Indonesia, particularly in the marketing division, and identified Customer Relations as a key pillar supporting product and business development. Subsequently, project targets were determined using the SMART method (*Specific, Measurable, Achievable, Realistic, and Time Frame*) to ensure clear and measurable objectives. Improvement ideas were then formulated, focusing on the development of a Customer Relationship Management (CRM) concept and its expansion into a Content Management System (CMS).

These strategies were implemented in alignment with the identified background, targets, and existing business challenges. Following implementation, the project outcomes were evaluated through weekly and monthly assessments to measure performance against predetermined targets. Successful strategies and improvement ideas were then standardized as operational guidelines and applied across digital marketing activities at PT. Syntax Corporation Indonesia. Finally, improvement plans for subsequent stages were determined by identifying unmet targets and formulating follow-up strategies to ensure continuous improvement and the achievement of overall project objectives.

Data collection used primary data sources through survey methods with representatives from the marketing team of one of PT. Syntax Corporation Indonesia's holdings, namely Riviera Publishing, in which case the sample used was the sampling method. The steps for data collection involved filling out a Google Form survey regarding CRM implementation and its impact on customer loyalty and satisfaction, sales increase, and company profitability enhancement.

Research Instruments: 1) Observation: For the observation method, the instrument used was direct observation of how staff used the CRM system in their daily work. The instrument for this observation was usually in the form of an observation sheet or field notes that recorded behaviors or interactions that occurred between staff and customers, as well as the way the CRM system was used. 2) Case Study: For the case study method, it involved primary data (interviews, observations) and secondary data (company reports, sales data, CRM data analysis).

Data Analysis Method: 1) Content Analysis: Content analysis was used to assess text content more systematically. This was very useful for analyzing longer documents or interview transcripts. Purpose: To identify the frequency or patterns of words and themes that emerged in text related to CRM implementation. Example: Analyzing interview transcripts to determine how often words such as "satisfaction," "loyalty," or "communication" appeared and how these words related to customer experience. 2) Framework Analysis: Framework analysis was a structured analytical approach that was very useful for research focused on policy or CRM management. This approach allowed the researcher to categorize and organize data based on existing frameworks or models. Purpose: To organize qualitative data based on relevant themes. Example: Using framework analysis to map how companies used CRM at various stages of the customer journey (for example, acquisition, retention, or enhancement).

RESULTS AND DISCUSSION

Result

Data Description

Data related to Customer Relationship Management (CRM) in the context of digital marketing can include various types of information related to customer interactions and behavior. This data can be divided into several main categories that are directly related to customer satisfaction, customer loyalty, and profitability enhancement. The following are relevant data points in this research:

Customer Demographic Data

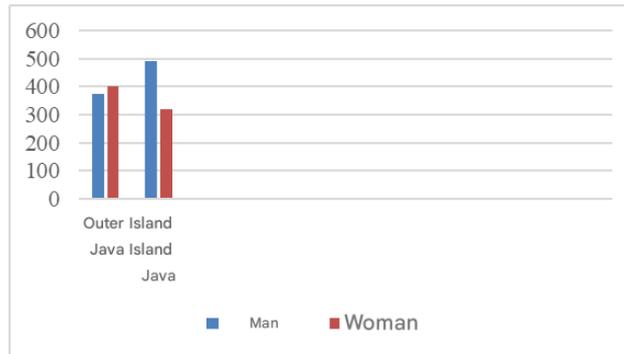


Figure 2. Customer Demographic Data

This demographic data aims to examine which gender is most easily collaborative in the CRM system. This data is used to tailor marketing messages, product offerings, or more relevant content, which can increase customer satisfaction and loyalty.

Customer Channel Data

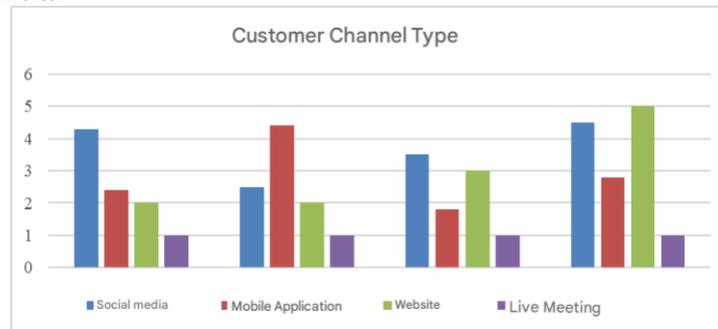


Figure 3. Customer Channel Data

Based on the graph data above, it shows where customers come from; among all online channels, application usage is still the most dominant and effective. With this information, companies can identify the most valuable customers and offer special deals to increase loyalty and profitability. Also, this information helps in customer segmentation based on their purchase frequency or volume.

