ANALYSIS OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER REPURCHASE INTENTION IN CAFÉ KISAH KITA NGOPI THROUGH ELECTRONIC WORD OF MOUTH

Yosef Evandro Ernantyo[1*], Timotius F.C.W. Sutrisno[2]
Universitas Ciputra[1,2]

*Corresponding author: evandrolol41@gmail.com

ABSTRACT

The high competition in the cafe business causes the Story of Kita Ngopi Café to continue to look for solutions so that Intention in repeat purchases continues to occur. The objectives of this research are: 1). To find out and analyze digital marketing which has a significant influence on the E-WoM 2). To find out and analyse customer relationship marketing which has a significant influence on E-WoM 3). To find out and analyse E-WoM which has a significant effect on repurchase Intention 4). To find out and analyze digital marketing which has a significant influence on repurchase Intention 5). To find out and analyse customer relationship marketing which has a significant influence on repurchase Intention. Research subjects are coffee connoisseurs in Surabaya and Sidoarjo who have been customers at Café Kita Ngopi during the data collection period, who can be contacted to take the time to fill out the questionnaire and recommend other community members as respondents. Hypothesis testing will be carried out using the Structural Equation Modelling method using PLS. The results of the research shows that, Digital Marketing has a significant positive effect on E-WoM, Customer Relationship Marketing has a positive and significant effect on the E-WoM, E-WoM has no significant effect on repurchase Intention, Digital Marketing has a significant positive effect on repurchase Intention, Customer Relationship Marketing has a positive and significant effect on repurchase Intention. Practical implication of this study is that business people in the food and beverage sector who are running a cafe business, it is necessary to examine other variables that cause satisfaction and purchase retention from their customers.

Keywords: Digital Marketing, Customer Relationship Marketing, E-WoM, Repurchase Intention, Coffee Shop

INTRODUCTION

Café Kisah Kita Ngopi established in the beginning of 2019. There are a declining net income from 2022 compared to the net income in 2019. Kisah Kita Ngopi can utilise social media as a potential product marketing medium because there is an increase in social media users. Reporting from dataindonesia.id, active social media users in Indonesia in 2022 reached 191 million accounts, an increase of 12.35% from 2021 which amounted to 170 million accounts. This shows that Indonesians have started to be *aware of the* use of the internet and social media. Buying intentions are strongly influenced by *customers' online* browsing and time spent browsing websites (Donni et all, 2018). Companies must attract new consumers and existing customers on their websites; this is achieved by understanding the impact of digital marketing on purchase intent. Innovative companies must develop a communication mix with technological advances and fierce competition (Wong et all, 2019). The concept of CRM has evolved from a complex and highly competitive modern business that combines sophisticated customer experience with rapid technological change to increase consumer purchasing power (Putney & Puney, 2013). In addition, conventional Customer Relationship Marketing (CRM) methods are now realised by applying digital marketing to communication, advertising, and customer service in a more technologically advanced manner - keeping loyal and satisfied (Nykamp, 2012).

The implementation of CRM provides more data mining in the library pool, so that consumers can understand and access strategic marketing information conveniently, and helps reduce the cost of wrong marketing strategies (Stueart & Moran, 2007). The impact of *e-media* on purchase intention was tested by Rehmani and Khan (2011) and a conceptual model has been proposed for mobile phone purchases. A similar study for hotel bookings was researched by

De Pelsmacker, Van Tilburg, and Holthof (2018). The impact of social media on purchase intention has been tested along with the mediating effect of consumer attitudes (Lim, Radzol, Cheah, & Wong, 2017). Some have studied the history of purchase intentions (Kooli, Mansour, & Utama, 2014; Verhagen & Van Dolen, 2009). Various review studies on purchase intention also highlight the importance of digital marketing (Ezgi & Nasir, 2015) and *electronic word of* mouth. However, the existing literature on *online* purchase intention has not fully revealed the impact of digital marketing on purchase intention. Furthermore, the mediating effect of CRM between digital marketing and purchase intention is not specifically investigated in the context of Malaysian consumers.

