



The Influence of Digital Marketing and Customer Relationship Marketing on Consumer Loyalty of HerJamu Products in Bengkulu District

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Abstract

The phenomenon in the industrial revolution 4.0 era shows that more business actors are utilizing digital media as a marketing tool, including HerJamu products in Bengkulu District which optimizes Digital Marketing strategies to strengthen its position in the market. This inquiry seeks to ascertain the influence of Online Promotion and Client Association Management on purchaser allegiance for HerJamu commodities, utilizing a group of 85 participants selected via convenience sampling methods. Information examination was performed employing traditional presumption assessments, multivariate linear modeling, and framework adequacy evaluations composed of explained variance coefficients, collective linkages, F test, and t test. The investigation's outcomes demonstrate that Online Promotion exerts a favorable and substantial influence on purchaser allegiance, signifying that the more effective the execution of online promotional tactics, the greater the purchaser allegiance toward HerJamu commodities. Furthermore, Client Association Management has likewise been established to possess a beneficial and noteworthy impact on purchaser allegiance, such that the more superior the application of client association methodologies, the more resilient the purchaser connection in employing HerJamu commodities within the Bengkulu Region.

Keywords: *digital marketing, customer relationship marketing, loyalitas konsumen*

1 Introduction

Advancements within the epoch of the Fourth Industrial Revolution have induced considerable alterations in the conduct of purchasers (Aynie et al., 2021). A growing familiarity with electronic commerce and the pursuit of merchandise intelligence via digital platforms is being witnessed by individuals. This circumstance renders promotional approaches founded on digital technology ever more critical for commercial entities, encompassing diminutive and intermediate-scale ventures that function in the realm of conventional goods (Deri et al., 2025). Digital marketing provides businesses with the opportunity to reach a wider consumer base without being limited by space and time (Ashar & Hariyasasti, 2025).

One local business that utilizes digital marketing to market its products is the HerJamu MSME in Bengkulu District. This business specializes in traditional drinks made from natural spices such

as turmeric, ginger, tamarind, and galangal. Initially, it was only marketed locally, but over time, demand came from various regions. This growth accelerated after the innovation of a powdered product that is more durable and easier to ship outside the region.

The implementation of digital marketing in HerJamu has helped introduce the product to a wider audience. Digital networking platforms serve as a potent instrument for captivating novel clientele and maintaining current patrons. However, amidst increasingly fierce competition in the herbal beverage business, relying solely on digital marketing is not enough to maintain customer loyalty. Other strategies are needed to create an emotional bond between consumers and the product (Erwin et al., 2023).



Figure 1: HerJamu Products

One strategy that can be used is customer relationship marketing. This concept emphasizes the importance of building, maintaining, and developing long-term relationships with consumers through two-way communication and continuous service (Ramadian et al., 2025). With good relationships, consumers not only feel satisfied but also develop an emotional bond that encourages them to remain loyal to a product despite the many choices available on the market (Muchtar & Sulistyowati, 2025).

Consumer loyalty is crucial for business sustainability, especially for MSMEs like HerJamu. Highly loyal consumers not only make repeat purchases but also become valuable assets in building a positive business image (Rahayu, 2021). They tend to voluntarily recommend the product to others, indirectly serving as an effective promotional tool for HerJamu. Furthermore, loyal consumers are generally more tolerant of price changes and product variations, as their trust and satisfaction with the quality of service and products have already been established (Permadi et al., 2024).

With increasingly fierce market competition, maintaining customer loyalty is a key strategy HerJamu must optimize. Through the implementation of appropriate digital marketing strategies and Customer Relationship Marketing, HerJamu can build closer relationships with its customers, provide responsive service, and deliver a more personalized shopping experience (Iqbal, 2025). These efforts will not only strengthen consumers' emotional ties to the product but also provide a

solid foundation for HerJamu to survive and continue to grow amidst the challenges of the modern business era.