Customer Satisfaction Data (surveys, reviews, ratings)



Figure 4. Customer Satisfaction Data (Survey, Review, Ratings)

Based on the graph above, instruments in customer satisfaction are still rarely reached by marketers or customers. In this case, there is a need for encouragement from the Company to be more reactive to customers. Satisfaction data is very important in assessing the success of CRM strategies. Positive feedback can strengthen customer relationships, while complaints or negative feedback can be used for product and service improvements, which in turn can increase customer satisfaction and loyalty.

Discussion

The Influence of Customer Relationship Management Variables on Customer Satisfaction at Riviera Publishing as a Holding Company of PT. Syntax Corporation Indonesia

Based on the results of data processing that has been conducted, it shows that Customer Relationship Management does not have an influence on customer satisfaction in this study, as evidenced by interview results revealing that digital marketing is only cut-off in nature, meaning there is no influence on customer satisfaction, and the hypothesis in this study is rejected because there is a negative influence between Customer Relationship Management and customer satisfaction. Kotler and Keller (2001) state that CRM is an appropriate solution that can help maintain valuable customers. CRM can fulfill customer satisfaction and make customers loyal. However, the results in this study prove that indicators in Customer Relationship Management (CRM) such as human resources, processes, and technology do not have an influence on customer satisfaction, as evidenced by sales trends that only occur once.

These research results are not yet in accordance with the theory by Abdullah (2024) that "Customer Relationship Management (CRM) is the process of managing detailed information about each customer and carefully managing all customer 'touch points' to maximize customer loyalty." CRM also has no influence because Riviera Publishing has not yet utilized its customer database to build long-term relationships with customers properly. This supports research Nur (2021) where several of these studies have results stating that the Customer Relationship Management variable does not affect customer satisfaction, which means that not all customer loyalty can be increased or influenced by relational relationships with customers.

The Influence of Service Quality Variables on Customer Loyalty at Riviera Publishing as a Holding Company of PT. Syntax Corporation Indonesia

Based on interview results and marketing database sources, this means there is a significant relationship between service quality and customer loyalty of Riviera Publishing customers. The positive relationship shows that the higher the service quality provided by Riviera Publishing customer service, the more it will increase customer loyalty. The results of this study are consistent with the theory proposed by Gopi (2020), that service quality is a measure of how well the level of service provided can match customer expectations. If the service quality provided by the company matches expectations and performance, consumers will be pleased because the expectations and performance of the service are already good, and consumer loyalty will directly arise for the company.

According to research results conducted by Irawan (2023), the hypothesis stating that "service quality has a direct effect on loyalty" is accepted as true. The results of this study are consistent with research conducted by Hakim (2021), where their research results show that service quality has a positive effect on customer loyalty. This service quality has a positive impact on customer loyalty, which means that if the service quality provided is better, it will increasingly enhance consumer loyalty to the products offered. Therefore, it can be concluded that service quality affects customer loyalty.

The Influence of CRM Variables on Riviera Publishing's Profitability

Based on interview results in the research, it shows that implementation with the CRM scheme has a positive and significant effect on Riviera Publishing's Profitability. The estimation results of this research are evidenced by the increase in Riviera Publishing's income over the last 3 (three) months, meaning there is a significant relationship between CRM implementation and company profitability.

The results of this study are consistent with the theory proposed by Aswar (2022) that customer loyalty can be developed through several types of promotion. Promotion is one of the important marketing activities for companies in efforts to maintain continuity and improve sales quality to enhance marketing activities in terms of marketing goods or services from a company. In general, service companies conduct promotions so that consumers are interested in using and reusing these services.

The results of this study are consistent with results from previous research conducted by hakim (2021) showing that promotion has an influence on customer loyalty. In the results of several previous researchers, it is revealed that the promotion variable has a positive influence on customer

loyalty, which means that if the level of promotion given to customers increases, the level of loyalty will also improve or increase. Therefore, it can be concluded that promotion has a positive influence on customer loyalty.

CONCLUSION

This study reveals critical findings regarding CRM implementation at PT. Syntax Corporation Indonesia (Riviera Publishing). Empirical analysis demonstrates that CRM implementation does not significantly influence customer satisfaction, with the hypothesis being rejected. Evidence indicates predominantly one-time sales transactions and inadequate customer database utilization for long-term relationship building, suggesting that technological infrastructure alone is insufficient without strategic integration and operational maturity. This counter-intuitive finding challenges conventional CRM literature and underscores the distinction between CRM technology adoption and effective CRM practice implementation. Conversely, service quality demonstrates a significant positive influence on customer loyalty, confirming that operational excellence remains fundamental to customer retention regardless of technological sophistication. Notably, CRM implementation shows positive effects on company profitability through improved marketing efficiency and operational cost optimization rather than enhanced relationship quality. These differential patterns indicate that service quality and CRM practices operate through distinct mechanisms: service quality drives customer-level outcomes while CRM influences organizational-level outcomes. Academically, this research contributes empirical evidence challenging the universality of positive CRM-satisfaction relationships, supporting contingency perspectives that emphasize implementation maturity and organizational culture. Practically, organizations must recognize that comprehensive CRM strategies emphasizing database utilization and relationship-oriented interactions, integrated with service quality improvements, are essential for achieving meaningful customer relationship outcomes beyond mere technological deployment.

