

## ***The Impact of Digital Marketing, Product Quality, and Customer Relationship Management on Online Shop Consumer Loyalty***

**Andri Al Qusairi**

*Business Administration Science, Universitas Muhammadiyah Mataram, Indonesia*

**Candra**

*Business Administration Science, Universitas Muhammadiyah Mataram, Indonesia*

**Sudarta**

*Business Administration Science, Universitas Muhammadiyah Mataram, Indonesia*

**Dedy Iswanto**

*Business Administration Science Universitas Muhammadiyah Mataram, Indonesia*

**Lalu Hendra Maniza**

*Business Administration Science Universitas Muhammadiyah Mataram, Indonesia*

**Correspondence Author**

**Candra**

[candra.can1295@gmail.com](mailto:candra.can1295@gmail.com)

---

### **Article Info**

*Article History :*

*Received 13 Oct - 2024*

*Accepted 11 Nov - 2024*

*Available Online*

*15 Dec – 2024*

---

### **Abstract**

*This study seeks to explore the effects of digital marketing, product quality, and customer relationship management (CRM) on consumer loyalty within the context of online retail. Employing a quantitative approach, the study conducted a survey among 91 respondents, comprising 34 males and 56 females. Data collection instruments utilized a Likert scale with 29 items designed to measure respondents' perceptions of the study variables. Regression analysis results indicate that collectively, digital marketing, product quality, and CRM explain 49.3% of the variation in consumer loyalty. Specifically, CRM emerges as significantly influential with the highest beta coefficient (0.438) and low statistical significance ( $p = 0.000$ ), while digital marketing and product quality show less significant impacts With  $p$ -values of 0.296 and 0.127, respectively, these results highlight the critical role of effective customer relationship management strategies in fostering consumer loyalty in online commerce. They also indicate the necessity for strategic enhancements in digital marketing and product quality to optimize their influence. This research contributes to the comprehension of the dynamics affecting consumer behavior in the digital age.*

---

**Keyword :** *Online Marketing, Product Excellence, Customer Relationship Strategies (CRM).*

---

### **1. INTRODUCTION**

Digital marketing refers to the practice of utilizing digital technologies and online platforms to advertise products or services to consumers. The importance of digital marketing lies in its ability to change the way

companies and online consumers interact (Sembiluh & Sulistiadi, 2022). Through techniques such as message personalization, more precise targeting based on consumer behavior as well as the use of social media and digital search engines allows companies to build closer relationships and engage with

consumers directly. The role of digital technology and online platforms, such as big data analytics, artificial intelligence, and e-commerce platforms, is key in supporting this modern marketing strategy (Yansahrita et al., 2023).

Product quality remains a major factor influencing consumers' purchasing decisions even in the digital age. The consumer online market relies heavily on product descriptions, customer reviews, and ratings to assess the quality of the products offered (Nugraha, 2023). Detailed and accurate product descriptions help consumers understand product specifications and benefits to attract and retain customers. Numerous online retailers endeavor to uphold and enhance the quality of their products through various methods, such as implementing rigorous quality control measures, ensuring product authenticity, and continuously innovating in product development (Mustajib et al., 2023). Several online shops are also actively responding to customer feedback to make necessary improvements, as well as providing adequate post-purchase services to guarantee customer satisfaction (Novitasari, 2022).

Customer Relationship Management (CRM) is a crucial strategic approach for sustaining positive relationships with customers in the digital realm. (Ady & Yusuf, 2023). CRM encompasses a range of practices, strategies, and technologies aimed at managing and analyzing customer interactions and data across the customer lifecycle. The primary objectives are to enhance business relationships with customers, support customer retention, and stimulate sales growth. (Wicaksono, 2021) The main components of CRM include comprehensive customer data management, personalised interactions, and effective and responsive after-sales service (Setiawan & Sunyoto, 2022). Through CRM, CRM encompasses a range of practices, strategies, and technologies aimed at managing and analyzing customer interactions and data across the customer lifecycle. The primary objectives are to enhance business relationships with customers, support customer retention, and stimulate sales growth. (Rahma et al., 2023).

