

CUSTOMER RELATIONSHIP MANAGEMENT IN THE DIGITAL AGE: A SYSTEMATIC REVIEW OF THE LITERATURE

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ABSTRACT

This research discusses customer relations (customer relationship management) in the current digital era. This research uses a qualitative approach with analytical tools in the form of regression tests, and the population used in this research is related to consumer and community tastes. The way to obtain information and data is analyzed using the target level of MSMEs which continues to develop at this time which highlights economic growth in customer relationships and the era of digitalization. The techniques used in this research are observation or review of the development of customer relationship management (CRM), data analysis and literature study. Researchers use accurate techniques based on data and reinforced with arguments based on factual sources. The data reviewed is based on an analysis of the sources based on the year, variables used, analytical tools, and approach provisions. So the results of this research provide factual data, that the tastes of consumers and MSMEs show an approach to obtaining or allocating customer relationships in the era of digitalization as an assessment that is valid and effective.

Keywords: CRM, Digital Era, MSMEs, Marketing, Bussiness to Bussiness

INTRODUCTION

At this time there is a lot of business business competition that is getting tighter and allocating in every business system in remote parts of the country.so with this every company must go down directly in the business world, this has a strategic step to increase the power of business competitors both in a situation of fierce competition and the lack of increase in the number of customers in technological advances in customer relationship management in the digital era or relationship management (CRM).(Mohamad Dimyati dalam AW S Saputra 2022). Customer relationship management (CRM) is an educational lesson from practical marketing, raises demands for the development of skills needed in every activity, which will be a benchmark in the development of customer relationships.this will also affect how to do in the use of comprehensive technology and good and efficient literature in its use (Qasem et al. in ST Rahardjo 2022). So with this it can be said that how we are able to deal with these patterns of change without having a major negative effect on us as followers of the era of increasing development.this is also our benchmark to act according to the immorality that applies to this development, and step by step that must always be carried out in order to continue the continuity of customer relationships (CRM) in the digital era.impact on the development that has occurred at this time. (Laksmana, Kusuma and Landra, in GM Kewas, 2022)

Improvement, tanning, describing, skills needed and needed in preparing a career in the field of marketing with the development of technology in the digital era.please note that in a development there is a need for a significant amount of analysis to achieve a success that will be achieved in a business or business that will be engaged. Increasing development accompanied by increasingly sophisticated technology will have a positive and negative impact on these developments, Because this is one of the efforts on how we are able to carry out or follow the development of an increasingly sophisticated era in the current era, related to this that the era of revolution is at a very significant point with a pattern of development that is increasing and orderly in every change.

So with this it can be said that how we are able to deal with these patterns of change without having a major negative effect on us as followers of the era of increasing development. This is also our benchmark to act according to the immorality that applies to this development, and step by step that must always be carried out in order to continue the continuity of customer relationships (CRM) in the digital era of analysis. The existence of a business will certainly require creative ideas and innovations in order to increase competitor power and collaboration between customer relationships or customer relationship management (CRM).

1. Understanding Customer Relationship.

Customer relations is one form of the role of MSMEs significantly in conducting or driving a business venture both on a large and medium scale, which continues to occur both in the community and abroad, by preparing how the marketing process will be carried out in accordance with the pattern of the frame of mind and the absence of pressure that will be wrestled from outside or can be said to have a large negative impact. This development pattern will actually try to have a considerable impact on MSMEs, why is that, because good customer relationships will bring a business opportunity that will be a benchmark for businesses to continue to progress and develop effectively and efficiently. (Lipsman et al., in M Amin, AP Nasution 2021)

The existence of a business will certainly require creative ideas and innovations in order to increase competitor power and collaboration between customer relationships or customer relationship management (CRM). This aims as a supplier or provider that is large to the demand that reaches in conducting business activities. With a good, relevant, and controlled improvement will be a Pattern a customer satisfaction in the attractiveness of a business itself. Business competition at this time is very tight, because every business venture has the competitiveness itself to maintain its business activities in research activities on customer relationship management (CRM). On competitive activities in

This customer relationship, every business strives to always emphasize activities that will have a very large positive impact and without any obstacles that can harm these business activities. Because what has been known before, that customer relationships have a very important role in the process of achieving MSMEs on a large scale for the business they are in. (Brian, in WH Gunawan 2021) customer relationships are not only needed in the business world but also needed in the world of allocating actual business concepts both in the social context and in the economic context of society.