Given this background, the current study bridges the literature gap pertaining to digital marketing on CRM-mediated purchase intention, which is a topic of relevance as evidenced by many researchers, including Villanueva, Yoo, and Hanssens (2008); Christodoulides, Jevons, and Bonhomme (2012); and Smith, Fischer, and Yongjian (2012). Research problem formulation: Does *digital marketing* have a significant *effect* on *Electronic Word of Mouth* Café Kisah Kita Ngopi? Does *customer relationship marketing* have a significant effect on *Electronic Word of Mouth* Café Kisah Kita Ngopi**?** Does *Electronic Word of Mouth* have a significant effect on repurchase Intention in Café Kisah Kita Ngopi? Does *digital marketing* have a significant effect on repurchase Intention in Café Kisah Kita Ngopi? Does *customer relationship marketing* have a significant effect on repurchase Intention in Café Kisah Kita Ngopi?

LITERATURE REVIEW
Customer Relationship Marketing

CRM has evolved into a three-dimensional structure of collaborative, operational, and analytical and as an essential tool in the cost-conscious development of meaningful corporate strategies for massive corporate valuation of customers (Buttle, 2006). To create an efficient communication lifecycle, CRM expands its function from a modern tool to analysing customer data, retaining existing customers, and developing new customers through a successful strategy implementation process. Customers commit to suppliers and make repeat purchases because they both have built a strong emotional connection with each other. Emotions for customers may be uncompromisingly confidential, preferred, and trusted to effectively handle complaints and problems by the company (Amofah & Ijaz, 2005). Similarly, Abu-Alhaija et all (2018) stated that customer loyalty is a long-term asset for businesses because they want to make it competitive by managing a good CRM system for their group.

Positive experiences and values encourage customers to shop impulsively as their relationship with the company grows consistently with increasing levels of customer satisfaction; digital technology allows companies to implement successful communication strategies and keep a close eye on customer satisfaction. In addition, based on Akhmedov's (2017) study, a strong CRM strategy offers consumers to provide positive comments, respond less to marketing by competitors, and forgive the company for inaccurate information; the strategy offers high levels of loyalty and satisfaction. Richard and Jones (2008) state that a company can strengthen its performance by implementing CRM through close and sustainable relationships with its customers and a high level of trust. In previous research, purchase intention has been studied extensively to understand the impact of various factors on online purchase intention (Gan, 2017). However, few studies have studied the influence of digital marketing and CRM on purchase intention. Therefore, the purpose of this study is to determine the mediating effect of CRM between digital marketing and purchase intention to fill the knowledge gap

Digital Marketing

Digital marketing is a new technique in the field of online marketing by influencing consumers through various channels of interaction, such as social media, mobile apps, blogs, emails, and even search engine optimisers (SEO), aiming for closer communication across different forms that deliver advertisements to consumers (García et all, 2019). Sawicki (2016) describes digital marketing as the exploration of the vast digital world of technology that has created a

platform for connecting a broad base of potential audiences. In addition, digital marketing involves the promotion of goods and services through e-commerce platforms with real-time responses to Internet connections. The definition of digital marketing according to the American Marketing Association (AMA) is the activities, institutions and processes facilitated by digital technology in creating, communicating and delivering values to consumers and other interested parties (Kannan and Li, 2016). Meanwhile, according to Wardhana (2015), digital marketing is a marketing activity that uses internet-based media, thus all marketing campaign activities that use internet media, be it through websites, social media or through mobile applications, can be categorised as digital marketing activities. Lucyantoro, et al (2018), said that digital marketing is a marketing activity that includes branding using several internet-based media or social networks such as blogs, web sites, e-mail, adwords. So itcan be said that e-marketing is part of e-commerce. based on this definition, digital marketing according to the author is marketing that uses internet media through computers and mobile phones that use social network media applications, social bookmarking, videos or photos, websites, email marketing, mobile applications, ads sense, webinars, blogs and youtube.