Numerous research findings indicate that digital marketing is utilized to enhance product quality through diverse channels such

as social media, email marketing, and websites. (Lestari & Saifuddin, 2020), (Dermawansyah & Rizqi, 2019), (Budiantini et al., 2023) and (Diana et al., 2023). Through social media, companies can display interesting visual content or product information and establish direct interaction with consumers and build a loyal community. An effective digital marketing strategy can profoundly influence consumers' perception of product quality by consistently and persuasively communicating messages about the excellence of the product, according to C and (Sanjaya et al., 2022) that online reviews and testimonials plays a vital role in influencing consumer perception. Therefore, effective utilization of digital marketing can enhance the perception of product quality within the digital marketplace.

Next, an effective CRM system can enhance customer loyalty by offering a consistent and satisfying experience through structured and responsive customer interaction management (Salam, 2021), (Susi et al., 2023), (Anang et al., 2023), (Nanda et al., 2024). By leveraging the collected data, companies can understand consumer patterns and preferences, this allows businesses to deliver services that are more tailored and pertinent. For instance, Starbucks utilizes its mobile app to provide exclusive promotions and loyalty schemes that encourage customers to engage in repeat transactions. Additionally, according to (Sudirjo et al., 2018), (Pahmi et al., 2022) and (Putri et al., 2022) loyalty programs provide incentives for customers to remain loyal by offering points or rewards for their purchases. Thus, Effective and focused application of CRM strategies can establish durable customer relationships, thereby bolstering loyalty in the long run.

Online shops face several major challenges in implementing digital marketing strategies, such as intense competition and rapidly changing consumer preferences (Triandini, 2016), (Syukron et al., 2022). Amid the rapid growth of e-commerce, competition among online shops has become increasingly intense, requiring each business to continuously innovate and maintain a competitive edge. Furthermore, the ever-changing consumer preferences necessitate quick adaptation in marketing strategies to remain relevant and appealing to customers.

However, there are significant opportunities that online shops can leverage, such as enhancing customer interaction through digital platforms and gaining deeper insights into consumer behavior. Digital platforms enable online shops to interact directly and in real-time with consumers, thereby increasing engagement and building closer relationships.

Based on the aforementioned discourse, this study aims to assess the impact of digital marketing, product quality, and Customer Relationship Management (CRM) on consumer loyalty in online retail. This investigation aims to explore how digital marketing strategies influence perceptions of product quality, the role of product quality in fostering consumer loyalty, and the effectiveness of CRM in fortifying customer relationships and augmenting loyalty. The proposed hypothesis posits that effective digital marketing strategies, superior product quality, and proficient CRM practices significantly enhance consumer loyalty. This research holds relevance for business professionals, digital marketers, and scholars alike, offering insights into optimizing marketing strategies and gaining deeper insights into consumer behavior in the digital age.

## **2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **2.1. The Effect of Digital Marketing on Consumer Loyalty**

Digital marketing has a significant influence in improving marketing which is strongly influenced by quality digital content and digital capabilities, which have a direct impact on customer loyalty. (Mohammad, 2022).

### **2.2. The Effect of Product Quality on Consumer Loyalty**

Product quality directly affects customer satisfaction and loyalty. product, information quality, and product delivery are the main factors that affect satisfaction, which then drives customer loyalty in online shopping. (Mofokeng, 2021).

### **2.3. The Effect of Customer Relationship Management (CRM) on Consumer Loyalty**

CRM plays an important role in creating sustainable relationships between companies and consumers. CRM has a significant positive influence on customer satisfaction, which in turn increases customer loyalty on online shopping platforms. (Cuesta-Valiño et al., 2024).

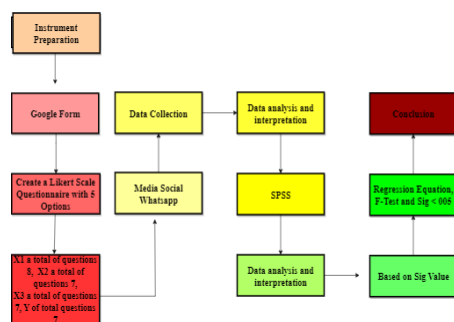
The development hypothesis used by the researcher:

**H1:** Digital marketing has a positive effect on online shop customer loyalty.

**H2:** Product quality and Customer Relationship Management (CRM) have a positive effect on online shop customer loyalty.