HerJamu's growth as a local business demonstrates that the right marketing strategy can significantly impact business sustainability. Its legal standing, including halal certification and a business license, also contributes to consumer confidence (Rusmanto & Prabowo, 2025). However, for long-term sustainability, consistent digital marketing strategies and strengthening customer relationships through customer relationship marketing are essential (Hidayat & Sari, 2024).

This occurrence illustrates the necessity to investigate the degree to which online promotion and client association management affect purchaser allegiance (Dewi et al., 2022). Through comprehending the impact of these dual factors, it is anticipated that commercial enterprises such as HerJamu will be enabled to enhance their promotional approaches and concentrate further on client preservation. This research is important because the results can serve as a reference for similar MSMEs in managing effective marketing strategies (Tangjaya et al., 2025).

Founded upon this context, the present inquiry concentrates on evaluating the impact of internet-based advertising and consumer rapport cultivation on buyer constancy toward HerJamu merchandise within the Bengkalis Region. It is expected that this examination will assist in the progression of promotional tactics for diminutive and intermediate commercial ventures, particularly within the traditional botanical beverage sector, which is currently growing rapidly and assimilating into the emerging health-conscious lifestyle trend.

2 Literature Review

2.1 Digital Marketing

Digital marketing is a modern marketing strategy that utilizes advances in digital technology to introduce, market, and build the image of a product or brand (Chairunnisa, 2023). Through internet-based media such as websites, blogs, email, and social networks, digital marketing makes it easier for companies or businesses to reach consumers widely without being limited by space and time (Chakti, 2019). The main advantage of digital marketing is its ability to create two-way interactions between producers and consumers. Consumers not only receive information but can also provide direct feedback, thus creating more effective and responsive communication (Januardani et al., 2023).

The evolution of portable technology has reinforced the function of online promotion, given that virtually every individual possesses a web-linked gadget. This makes access to information very fast, practical, and accessible at the palm of your hand (Erwin et al., 2023). Through digital marketing strategies, businesses can tailor promotions to consumer needs, build brand awareness, and efficiently expand their marketing network (Sifwah et al., 2024). Consequently, internet-based advertising functions not merely as a channel for publicity but also to establish enduring connections with purchasers confronting ever more rivalrous commercial environments.

2.2 Customer Relationship Marketing

Customer Relationship Marketing (CRM) is a marketing strategy focused on building, maintaining, and strengthening long-term relationships with consumers (Ramadian et al., 2025). This concept emphasizes not only transactions but also a deep understanding of consumer behavior, needs, and preferences (Simanihuruk et al., 2023). By understanding consumer

characteristics personally, businesses can provide more tailored services, so consumers feel valued and develop a strong emotional bond with the products and brands offered (Istiqomah et al., 2024).

Customer Relationship Marketing can be implemented through consistent communication, excellent service, and the provision of added value to consumers. This strategy enables companies or businesses to create positive experiences that encourage customer loyalty (Muharam et al., 2022). Furthermore, CRM implementation plays a crucial role in increasing trust, reducing the likelihood of customers switching to competitors, and fostering ongoing loyalty (Setyawati, 2024). Consequently, client rapport management constitutes not solely a promotional tactic but also a protracted venture in establishing reciprocal advantageous affiliations between manufacturers and patrons.

2.3 Consumer Loyalty

Customer loyalty is a condition where a consumer has a strong commitment to continue purchasing or using a product repeatedly over the long term (Mashuri, 2020). This loyalty demonstrates a deep emotional attachment and trust in a brand, so consumers are not easily distracted even when faced with numerous similar product options on the market (Fakhrudin & Roellyanti, 2022). In this context, loyalty is measured not only by purchase frequency but also by the consumer's positive attitude in recommending the product to others (Rahayu, 2021).

Factors influencing customer loyalty are not limited to product quality alone, but also include service, relationships with producers, and perceived added value (Jannah & Hayuningtias, 2024). Loyal customers are generally more tolerant of changes in price or other product attributes due to the trust they have established (Garliani & Setiawan, 2024). Therefore, customer loyalty is a crucial asset for any business, including MSMEs, as it maintains sales stability, strengthens brand position, and supports business sustainability amidst increasingly fierce competition.