ACKNOWLEDGEMENT

An acknowledgement section may be presented after the conclusion, if desired. The authors express sincere gratitude to the management and marketing team of PT. Syntax Corporation Indonesia, particularly Riviera Publishing, for their cooperation and valuable insights during data collection. We acknowledge the support provided by all respondents who participated in this research. Special appreciation is extended to the reviewers whose constructive feedback significantly enhanced the quality of this manuscript.

AUTHOR CONTRIBUTION STATEMENT

Researcher was responsible for the conceptualization and design of the study, data collection, data analysis and interpretation, manuscript drafting, and critical revision of the article. The author has read and approved the final version of the manuscript and takes full responsibility for the content of this research.

REFERENCES

- Abdullah, S. S., Wahid, N. K. A., Razak, A. A., & Jan, M. T. (2024). The Influence of Electronic Customer Relationship Management (E-CRM) on Customer Satisfaction (CS) and Customer Loyalty (CL): A pilot study in Malaysian private institute of higher learning. *Asian Journal of Research in Business and Management*, 6(2), 58–70. <https://doi.org/doi.org/10.55057/ajrbm.2024.6.2.5>
- Anggraini, F., & Budiarti, A. (2020). Pengaruh harga, promosi, dan kualitas pelayanan terhadap loyalitas pelanggan dimediasi kepuasan pelanggan pada konsumen gojek. *Jurnal Pendidikan Ekonomi (JUPE)*, 8(3), 86–94. <https://doi.org/doi.org/10.26740/jupe.v8n3.p86-94>
- Ariyanti, Y., & Safaâ, S. (2022). Pengaruh Kualitas Pelayanan, Customer Relationship Marketing dan Corporate Social Responsibility Terhadap Loyalitas Anggota Koperasi Simpan Pinjam. *AKSES: Jurnal Ekonomi Dan Bisnis*, 17(2).
- Astianita, A. D., & Lusua, A. (2022). Pengaruh kualitas layanan, citra merek, Word of Mouth dan promosi terhadap loyalitas pelanggan. *Jurnal Indonesia Sosial Teknologi: P-ISSN*, 2723, 6609.

- <https://doi.org/doi.org/10.36418/jist.v3i3.382>
- Aswar, N. F., Haeruddin, M. I. W., Kurniawan, A. W., & Natsir, U. D. (2022). Pengaruh Promosi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Transportasi Online Go-jek (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Negeri Makassar). *EQUITY: Journal of Economics, Management and Accounting*, 17(2), 6–11. <https://doi.org/doi.org/10.37086/equity.v17i2.1131>
- Dewnarain, S., Ramkissoon, H., & Mavondo, F. (2019). Social customer relationship management: An integrated conceptual framework. *Journal of Hospitality Marketing & Management*, 28(2), 172–188. <https://doi.org/doi.org/10.1080/19368623.2018.1516588>
- Ferrer-Estévez, M., & Chalmeta, R. (2023). Sustainable customer relationship management. *Marketing Intelligence & Planning*, 41(2), 244–262. <https://doi.org/doi.org/10.1108/MIP-06-2022-0266>
- Foltean, F. S., Trif, S. M., & Tuleu, D. L. (2019). Customer relationship management capabilities and social media technology use: Consequences on firm performance. *Journal of Business Research*, 104, 563–575. <https://doi.org/doi.org/10.1016/j.jbusres.2018.10.047>
- Gopi, B., & Samat, N. (2020). The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*, 122(10), 3213–3226. <https://doi.org/10.1108/BFJ-02-2020-0110>
- Graham, M., & Dutton, W. H. (2019). *Society and the internet: How networks of information and communication are changing our lives*. Oxford University Press.
- Gueroles-Navarro, V., Gil-Gomez, H., Oltra-Badenes, R., & Sendra-García, J. (2021). Customer relationship management and its impact on innovation: A literature review. *Journal of Business Research*, 129, 83–87. <https://doi.org/doi.org/10.1016/j.jbusres.2021.02.050>
- Hakim, L. N. (2021). Effect of Product Quality and Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variables (Case Study on the Tirta Jasa Lampung Selatan Regional Company (PDAM)). *Economit Journal: Scientific Journal of Accountancy, Management and Finance*, 1(1), 48–56. <https://doi.org/10.33258/Economit.V1i1.374>
- Imron, A., & Ariyanti, R. (2023). The Influence Of Service Quality, Customer Relationship Management (CRM) And Brand Image On Customer Loyalty With Customer Satisfaction As An Intervening Variable. *International Conference On Digital Advanced Tourism Management And Technology*, 1(1), 103–117. <https://doi.org/doi.org/10.56910/ictmt.v1i1.54>
- Insani, N. A., & Madiawati, P. N. (2020). Pengaruh kualitas pelayanan, harga dan promosi terhadap loyalitas pelanggan GoFood di Kota Bandung. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 4(3), 112–122. <https://doi.org/doi.org/10.31955/mea.v4i3.300>
- Irawan, R. D., & Nurlinda, R. (2023). Pengaruh E-Service Quality, Online Customer Review dan Sales Promotion Terhadap Minat Beli Ulang. 1(4), 1–25.
- Irsandi, J. S., Fitri, I., & Nathasia, N. D. (2021). Sistem Informasi Pemasaran dengan Penerapan CRM (Customer Relationship Management) Berbasis Website menggunakan Metode Waterfall dan Agile. *Jurnal JTIK (Jurnal Teknologi Informasi Dan Komunikasi)*, 5(4), 346–353. <https://doi.org/10.35870/jti>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of social media marketing activities in influencing customer intentions: a perspective of a new emerging era. *Frontiers in Psychology*, 12, 808525. <https://doi.org/doi.org/10.3389/fpsyg.2021.808525>
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2022). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. *Journal of Relationship Marketing*, 21(1), 1–26. <https://doi.org/10.1080/15332667.2020.1840904>
- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2001). *Principals of marketing*. City: Harlow Pearson Education Limited.
- Kotler, P., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing management: European edition*. Pearson Higher Ed.
- Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450–465.