## **3. RESEARCH METHODS**

This study adopts a quantitative approach utilizing a survey methodology to investigate the impact of digital marketing, product quality, and customer relationship management on consumer loyalty in online retail. The sample consists of 90 randomly selected participants chosen to represent the target population. The research instrument used is a questionnaire comprising 29 items structured on a Likert scale with five response options: strongly disagree (score 1), disagree (score 2), neutral (score 3), agree (score 4), and strongly agree (score 5). The questionnaire covers various dimensions including digital marketing (effectiveness of digital campaigns, consumer engagement on social media, and success of marketing content), product quality (consumer satisfaction, product reliability, and innovation and development), and customer relationship management (quality of customer service, responsiveness to complaints, and personalization and loyalty programs).



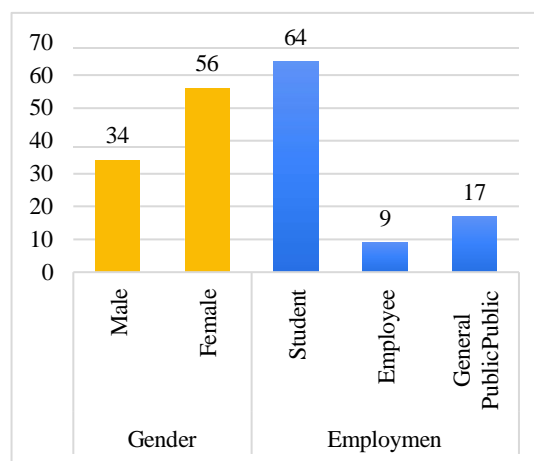
**Figure 1. Research Procedure**

This study proceeded through several systematic stages. Initially, the questionnaire was developed based on predefined indicators of research variables. Subsequently, the questionnaire was distributed to respondents via social media to ensure broad and rapid coverage. Following data collection, the next stage involved tabulating and analyzing the data. Descriptive statistics were used to outline the data characteristics, while linear regression tests were employed to investigate relationships among the research variables. Data analysis was conducted using SPSS software. Conclusions were drawn based on significance values (Sig), where a Sig value below 0.05 indicated rejection of the null hypothesis ( $H_0$ ), signifying a significant relationship between independent and dependent variables. The final phase of the research entailed interpreting the data and drawing conclusions based on the analysis findings.

#### 4. RESULTS AND DISCUSSION

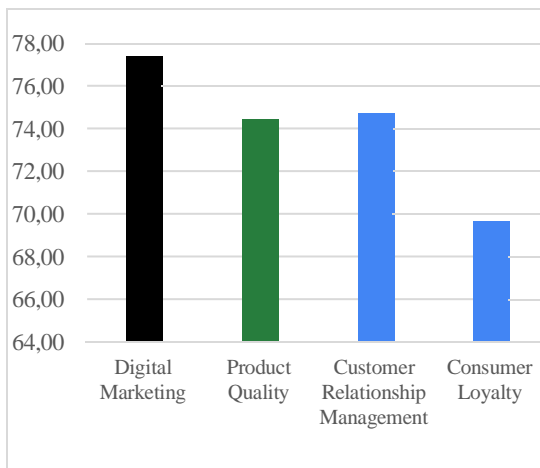
In this research, quantitative data collection was carried out through a survey methodology. The research utilized a Likert scale questionnaire, with responses ranging from 1 to 5. The questions in the questionnaire were divided into four main categories: digital marketing, product quality, and customer relationship management. The questionnaire was distributed online via Google Forms, and respondents were asked to participate voluntarily. Data were collected from 90 respondents, consisting of students, merchants, employees, and the general public. Among the respondents, there were 34

males and 56 females, with the majority being female. The data concerning the influence of digital marketing, product quality, and customer relationship management on consumer loyalty indicated that digital marketing exerted the most substantial impact, as indicated by 77.39% of respondents. This was followed by customer relationship management, with 74.73%, and product quality, with 74.41%. Lastly, consumer loyalty was at 69.62%. The tabulated data results are presented in Figures 2 and 3.



**Figure 2. Distribution Respondents**

Figure 2 presents the summarized results of the research data on the influence of digital marketing, product quality, and customer relationship management (CRM) on consumer loyalty in online retail. The findings indicate that the respondents comprised 34 males and 56 females, predominantly students (64 individuals), followed by members of the general public (17 individuals) and employees (9 individuals). This analysis reveals a predominance of female respondents, particularly students, suggesting that the primary focus of this study is on young consumers actively engaged in online shopping. These results provide a foundation for better understanding how factors such as digital marketing, product quality, and CRM affect consumer loyalty in the e-commerce context. The implications of these findings can be applied to enhance marketing strategies and customer relationship management on online shopping platforms.