While Digital Marketing according to Prabowo, (2018) that Digital marketing helps a company in promoting and marketing the products and services they have. Digital Marketing can also create or open new markets that were previously closed due to limitations in time, communication methods, and distance. According to Sanjaya and Tarigan (2009) in Lucyantoro, et al (2018). Stating that Digital Marketing is a marketing activity including branding that uses various web-based media such as blogs, web sites, email, adwords, or social networks. Of course, digital marketing is not just talking about internet marketing. Digital marketing is the latest marketing tool commonly used for communication and promotion of services and products without time, location, and cost restrictions (Kim & Ko, 2012). Wibisurya (2018) revealed that digital marketing has a positive impact on purchase intention, with a great influence on interesting content, personalisation, and customisation for consumers. The same goes for Poyurak and Softic (2019) who have shown the positive influence of digital marketing on purchase intention. Digital marketing on purchase intention through an exchange of opinions between consumers. However, Chaffey and Ellis-Chadwick (2019) have shown an insignificant relationship between digital marketing and purchase intention from the digital marketing design layout. Such efforts do not support purchase intention through the use of digital marketing tools (Liat & Wuan, 2014). Therefore, this study is intended to re-examine the relationship. The indicators of Digital marketing according to Prabowo (2018): 1. Recognition of various products/services through official social media. 2. Ease of finding various products/services when searching for information, 3. Product/service knowledge through social media. 4. Get product/service information through portals that partner with the business.

Electronic Word of Mouth

Electronic word of mouth according to (Cheung et al., 2019) is the extent to which consumers exchange, disseminate, and upload content on social media platforms. This includes when consumers convey information related to the company on social media, upload content from the company's social media to personal social media, and share opinions with other consumers on social media. The ability of electronic word of mouth as an informant and recommender also affects purchase intention (Kudeshia et al., 2016; in Dewi et al., 2022). Social media facilitates sharing experiences, exchanging opinions and recommendations between customers which contributes greatly to accelerating other aspects related to E-WOM (Ebrahim, 2020). According to research conducted by (Cheung et al., 2019), there are 3 indicators of electronic word of mouth, including (1) the availability of providing information from the company's social media to relationships, (2) the availability of uploading content from the company's social media to personal social media, and (3) the availability of sharing opinions from the company's social media to relationships.

Repurchase intention

Repurchase intentions have become important for the development of digital marketing and *online* sales. Consumer purchase intention is classified as a complex process that is usually related to their behaviour, perceptions, and attitudes (Mirabi, *et al*., 2015). Repurchase intention changes with the influence of price comparison, perceived value, and quality (Mirabi *et al*., 2015). Consumers generally perceive low-budget products with poor packaging and unknown brands as less reliable and high-risk products (Mirabi *et al*., 2015). In addition, consumers are influenced by external motivation (website information) and internal motivation (shopping experience) in the purchase process (Athapaththu & Kulathunga, 2018). Although greater purchase intention is possible through an attractive website, *online* services, and website layout to influence customers' goals and motivations to access the website for product search and purchase. *Purchase intention* is consumer purchasing behaviour that tends to emerge after gathering information and evaluating a product (Tariq *et al*., 2017; in Dewi *et al*., 2022). According to Spears and Singh (2004; in (DAM, 2020), *purchase intention* is defined as a person's conscious decision to buy a particular product on a brand. Meanwhile, according to (Mirabi *et al*., 2015) defines *purchase intention* as a situation where consumers tend to buy certain products under certain conditions. *Purchase intention* is usually related to consumer behaviour, perceptions and attitudes. Customer *purchase* intention is a complex process. Purchasing behaviour is a key point for consumers to access and evaluate certain products. According to (DAM, 2020), there are 4 indicators in *purchase intention*, namely (1) the tendency to buy in the future, (2) plans to buy, (3) make experiments.