2. Understanding the Digital Age

The digital era is a form of situation that can experience changes due to the increasing pattern of technological development and described to carry out an activity that will be a benchmark in an achievement. This is something that can simplify or speed up the process of carrying out certain activities or usually carried out in the business world that exists today. A business requires business competitiveness which will be a supporting component in business activities, so with this statement it can be said that the digital era is the first step in the process of achieving a goal that includes the pattern of customer relationship development or customer relationship management (CRM). At the time of technological development, every activity will run in accordance with the pattern of development in the axis of digitalization life which greatly provides a good evaluation of how our attitude and analysis should be appropriate in the face of increasingly advanced developments in the millennial era at this time. (Utami 2018: 222 in J Sanjaya 2022)

At this time, many digital eras are able to change one's mindset in order to be more able to develop creative and efficient innovations. Not only for the business world, the digital era also plays an active role in developing competitiveness and benchmarks for every activity carried out by humans in everyday life. So with this development, it is necessary how the right planning and control process to

face the increasingly sophisticated digital world at the time this moment. The digital era can be said to be a pattern of development without any benchmarks from each object, because in the digital era It is of course clear that development will continue to allocate its activities separately with the emergence of each different innovation at each stage that will be carried out. the existence of regular and detailed preparation is one of the efforts in the maximum achievement process that will be carried out in accordance with pre-existing designs. it can be said that in doing business or digital era business has its own main opportunity point in it. a digital era Able to support and facilitate businesses that will be run according to increasingly sophisticated technological developments.

Previously in the development of technology a digital era was able to provide its own allocation to a pattern of predetermined stages. with the aim of achieving practical patterns that will improve the performance of appropriate and trusted information. the digital era or commonly known as digitalization is a pattern of thinking framework how a business venture can make different innovations but does not change the previous meaning. Then it will be the right structure to be developed in the wider community, both in operating efforts and business scheduling This digitalization is able to carry out appropriate cooperation with existing customer relationships in accordance with technological developments that are increasingly known and engaged by every individual, both among the community and among socio-economic life, which will be the extent to which people are able to use technology.

3. Customer Relationships in the Digital Age

Customer relations in the digital era is one form of activity that provides its own interrelation to a business competition that occurs today with the pattern of MSME development that is increasingly inherent in the business world with the development pattern of digitalization technology as an effort to facilitate the achievement that will be followed up as a business venture that will be carried out to provide a point of opportunity in its own and Trusted in the development pattern to be adjusted. (Kumar &; Reinartz 2012:4 in AM Billah, I Purnama 2021). Business business activities will certainly be able to provide more or less positive changes to the pattern of customer relationship development or customer relationship management (CRM). the existence of very precise and fast development in business processes will be able to make a business will follow according to the predetermined stages without any separate constraints on the business venture carried out or engaged. this customer relationship is as How should the development pattern be able to survive under the auspices of business activities that must be managed, it can be said that if a business produces a good development pattern, the customer relationship itself will emerge accompanied by the era of digitalization that is increasing and effective for the business carried out.

Customer relationship aims as a development pattern how a business can be able to analyze development descriptions in accordance with predetermined development patterns. in running a business it is necessary to run an appropriate distribution in accordance with the existing scheme in the development of customer relationships and accompanied by the era of digitalization that is increasing from time to time. Using an innovative frame of mind is one of the efforts to improve business activities to be achieved before. increasingly impressive developments will be a benchmark for a business to be run in accordance with the category of supply demand that may now be a benchmark for a business to be able to carry out its innovation separately and trusted. Customer relationship management (CRM) is a form of marketing strategy that is often carried out with contributions that are in accordance with the accuracy, identification of the company in order to provide services that can provide excellent and efficient acculturation (Shaon and Rahman in WH Gunawan 2021).

The digital era is indeed able to provide a fairly good allocation for increasing development. this acts as the main goal that must be done in the aspect of the development of the business world which will be a pattern of forming business activities that want to be done. the existence of supporting aspects of

customer relationships will create a conducive nature or activity without the occurrence of a conflict or problem that may be caused in the style of customer relations in the era digital at this point. (Lickona and Amirullah in ND Tsoraya, IA Khasanah, M Asbari 2023). The digital era is also able to provide very efficient benefits as the creation of patterns that are conducive to business, not only as the main benchmark but also able to collaborate as a starter for developments that are currently accompanied by the era of digitalization. Based on the background description above, this study aims to find know where to conduct research in customer relationship journals or customer relationship management (CRM):

1. Know what problems are discussed in the customer relationship management (CRM) journal
2. Know what variables are widely used in the research of the customer relationship management (CRM) journal
3. Know what problems are discussed in the customer relationship management (CRM) journal
4. To find out whether the customer relationship management (CRM) journal research has had a positive (good) or negative (bad) impact.