**Figure 3.** Percentage of results of the Research Variable value

Figure 3 illustrates the summarized outcomes of the research data concerning the influence of digital marketing, product quality, and customer relationship management (CRM) on consumer loyalty in online retail, detailing the average values obtained: digital marketing at 77.39, product quality at 74.41, CRM at 74.73, and consumer loyalty at 69.62. These values reflect respondents' perceptions of these factors in terms of their influence on consumer loyalty in online shopping. Specifically, digital marketing received the highest score. It is indicated that digital marketing strategies significantly influence consumer loyalty towards online shopping platforms. Concurrently, product quality and CRM also received notable ratings, albeit slightly lower. This underscores the importance of not only promotional efforts and customer interactions but also product quality and CRM in fostering consumer loyalty within the e-commerce sphere. These findings provide a foundation for optimizing digital marketing strategies, enhancing product quality, and fortifying CRM practices to effectively bolster consumer loyalty in the online shopping domain. The descriptive statistics of the study are detailed in Table 1.

**Table 1.** Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Digital Marketing	90	40.00	100.00	77.3889	13.97184	195.212
Product Quality	90	48.57	100.00	74.4127	12.49420	156.105
Customer Relationship Management (CRM)	90	45.71	100.00	74.7302	13.48296	181.790
Consumer Loyalty	90	20.00	100.00	69.6188	15.73980	247.741

Based on Table 1, descriptive statistics for the variables examined in the study on the impact of digital marketing, product quality, and customer relationship management on consumer loyalty in online retail are presented. The table reveals a sample size of 90 ( $N=90$ ) for each variable. The consumer loyalty variable ( $Y$ ) ranges from a minimum of 20 to a maximum of 100, with a mean of 69.6188. The standard deviation of  $Y$  is 15.73980, indicating significant variability among individual values. Both the product quality variable ( $X_2$ ) and the customer relationship management variable ( $X_3$ ) exhibit nearly identical means of 74.4127 and 74.7302, respectively, with standard deviations of 12.49420 and 13.48296. The digital marketing variable ( $X_1$ ) records the highest mean among the variables, at 77.3889, with a standard deviation of 13.97184.

Based on these descriptive statistics, it is evident that there is substantial variation among the variables studied across the respondents. The relatively high means for variables  $X_1$ ,  $X_2$ , and  $X_3$  indicate that, in general, digital marketing, product quality, and customer relationship management are positively evaluated by consumers. However, the significant standard deviations suggest differing opinions among consumers regarding the effectiveness of each variable. This indicates that digital marketing strategies, product quality, and customer relationship management need to be continuously improved and tailored to consumer needs to achieve higher loyalty. Additional research is required to pinpoint precise factors that can augment each dimension to fortify consumer loyalty in the online retail setting. The findings of hypothesis testing and Model Summary Statistics are detailed in Table 2.



**Table 2. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 <sup>a</sup>	.493	.475	11.40114

a. Predictors: (Constant), Customer Relationship Management (CRM), Digital Marketing, Product Quality

Based on Table 2, the regression analysis results illustrate the assessment of how digital marketing, product quality, and customer relationship management impact consumer loyalty in online retail. The R value of 0.702 indicates a robust correlation between the independent variables (digital marketing, product quality, and customer relationship management) and the dependent variable (consumer loyalty). The R Square value of 0.493 suggests that approximately 49.3% of the variation in consumer loyalty can be explained by this model. The Adjusted R Square value, slightly lower at 0.475, adjusts for the number of independent variables in the model. The Std. Error of the Estimate, at 11.40114, indicates the degree of deviation between predicted values and observed values.

Based on these findings, it can be inferred that the regression model utilized in this study effectively accounts for the variability in consumer loyalty within online retail. The strong correlation observed between the independent and dependent variables underscores the significant roles played by digital marketing, product quality, and customer relationship management in influencing consumer loyalty. However, 50.7% of the variation in consumer loyalty remains unexplained by these factors, indicating the presence of additional variables beyond the scope of this study. Further research is warranted to identify these factors and formulate more comprehensive strategies aimed at enhancing consumer loyalty in online retail. The hypothesis testing results from the ANOVA are provided in Table 3.