RESEARCH METHODOLOGY

In this study, the type of population used is an infinite population, namely potential customers of Cafe Kisah Kita Ngopi. The sampling technique used in this study is non-probability sampling, namely purposive sampling where potential customers of Cafe Kisah Kita Ngopi who are possible to contact or reach (Arifin, 2017). With criteria, have seen one of the media socialisation of Cafe Kisah Kita Ngopi (Instagram or Facebook or web) and have visited the Café at least once in a 3-month period. The reason for using this sampling technique is so that the results of this study become more valid and have a relatively small error. The number of samples is determined based on the rule of thumb, namely 5 or 10 times the number of research indicators (Hair, (2019)). This study uses a determination of 5 times the number of indicators, namely a total of 5 x 19 indicators = 96 samples. Structural Equation Modeling (SEM) is a research model of the influence relationship between variables. This study uses a data analysis method with SmartPLS software version 3.0. PLS (Partial Least Square) is a variant-based structural equation analysis or Structural Equation Model (SEM) that can simultaneously test the measurement model as well as the structural model (Agustina, (2017)).

Table 5.1 Outer Model Test Result Analysis and Discussion

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CRM	0,851	0,857	0,894	0,629
Dig_Marketing	0,874	0,887	0,902	0,569
E-WoM	0,830	0,831	0,898	0,747
Purchase Intention	0,842	0,847	0,894	0,679

The AVE value is used to measure the amount of variance that can be captured by the construct compared to the variance caused by measurement error. Average variance with a value > 0.5 is used as a determinant of validity. So if <0.5 then it is invalid. In the PLS test results, it can be seen that the AVE values of the four variables have met the requirements, which are greater than 0.5. So it can be concluded that the four variables are declared valid. Cross loading is used to check discriminant validity. If an indicator has a higher correlation with other latent variables than

with its own latent variable, the fit of the model must be reconsidered. The cross loading test results in Table 5.5 show that the indicator results for each variable are the largest value when compared to the indicator results for other variables, so they are in accordance with the provisions and it can be stated that all statements in this study are valid.
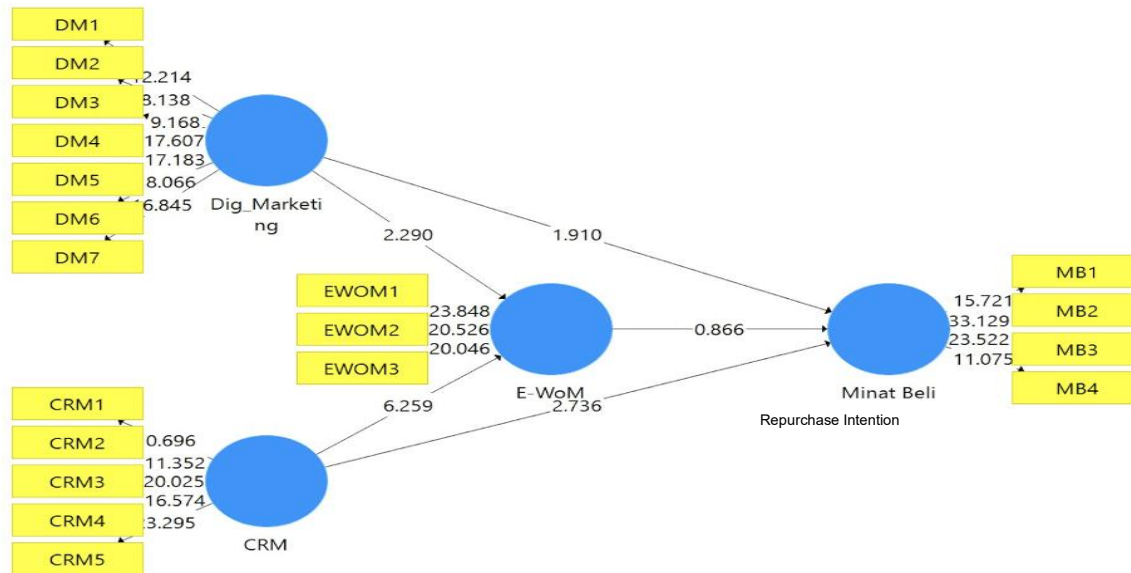
Figure 5. Research model SEM -PLS

Tabel 5.2 R Square Inner Model Test Results

	R Square	R Square Adjusted
E-WoM	0,735	0,729
Purchase Intention	0,585	0,572

The interpretation of *R-Square* in PLS-SEM is the same as the interpretation in regression. The value (R^2) is used to measure the level of change in the independent variable on the dependent variable. Based on Table 5.2, the *R-Square* value obtained on customer satisfaction is 0.729, while the *R-Square* value on repurchase intention is 0.572. Both have values above 0.36 (large GoF) and close to 1, so it can be stated that they have a strong influence.