METHOD, DATA, AND ANALYSIS

In this customer relationship journal research in the digital era uses a qualitative approach by attaching accurate data and in accordance with information about customer relationships in the digital era or customer relationship management (CRM).this customer relationship journal allocates classification with national journals, because it is based on scientific work according to stages and describes with respondent data about customer relationship management (CRM), Coupled with developments in the growing digital era.many of the populations used in this journal are 25 populations with 100 samples in accordance with customer relationship management (CRM) provisions.

The journal criteria used are in accordance with scientific rules for digital era analysis can influence customer relationship management, as well as development patterns in the wider community to prepare more strategic customer loyalty.The observation literature of this research also allocates that customer relationships in the digital era are able to perform or increase strength according to provisions for customers, where this also functions as an era of technological development for instrument systematically and efficiently on research using customer relationship management (CRM). With this increase, it can be said that a business can grow rapidly with good customer relationships and be able to direct the factors that occur in accordance with the provisions of the stages that have been set in the business world with governance in the development of the digitalization era that is increasingly soaring high along with the development of technology at this time.

RESULT AND DISCUSSION

Table 1.1 Publication Year

NO	Year	Somme
1.	2019	3
2.	2020	3
3.	2021	6
4.	2022	12
5.	2023	1

Source: Processed data, 2023

From Table 1 of the data above, it can be analyzed that in conducting a review of this journal, it has been clarified in detail about customer relationship journals in the digital era at this time. It has been stated from the number of items and years that are very valid showing an upward curve from 2022 has the number of customer relationship journal data, which is 12 journals from 25 predetermined journals. In each journal has described customer relations in the digital era with a variety of predetermined case study literature. So with this, a comparison can be made between years that discuss a lot about customer relationships, namely being in 2022. And it has also been stated that the least widely used year is in 2023 for the reason that in 2023 there is still a lot of data that has not been processed to generate a loyalty of its own from customer relationship journals that have been circulating and published in the era of digitalization.

Table 1.2 Table of Research Variables

NO	Variable	Sum
1.	MSMEs (micro, small and medium enterprises)	3
2.	Satisfaction with customer loyalty	4
3.	Social Media	4
4.	Sales System	1
5.	Marketing Program/management marketing mix	5
6.	Website Designer	1
7.	Business To Business	1
8.	Education Gap	1
9.	System Information	1
10.	Management Analysis	1
11.	Improved Marketing Work	1
12.	Quality of Service	1
13.	Company Image	1

Source: Processed data, 2023

In Table 2, it explains the data of each research variable on customer relationship journals (CRM) in the digital era that allocates the structure of this journal explaining what it looks like, so it is known from the data of marketing program variables or management marketing mix, many variables are obtained, namely 5 variables from 25 journals. Each journal has different variables and is not only used 1 research variable. This aims to get very good and regular data and according to stages. In this research stage, the variables of satisfaction with customer loyalty, social media, have 4 variables from 25 journals that have been analyzed. Then the remaining MSMEs with the number of 3 variables and website designers, business to business, education gaps, sales systems, information systems, management analysis. In table 2, it explains the data of each research variable on customer relationship journals (CRM) in the digital era that allocates the structure of this journal explaining what it looks like, so it is known from the data of marketing program variables or management marketing mix, many variables are obtained, namely 5 variables from 25 journals.

Table 1.3 Table of Research Tools

NO	Research Tools	Sum
1.	Regression and responder test (SPSS)	10
2.	Quisonener	1
3.	Interview	1
4.	Validity Test	3
5.	Observation	5
6.	Case Studies	2
7.	MEB (modèle d'équations structurelles)	2
8.	Literature Study	1

Source: Processed data, 2023

In Table 3, it explains the data of research analysis tools about customer relationships in the growing digital era, so that they can interpret the schemes that must be present in these analytical tools. SPSS has the highest amount of data with 10 data from 25 journals and followed by 5 data from observations, 3 data from validity tests, 2 data from case studies and SEM (structure equation model), and 1 data from questionnaires, interviews and literature studies. from each analysis tool contributes very well and efficiently to each other without any unsupported or factual information in customer relationship research journals in the digital era. In this study, a lot of loyalty data was used and MSMEs which contain customer relationship research in the digital era through SPSS data, regression tests and SEM (structural equation model). so with this it can be determined what things can have an impact on the development of customer relationships that should be carried out in the digital era of revolution 5.0.