**Table 3. ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10870.180	3	3623.393	27.875	<.001 <sup>b</sup>
	Residual	11178.802	86	129.986		
	Total	22048.982	89			

a Dependent Variable: Consumer Loyalty

b Predictors: (Constant), Customer Relationship Management (CRM), Digital Marketing, Product Quality

Based on Table 3, the results from the analysis of variance (ANOVA) in the regression model assessing the impact of digital marketing, product quality, and customer relationship management on consumer loyalty in online retail are presented. The F value is 27.875, with a significance level (Sig.) of 0.000, indicating that the regression model is statistically significant. This signifies strong evidence that the independent variables (digital marketing, product quality, and customer relationship management) collectively influence the dependent variable (consumer loyalty).

These results indicate that the regression model used is capable of explaining a substantial portion of the variation in consumer loyalty measured in this study. The regression sum of squares (Sum of Squares Regression) of 10870.180 indicates the contribution of the independent variables in explaining the variability of consumer loyalty, while the residual sum of squares (Sum of Squares Residual) of 11178.802 indicates the variability that cannot be explained by the model. With a significant F value at the 0.05 level, thus, it is evident that digital marketing, product quality, and customer relationship management exert a substantial impact on consumer loyalty in online retail. Enhancements in these areas are anticipated to notably strengthen consumer loyalty. Future research could investigate and analyze additional factors that might influence consumer loyalty, complementing the insights gained from this study. The hypothesis testing results for the Coefficients are detailed in Table 4.

**Table 4. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.493	7.714		.194	.847
	Digital Marketing	.144	.137	.127	1.051	.296
	Product Quality	.253	.164	.201	1.542	.127
	Customer Relationship Management (CRM)	.511	.140	.438	3.664	<.001

a Dependent Variable: Consumer Loyalty

Based on Table 4, details regarding the impact of each independent variable (digital marketing, product quality, and customer relationship management) on the dependent variable (consumer loyalty) in the regression model are presented. The constant coefficient is 1.493, with a significance value of 0.847, suggesting that the constant is not statistically

significant. This indicates that the predicted value of consumer loyalty when all independent variables are zero does not significantly differ from zero.

The analysis reveals that the customer relationship management variable (X3) holds the highest coefficient of 0.511, accompanied by a t-value of 3.664 and a significance level of 0.000, indicating its significant impact on consumer loyalty. With a standardized beta coefficient of 0.438, customer relationship management contributes the most to consumer loyalty compared to the other variables. In contrast, the product quality variable (X2) and the digital marketing variable (X1) exhibit coefficients of 0.253 and 0.144, respectively. However, both variables are not statistically significant, as indicated by their significance levels of 0.127 and 0.296, respectively.

These findings highlight that among the variables examined, customer relationship management emerges as the most influential and critical factor in enhancing consumer loyalty in online retail. Thus, it is essential for online shop management to prioritize the enhancement and refinement of customer relationship management strategies to foster consumer loyalty. While product quality and digital marketing are also important aspects, their impact was not statistically significant in this study, suggesting the potential need for alternative approaches or strategies to effectively enhance consumer loyalty. Future research could explore additional factors or utilize different methodologies to comprehensively assess the influence of product quality and digital marketing.

In discussing the impact of digital marketing, product quality, and customer relationship management on consumer loyalty in online retail, this study's results indicate that all three variables exert a significant influence. The linear regression analysis reveals that the significance level (Sig) for all independent variables is  $<$ , thus rejecting the null hypothesis ( $H_0$ ). These findings align with previous research highlighting a positive correlation between digital marketing efforts and consumer loyalty. For example, studies such as that by Dwi et al. (2023) demonstrate that effective digital marketing strategies can substantially enhance consumer engagement and loyalty.

Moreover, product quality has been identified as a crucial element in fostering consumer loyalty, consistent with findings from research conducted by Riyanto & Muchayatin (2023), which underscore that customer satisfaction with product quality strongly influences repeat purchase behaviors. Customer relationship management (CRM) also plays a pivotal role in effectively sustaining consumer loyalty.