Significance testing is used to test whether there is an effect of exogenous variables on endogenous variables. The test criteria state that if the T-statistic value ≥ T-table (1.96), it is stated that there is a significant effect of exogenous variables on endogenous variables. The results of significance testing can be seen through the following table.

Tabel 5.3
Hypothesis Testing Results of Direct Effect (*Direct*)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Dig_Marketing -> E-WoM (H1)	0,260	0,272	0,114	2,290	0,022
CRM -> E-WoM (H2)	0,636	0,624	0,102	6,259	0,000
E-WoM -> Repurchase Intention (H3)	0,146	0,139	0,169	0,866	0,386
Dig_Marketing ->Repurchase Intention (H4)	0,243	0,243	0,127	1,910	0,056
CRM -> Repurchase Intention (H5)	0,425	0,435	0,155	2,736	0,006

In the results of testing Hypothesis 1 listed in Table 5.3 above, it can be seen that the T Statistical value is 2.290 with a *p-value* of 0.000 <0.05 for the direct effect of *digital marketing* on E Wom. The test results show that the T statistical value is> 1.96, which means that the hypothesis stating that there is a direct influence between *Digital Marketing* on *E WOM* is significant. Hypothesis 2, namely that there is a direct influence between Customer Relationship Marketing on E WOM where the T Statistical value is 6.259 with a *p-value* of 0.000 <0.05. The test results show that the P Value is smaller than 0.05 so that it can be stated that the *Customer Relationship Marketing* variable has a direct and significant effect on *E WOM*, the *T-statistic* value of the analysis results above is> 1.96 which supports the hypothesis. In the results of testing Hypothesis 3 listed in Table 5.9 above, it can be seen that the T statistical value is 0.866 with a p-value of 0.000 <0.05 for the direct effect of E WOM on Repurchase Intention. The test results show that the T statistical value> 1.96 which does not support the hypothesis which states that there is no significant direct effect between *E W* OM on Repurchase Intention. Hypothesis 4, namely that there is a significant direct influence between *Digital Marketing* on Repurchase Intention where the T Statistic value is 1.910 with a *p-value* of 0.000 <0.10. The test results show that the P Value is <0.10 so it can be stated that the *Digital Marketing* variable has a significant direct effect on Repurchase Intention, the *T-statistic* value of the analysis results above is> 1.96 which supports the hypothesis. Hypothesis 5, namely that there is a direct influence between *Customer Relationship Marketing* and Repurchase Intention as shown in Table 5.9 where the T Statistic value is 1.910 with a p-value of 0.000 <0.05. The test results show that the P value is <0.05 so that it can be stated that the *Customer Relationship Marketing* variable has a significant direct effect on Repurchase Intention, where the *T-statistic* value from the analysis results above is> 1.96 which supports the hypothesis.

RESULT AND DISCUSSION

From the results of the T test data, it can be seen that the effect of the Digital Marketing variable on the Electronic Word of Mouth variable has exceeded the limit value of 1.96, which is 2,290. This value is interpreted as a significant direct effect. It can be concluded that Digital Marketing has a positive and significant influence on Electronic Word of Mouth. This is in line with research conducted by Ankita Sharma et al., (2020) found the importance of exploring the trigger factors and perceived challenges of digital marketing. Qualitative studies reveal popular and trusted digital platforms used by service companies in presenting factors that hinder or help the use of digital marketing by service managers. Patria Laksamana, (2020) also found that digital marketing has an effect on Electronic Word of Mouth. The conceptual model was tested in the context of retail banking. Social media facilitates sharing experiences, exchanging

opinions and recommendations between customers which contributes greatly to accelerating other aspects related to E-WOM (Ebrahim, 2020). Thus, Café Kisah Kita ngopi needs to continue to improve digital marketing in order to create a good electronic word of mouth. The creation of digital marketing carried out by Café Kisah Kita Ngopi includes managing the official Instagram of Café Kisah Kita Ngopi which continues to introduce products prepared by the café as well as benefits