Table 1.4 Table of Research Approaches

No	Research Approach	Sum
1	Qualitative	10
2	Quantitative	15

Source: Processed data, 2023

A study must have a research approach that will be a guide in determining the research you want to address, so this approach will provide a very easy and detailed solution well for analyzing a journal research. So from each determination there are 3 research approaches that have been determined, namely a qualitative approach that analyzes with a description process of theory, a quantitative approach that analyzes with a mathematical process of regression and data, and a mixed approach, which is a mix of qualitative and quantitative approaches in a study. So from the data above, it can be analyzed that there are 10 journals that use a qualitative approach based on theory, interviews and observations from the research to be done. and there are also 15 journals which uses a quantitative approach based on data, validity tests, regression, sample data from 25 journals that have been described in each of these studies. A study should definitely provide actual factuals, so with a predetermined research approach will provide convenience in analyzing customer relationship journal research.

Customer relationship (CRM) will certainly provide a form of data analysis to predict whether a study can achieve progress accompanied by the digital era. of course customer satisfaction will greatly influence the development of a business-based customer relationship analysis. The mix of information

in customer relations is used to prepare business to business marketing methods that need to use or develop a customer mindset towards a business to achieve effective and efficient business research.

4.1. Knowing how many samples are used in customer relationship research journals or customer relationship management (CRM)

In 25 journals that have been dissected in this study, there are about 224 samples that have been used and analyzed in the CRM software analysis process have existed in customer relationship research in the digital era that are circulating. This is useful for achieving a goal or program. In achieving the value of allocation to customers, there are 125 samples derived from customer relationships from 25 existing journals as a reference to facilitate customer relationship research or customer relationship management (CRM) in the digital era. because in some research samples using MSME analysis to achieve a significant component of an open community economy which is analogous to a decisive sector in service trade.

4.2. Know where to conduct research in customer relationship journals or customer relationship management (CRM)

The research of 25 journals that have been dissected is carried out as a whole on the development of a business in customer relations because almost 85% is carried out in the development of a wide community audience. so from some journals that have been recorded, there is a lot of data tested based on samples that have been done in customer relationship research in the digital era.

With the development of advances in technology, customer relationship or CRM is a practitioner of new demands in the development of necessary skills, so that it greatly influences the development of. Know what the problems discussed in the customer relationship management (CRM) journal: The problem posed in this journal is that there is a phenomenon in industrial business.

4.3. Know what problems are discussed in the customer relationship management (CRM) journal

The problem posed in this journal is that there is a phenomenon in industrial business, namely in conducting senior executive surveys, because the lack of skills needed by some customers or consumers is the first barrier in the integration of digital information and knowledge about a technological device and CRM analytics based on various top or actual digital skills. An improvement in a marketing career is one way to bridge the dispute over business competence in customer relations. however, research using technology in sales is still diminishing in developments in following trends that have been widely circulated according to the literature.

4.4. Know what variables are widely used in the research of the customer relationship management (CRM) journal

This study uses various research variables such as MSMEs and regression analysis, satisfaction with customer loyalty, social media, sales systems, marketing programs, or management marketing mix, website designers, business to business, education gaps, information systems, management analysis, marketing work improvement, and service quality and company image. So of the many variables used in this study, there is 1 variable that is identical or often used, namely marketing programs or management marketing mix in customer relationships.

4.5. To find out whether the customer relationship management (CRM) journal research has a positive (good) or negative (bad) impact

This customer relationship management journal research can be analyzed around 80% have a positive impact (good) and about 20% have a negative impact (bad), because in this study it emphasizes how the actual process of developing customer relationship analysis by emphasizing allocation to improve marketing work, service quality, company image with several validity and regression tests that already exist or are used as a reference to obtain information and Goals in accordance with the stages of

predetermined stages. This journal also bases a slight negative impact on customer relationships, due to a combination that is not in accordance with the factual that has prevailed in the era of digitalization.

CONCLUSION

This research of the journal of customer relations in the digital age concludes that customer relationship management (CRM) in the digital age plays an important role in business development and customer loyalty. It emphasizes the need for a sound understanding of the impact of digitalization on CRM and the importance of effective customer relationship management in this context.

The study highlights the increasing role of technology in driving economic growth, especially for small and medium enterprises (MSMEs). It also emphasizes the need for systematic and efficient research using CRM to understand and improve customer relationships in the digital age. This research uses a qualitative approach and includes accurate data and information about CRM in the digital age.

Overall, this shows that businesses can experience rapid growth by building relationships Good customers and align with the evolving digital landscape. With this technology, it can facilitate the determination of methods, stages, targets, and schemes that aim to achieve the level of digitization of relationships This research of the journal of customer relations in the digital age concludes that customer relationship management (CRM) in the digital age plays an important role in business development and customer loyalty. Leveraging CRM analytics provides insight into customer behavior and preferences, enabling personalized and targeted marketing strategies.

ACKNOWLEDGMENT

Our gratitude goes to the Faculty of Economics, Pasir Pengraian University who has supported and allocated in the research process of the journal "Customer Relationship Management in the Digital Era".

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