#### 4. CONCLUSIONS

Based on the regression analysis findings, it is evident that digital marketing, product quality, and customer relationship management exert different degrees of influence on consumer loyalty in online retail. Together, these factors account for 49.3% of the variability in consumer loyalty. The data reveals substantial variability in the dependent variable Y, consumer loyalty, with values ranging from 20.00 to 100.00, a mean of 69.6188, and a standard deviation of 15.73980. Digital marketing has the highest mean among the independent variables at 77.3889, but its relatively high significance value (0.296) indicates that its influence on consumer loyalty is not statistically significant. In contrast, customer relationship management stands out with a high beta coefficient (0.438) and low significance value (0.000), demonstrating a strong influence on increasing loyalty levels. Although product quality also has a high mean (74.4127), its moderate significance value (0.127) suggests that its impact on consumer loyalty is not statistically strong enough.

#### 6. REFERENCES

- Ady Mahfuzh, M., & Yusuf Khoiruddin, A. (2023). *Tingkatkan Loyalitas Muzaki: Analisis Customer Relationship Manajemen (Crm) Pada Digital Service Badan Amil Zakat Nasional (Baznas) Kota Yogyakarta*. *Ekonomi Islam*, 14(2), 206–221.  
<https://doi.org/10.22236/jei.v14i2.11276>
- Anang Misbakhul Khoir, Umam, M. K., M. Al Fatih, Abian Zhafran D. M, Ahmad Fajar, & Amin, F. M. (2023). *Pengaruh Pengaruh Sustainability E-Commerce Tokopedia Dalam Perspektif Customer Relationship Management*. *JSiI (Jurnal Sistem Informasi)*, 10(2), 128–136.

- <https://doi.org/10.30656/jsii.v10i2.7245>  
 Anber Mohammad, A. M. (2022). The Impact of Digital Marketing Success on Customer Loyalty. *Marketing and Management of Innovations*. <https://doi.org/10.21272/mmi.2022.3-09>
- Budiantini, A., Sutihat, A., & Risthi, A. (2023). Pemanfaatan Digital Marketing Sebagai Strategi Pemasaran Produk Untuk Meningkatkan Profit UMKM. *Jurnal Pengabdian Kepada Masyarakat : Kreasi Mahasiswa Manajemen*, 3(3), 270. <https://doi.org/10.32493/kmm.v3i3.33820>
- Cuesta-Valiño, P., Kazakov, S., Penelas-Leguía, A., & Gutiérrez-Rodríguez, P. (2024). The impact of corporate social responsibility on customer loyalty in hospitality business. *Quality and Quantity*. <https://doi.org/10.1007/s11135-023-01749-x>
- Dermawansyah, M., & Rizqi, R. M. (2019). Analisis Strategi Komunikasi Pemasaran Melalui Digital Marketing Pada Home Industri Kopi Cahaya Robusta Sumbawa. *Jurnal Manajemen Ekonomi Dan Bisnis*, 1–5.
- Diana, L., Ayun, Q., Nur, M. A. S., Amalia, A., & Hafidhuddin, M. A. (2023). Sosialisasi Pemanfaatan Digital Marketing pada Usaha Mikro, Kecil, dan Menengah (UMKM) di Kelurahan Pakunden, Kecamatan Sukorejo Kota Blitar. *INCOME: Indonesian ....*
- Lestari, P., & Saifuddin, M. (2020). Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19. *Jurnal Manajemen Dan Inovasi (MANOVA)*, 3(2), 23–31. <https://doi.org/10.15642/manova.v3i2.301>
- MA Pahmi, AFM Ayob, & G Suprayitno. (2022). Review: Dampak Disrupsi ICT dan Covid 19 terhadap Perubahan Perilaku Konsumen dan Digital E-Commerce di Indonesia. *JENIUS : Jurnal Terapan Teknik Industri*, 3(1), 22–32. <https://doi.org/10.37373/jenius.v3i1.234>
- Mofokeng, T. E. (2021). The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. *Cogent Business and Management*. <https://doi.org/10.1080/23311975.2021.1968206>
- Mustajib, Prim Masrokan, Agus Eko Sujianto, & Haerudin. (2023). Manajemen Pemasaran Jasa Pendidikan Berbasis Mutu. *Buana Ilmu*, 8(1), 130–145. <https://doi.org/10.36805/bi.v8i1.6009>
- Nanda Kurnia Wardati, Habibatul Azizah Al Faruq, Aulia Nur Kholidah, & Firda Andriyanti. (2024). Korelasi Customer Relationship Management (CRM) dan Media Sosial pada Usaha Kecil dan Menengah (UKM). *JUSTINDO (Jurnal Sistem Dan Teknologi Informasi Indonesia)*, 9(1), 17–26. <https://doi.org/10.32528/justindo.v9i1.1051>
- Novitasari, D. (2022). Manajemen Operasi: Konsep dan Esensi. In *Salemba Empat*.
- Pesa Nugraha, P. (2023). Keunikan Model Marketing Dari Mulut Ke Mulut Dalam Era Digital. *Jurnal Multidisiplin Indonesia*, 2(10), 3160–3169. <https://doi.org/10.58344/jmi.v2i10.589>
- Putri Diah Januar Perdamaian, Adinda Puspita, & Frida, N. (2022). Analisis Strategi Mempertahankan dan Mengembangkan Bisnis di Tengah Pandemi COVID-19 Serta Mengetahui Dampak Perkembangan dan Pertumbuhan COVID-19 di Indonesia. *Jurnal Aktiva : Riset Akuntansi Dan Keuangan*, 2(3), 129–139. <https://doi.org/10.52005/aktiva.v2i3.134>
- Rahma, S. A., Holipah, H., Al Rasyid, H., & Rahmayanti, F. (2023). Hubungan Electronic Customer Relationship Management (E-Crm) Terhadap Loyalitas Pasien Di Rumah Sakit: Tinjauan Pustaka. *Jurnal Teknologi Informasi Dan Ilmu Komputer*, 10(3). <https://doi.org/10.25126/jtiik.20231036698>
- Salam, S. (2021). Pengaruh Customer Value Terhadap Customer Relationship Management (CRM) Performance di Telkom Training Centre. *Jurnal Sosial Teknologi*, 1(11). <https://doi.org/10.59188/jurnalsostech.v1i11.240>