- Li, F., Larimo, J., & Leonidou, L. C. (2023). Social media in marketing research: Theoretical bases, methodological aspects, and thematic focus. *Psychology & Marketing*, 40(1), 124–145. <https://doi.org/doi.org/10.1002/mar.21746>Digital Object Identifier (DOI)
- Meena, P., & Sahu, P. (2021). Customer relationship management research from 2000 to 2020: An academic literature review and classification. *Vision*, 25(2), 136–158. <https://doi.org/doi.org/10.1177/0972262920984550>
- Munandar, J. M., Oktaviani, D., & Angraini, Y. (2022). How important is CRM toward customer's loyalty to conventional and Islamic bank marketing strategy? A case study from Indonesia. *Journal of Islamic Marketing*, 13(1), 246–263. <https://doi.org/doi.org/10.1108/JIMA-07-2019-0146>
- Naveed, R. T., Irfan, M., Aslam, H. D., Anwar, B., & Ayub, A. (2019). The effect of general banking information technology system on customers' satisfaction with the moderating effect of customer trust: an empirical study from Pakistani commercial (Islamic) banks. *Al-Qalam*, 24(1), 387–401.
- Nur, Y. (2021). The influence of customer relationship management on customer satisfaction. *Jurnal Economic Resource*, 4(2).
- Pilerot, O., & Limberg, L. (2011). Information sharing as a means to reach collective understanding: A study of design scholars' information practices. *Journal of Documentation*, 67(2), 312–333. <https://doi.org/doi.org/10.1108/00220411111109494>
- Purwandari, A., & Purwanto, A. (2018). The Influence of Profitability, Leverage, Ownership Structure and Company Status on Disclosure of Financial Statements in Manufacturing Companies in Indonesia. *Diponegoro Journal of Accounting*, 1(1), 238–247.
- Quoquab, F., Mohamed Sadom, N. Z., & Mohammad, J. (2020). Driving customer loyalty in the Malaysian fast food industry: The role of halal logo, trust and perceived reputation. *Journal of Islamic Marketing*, 11(6), 1367–1387. <https://doi.org/10.1108/JIMA-01-2019-0010>
- Rachmad, Y. E. (2022). Social Media Marketing Mediated Changes In Consumer Behavior From E-Commerce To Social Commerce. *International Journal of Economics and Management Research*, 1(3), 227–242.
- Singh, V., Sharma, M. P., Jayapriya, K., Kumar, B. K., Chander, M., & Kumar, B. R. (2023). Service quality, customer satisfaction and customer loyalty: A comprehensive literature review. *Journal of Survey in Fisheries Sciences*, 10(4S), 3457–3464.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R & D*. Alfabeta.
- Triandewo, M. A., & Yustine, Y. (2020). Pengaruh kualitas layanan, citra perusahaan dan kepercayaan pada loyalitas konsumen. *Jurnal Bisnis Dan Akuntansi*, 22(1), 13–24.
- Utomo, I. P., & Kustiawan, U. (2022). *The Effect Of Online Store Images And Online Shop-Ping Experiences On Online Consumer Satisfaction Increasing Buying Intention*.