From the results of the T test data, it can be seen that the effect of the Customer Relationship Marketing variable on the Electronic word of Mouth variable has exceeded the limit value of 1.96, which is 6.259. This value is interpreted as a significant direct effect. It can be concluded that Customer Relationship Marketing has a positive and significant influence on Electronic Word of Mouth. This is in line with the research of Villanueva, et al., (2018); Christodoulides, et al., (2012); and Smith, et al., (2021) which states that there is a significant direct effect. Customer Relationship Marketing on Electronic Word of Mouth. This research explores Customer Relationship Management (CRM) which is seen as an integrated concept and is only applied to large companies and rarely to small and medium-sized enterprises (SMEs). The main objective of this research is to build a model and determine the effect of e-CRM capabilities, which is the development of traditional CRM with the support of internet technology, as an effort to improve the marketing performance of SMEs through exploration of innovation and product development to overcome the gap. The results of this study indicate that customer relationship marketing also has an impact on electronic word of mouth. Café Kisah Kita Ngopi conducts Customer Relationship Marketing through the storytelling friend community where café management pays attention to customer complaints, pays attention to and builds good relationships with its customers, always informs café products that are relevant to customer needs and wants, even contacts customers personally, thus Café Kisah Kita ngopi puts customers as a top priority. This is verified to have an impact on Electronic word of mouth for the café Kisah Kita ngopi.

From the results of the T test data, it can be seen that the influence of the electronic word of mouth variable on the repurchase Intention variable. The T statistical value is 0.866 with a p-value of 0.000 <0.05 for the direct effect of E WOM on Repurchase Intention. The test results show that the T statistical value> 1.96 which does not support the hypothesis which states that there is no significant direct influence between E WOM on Repurchase Intention. This is in line with research by Cheung et al. (2019) which examines the extent to which consumers exchange, disseminate, and upload content on social media platforms. This includes when consumers convey information related to the company on social media, upload content from the company's social media to personal social media, and share opinions with other consumers on social media. The ability of electronic word of mouth as an informant and recommender also affects purchase intention (Kudeshia et al., 2016; in Dewi et al., 2022). Vahdati and Mousavi Nejad (2016) also emphasise that searching for information on the Internet increases the level of excitement in buying products and services. However, this does not necessarily lead to repeat customer purchases, repeat visits to digital platforms, and positive recommendations and reviews of advertised products (Hausman & Siekpe, (2009)) does not necessarily increase customer repurchase interest in Café Kisah Kita Ngopi. Thus, Café Kisah Kita Ngopi must increase the availability of providing information from social media Café Kisah Kita Ngopi to relations Availability of uploading content from social media Café Kisah Kita Ngopi to personal social media. The availability of sharing opinions from Café Kisah Kita Ngopi's social media to relationships.

From the results of the T test data, it can be seen that the effect of the Digital Marketing variable on the repurchase Intention variable has exceeded the limit value of 1.96, which is 1.910. This value is interpreted as a significant direct influence. It can be concluded that Digital Marketing has a positive and significant influence on repurchase Intention. This is in line with the opinion of Wibisurya (2018), which reveals that digital marketing has a positive impact on buying interest, with a great influence on interesting content, personalisation, and customisation for consumers. The same applies to Poyurak and Softic (2019) who have shown the positive influence of digital marketing on purchase intention through the exchange of opinions between consumers. Efforts through digital marketing need to

support purchase intentions through the use of digital marketing tools (Liat & Wuan, (2014)). Wardhana. (2015) states that there is a significant relationship between digital marketing and repurchase intention. The creation of digital marketing carried out by Café Kisah Kita NGopi includes managing the official Instagram of Café Kisah Kita ngopi which continues to introduce products prepared by the café as well as the benefits that are always offered to the storytelling friend community which in turn can increase repeat purchases.