- Sanjaya, F. A., Ambarwati, R., & Lesmanawati, D. (2022). Pengaruh Social Media Marketing Dan Citra Merek Terhadap Keputusan Pembelian Yang Dimediasi Electronic Word Of Mouth (Studi Kasus: Konsumen Kedai “Ikhtiar” Banjarbaru). *Jurnal Riset Inspirasi Manajemen Dan Kewirausahaan*, 6(2), 82–89. <https://doi.org/10.35130/jrimk.v6i2.354>
- Sembiluh, D., & Sulistiadi, W. (2022). Analisis Implementasi Pemasaran Digital di Rumah Sakit pada Pandemi COVID-19: Literatur Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 5(3), 224–232. <https://doi.org/10.56338/mppki.v5i3.2135>
- Setiawan, R. N. B., & Sunyoto, D. (2022). Manajemen Pemasaran (Pendekatan Konsep dan Psikologi Bisnis). *CV Eureka Media Aksara*, 1, 1–115.
- Sudirjo, F., Purwati, T., Unggul Budiman, Y., & Manuhutu, M. (2018). Analisis Dampak Strategi Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Perspektif Industri E-commerce. *Jurnal Pendidikan Tambusa*, 7(August), 7524–7532.
- Susi, N., Sugiana, S., & Musty, B. (2023). Analisis Data Sistem Informasi Monitoring Marketing; Tools Pengambilan Keputusan Strategic. *Jutisi : Jurnal Ilmiah Teknik Informatika Dan Sistem Informasi*, 12(2), 696–708.
- Syukron, S., Zarkasih, A., Nasution, S. L., Siregar, M. R., & Munthe, R. S. (2022). Strategi Pemasaran Produk Di Era Digital Pada UMKM. *COMSEP: Jurnal Pengabdian Kepada Masyarakat*, 3(2), 159–164. <https://doi.org/10.54951/comsep.v3i2.282>
- Triandini, E. . & P. A. Y. (2016). . Pengembangan Model E-Commerce Untuk Peningkatan Kinerja UKM Kota Denpasar. *Jurnal Eksplora Informatika. Eksplora Informatika*, 3(2), 111–118.
- Wicaksono, D. R. (2021). Implementasi Customer Relationship Management (CRM) di Atria Hotel Malang. *Jurnal Kajian Dan Terapan Pariwisata*, 2(1), 19–26. <https://doi.org/10.53356/diparojs.v2i1.41>
- Yansahrita, Y., Fauzi, F., & Irviani, R. (2023). Digital Marketing: Sebagai Strategi Pemasaran Produk Home Industry di Wilayah Oku Timur. *ECo-Buss*, 6(1), 410–417. <https://doi.org/10.32877/eb.v6i1.887>