From the results of the T test data, it can be seen that the effect of the Customer Rekationship Marketing variable on the repurchase Intention variable. T Statistics of 1.910 with a p-value of 0.000 <0.05. The test results show that the P Value <0.05 so that it can be stated that the Customer Relationship Marketing variable has a significant direct effect on Repurchase Intention. Customers commit to suppliers and make repeat purchases because they both have built strong emotional relationships with each other. Emotions for customers may be confidential without compromise, preferred, and trusted to effectively handle complaints and problems by the company (Amofah & Ijaz, 2005). In line with that, Abu-Alhaija, et al. (2018) stated that repurchase Intention is a long-term asset for businesses because they want to make it competitive by managing a good CRM system for their group.Thus, the success of Café Kisah Kita NGopi in building CRM which is realised through the existence of a community of storytelling friends whose emotional relationships are built to always be involved in the cocreation process in marketing activities through social media in the end does prove to be significantly able to make repurchase Intention of Café Kisah Kita Ngopi customers.

CONCLUSION

Based on the results of hypothesis testing, it can be concluded that Digital Marketing has a significant positive effect on Electronic word of Mouth at Cafe Kisah Kita Ngopi. Customer Relationship Marketing has a positive and significant effect on Electronic word of Mouth at Cafe Kisah Kita Ngopi. Electronic word of Mouth has no significant effect on repeat purchase Intention at Cafe Kisah Kita Ngopi. Digital Marketing has a significant positive effect on repurchase Intention at Cafe Kisah Kita Ngopi. Customer Relationship Marketing has a positive and significant effect on repurchase intention at Cafe Kisah Kita Ngopi. There were some research boundaries such as the environment of the café where Kisah Kita Ngopi have a live music on every weekend that may distract the respondent when they filled out the form. The distribution of questionnaires and filling out questionnaires is mostly done on weekends, where usually customers who are members of the community are not present, so that the questionnaire fillers only meet the qualifications of respondents (who are not necessarily members of the teman berkisah community). And finally, some of the questions in the questionnaire did not separate product benefits and services, this needs to be done for further research.

SUGGESTION

Academic Advice

Further research needs to be carried out by adding other mediating variables, for example the customer satisfaction variable and the dependent endogenous variable, namely Cafe customer loyalty. Conduct studies, especially in the field of marketing. Then also as a reference for students, especially those in the field of marketing who want to conduct research on cafes that run digital marketing and other customer relationship marketing.

Practical Advice

To provide insights to the public, especially cafe business people, especially the management of the Kisah Kita Ngopi cafe regarding new ideas about digital marketing, customer relationship marketing and electronic word of mouth that can maintain the sustainability of their business.

For business people in the food and beverage sector who are running a cafe business, it is necessary to examine other variables like customer's satisfaction and purchase retention from their customers.

REFERENCES

Afrilia, A.M. (2018). Digital Marketing Sebagai Strategi Komunikasi Pemasaran "Waroenk Ora Umum" Dalam Meningkatkan Jumlah Konsumen. *Jurnal Riset Komunikasi*, *1,* (1), 147–157. https://doi.org/10.24329/jurkom.v1i1.21

Bentler, P.M. & Chou, C. (1987). Practical issues in structural modeling. *Sociological Methods and Research, 16*, (1), 78–117.

Edy Herman, Sulhaini & Naili Farida, 2021. *Electronic Customer Relationship Management and Company Performance: Exploring the Product Innovativeness Development,* Journal of Rekationship Marketing. Volume 20, 2021 Issue 1 https://doi.org/10.1080/15332667.2019.1688600.

Fitriana, A. (2019). Pengaruh E-Marketing dan E-CRM terhadap Loyalitas Nasabah Menggunakan Internet Banking Bank Syariah Mandiri. *Creative Information Technology Journal*, *4,* (4), 306. https://doi.org/10.24076/citec.2017v4i4.124

Joe F. Hair Jr, Marko Sarstedt, Lucas Hopkins, Volker G. Kuppelwieser (2019) Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research, European Business ReviewISSN: 0955-534X

Kadarisman, H., & Ariyani, N. (2018). Hubungan e-Word of Mouth dan Citra Merk dengan Minat Membeli pada Perbankan Syariah di Indonesia. *Management & Accounting Expose, 1,* (2), 1–11.

Kannan, P. K., & Li, H. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, *34,* (1), 22–45. https://doi.org/10.1016/j.ijresmar. 2016.11.006

Kotler, P & Keller, K. (2012). *Managemen pemasaran* (13th ed.). Jakarta: Erlangga.

Laksana, D. & Dharmayanti, D. (2018). Pengaruh Digital Marketing terhadap Organizational Performance dengan Intellectualcapital dan Perceived Quality Sebagai Variabel Intervening Pada Industri. *Jurnal Pemasaran,*12, (1), 10–24. https://doi.org/10.9744/ pemasaran.12.1.10

Lucyantoro, B., & Rachmansyah, M. (2018). Penerapan Strategi Digital Marketing, Teori Antrian Terhadap Tingkat Kepuasan Pelanggan (Studi Kasus di MyBCA Ciputra World Surabaya). *Jurnal Ekonomika '45*, *5,* (1). 38-54.

Isnaini, N.L, & Fauziyyah, S.(2017). Peran Digital Marketing Terhadap Brand Equity Produk Pariwisata. *Snaper-Ebis*, 406–410.

Novan Haryono , Roony Octavia, 2014. Analisis Pengaruh Citra Merek Dan Mutu Layanan Terhadap Kepuasan Konsumen Serta Dampaknya Terhadap Loyalitas Konsumen. INDEPT, Vol. 4, No. 1 Februari 2014

Nurcahyo, A. (2018). Peran Digital Marketing dan Harga Kompetitif Terhadap Keputusan Berlangganan Indihome. *RELEVANCE : Journal of Management and Business*, *1,* (1), 15-34. https://doi.org/10.22515/relevance.v1i1.1270

Patria Laksamana, 2020. I will Always Follow You: Exploring the Role of Customer Relationship in Social Media Marketing, International Review of Management and Marketing ISSN: 2146-4405 available at http: www.econjournals.com International Review of Management and Marketing, 2020, 10(3), 22-28

Prabowo, W.A. (2018). Pengaruh Digital Marketing terhadap Organizational Performance Dengan intellectual Capital Dan Perceived Quality sebagai Variabel Intervening Pada Industri Hotel Bintang Tiga di Jawa Timur. *Jurnal Manajemen Pemasaran*, *12,* (2), 101–112. https://doi. org/10.9744/pemasaran.12.2.101-112

Pradiani, T. (2018). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, *11,* (2), 46–53. https://doi.org/10.32812/jibeka.v11i2.45

Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, *1,* (1),1–17. https://doi. org/10.21009/jpmm.001.1.01

Rewah, J.M. (2018). Pengaruh Promosi Berbasis Teknologi Informasi Terhadap Pengusaha Muda Universitas Klabat The Influence of Information Technology-Based Promotion on Young Entrepreneurs of Klabat University. *Cogito Smart Journal*, *4,* (1), 24–36.

Ridho, M.R. (2013) Pengaruh E-Marketing Terhadap Citra Merek Nay@ Dam Pada Pt Kreasi Putra Serayu. *CBIS (Computer Based Information System Journal), 1*, 1)57–76.

Sofiati, N.A., & Limakrisna, N. (2017). Holistic marketing implementation to increase company trust and image on state banking industries (a customer survei on customers of state banks in West Java province). *International Journal of Applied Business and Economic Research*, *15,* (6), 117– 130.

Tjiptono, F. & Chandra, G. (2012). *Pemasaran Strategik*. Yogyakarta: CV Andi.

Wardhana, A. (2015). *strategi digital marketing dan implikasinya pada keunggulan bersaing*. Jakarta: Erlangga.