3 Research Method

This investigation was executed at the HerJamu small-to-medium enterprise situated in the Bukit Batu area of Bengkalis Regency. The site for the inquiry was chosen owing to the rationale that HerJamu constitutes an enterprise dealing in conventional drinks which has expanded by employing online promotional tactics and establishing robust connections with its clientele. The focus of this examination is the interconnection among internet-based advertising, client association management, and purchaser allegiance to HerJamu goods.

The elements under scrutiny comprise both predictor and outcome elements. The predictor elements are digital marketing (DM) and customer relationship marketing (CRM), whereas the outcome element is purchaser constancy. The universe of this investigation encompassed every buyer of HerJamu merchandise within the Bengkalis area. The specimen was ascertained through the application of the Slovin method to guarantee the respondent count was proportionally characteristic of the universe. The specimen selection approach employed was convenience sampling, wherein any individual who chanced upon the investigator and was considered appropriate was chosen as a participant.

The conceptual structure in this investigation is offered in the format of interrelationships among elements that demonstrate the effect between the predictor elements and the outcome element, as depicted in the subsequent paradigm:

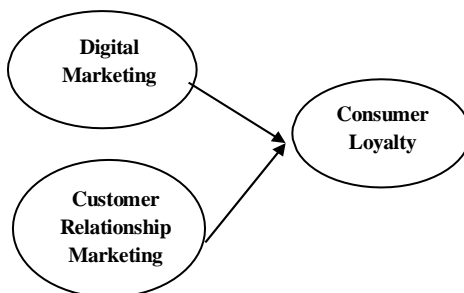


Figure 2: Framework

The information gathering technique in this investigation utilized a survey instrument featuring a Likert scaling system to gauge participants' reactions to each element indicator. Before deployment, the investigative tool was initially assessed for soundness and consistency (Sugiyono, 2012). Information scrutiny was performed employing descriptive statistics to characterize the attributes of participants and the investigative elements, and deductive scrutiny employing multivariate linear modeling (Unaradjan, 2019). Standard presumption examinations were likewise carried out to verify the modeling system satisfied the appropriateness standards so that the scrutiny outcomes could be understood with precision.

4 Result and Discussion

Validity Test

Table 1 Validity Test Results

Variables	Indicators	Correlation Coefficient	Sig. (2-tailed)	Description
Digital marketing (X1)	X _{1.1}	0.926	0.000	Valid
	X _{1.2}	0.779	0.000	Valid
	X _{1.3}	0.886	0.000	Valid
Customer relationship marketing (X2)	X _{2.1}	0.941	0.000	Valid
	X _{2.2}	0.749	0.000	Valid
	X _{2.3}	0.726	0.000	Valid
	X _{2.4}	0.784	0.000	Valid
	X _{2.5}	0.901	0.000	Valid
	X _{2.6}	0.843	0.000	Valid
Consumer Loyalty (Y)	Y ₁	0.893	0.000	Valid
	Y ₂	0.857	0.000	Valid
	Y ₃	0.819	0.000	Valid
	Y ₄	0.837	0.000	Valid

Source: Processed Data, 2025.

Pursuant to the legitimacy assessment outcomes displayed in Table 1, every investigative tool utilized to gauge Online Promotion, Client Association Management, and Purchaser Allegiance constructs acquired interconnection coefficients with the aggregate question score of declarations surpassing 0.30, alongside an importance value under 0.05. This outcome denotes that every declaration question within the investigative mechanism is sound and may be employed as an appraisal device within the study.

Reliability Test

Table 2 Reliability Test Results

No.	Variables	Cronbach's Alpha	Description
1	Digital marketing (X1)	0.811	Reliable
2	Customer relationship marketing (X2)	0.899	Reliable
3	Consumer Loyalty (Y)	0.859	Reliable

Source: Processed Data, 2025.

Presented within table 2, the dependability reliability test demonstrate that every investigative mechanism attained Cronbach's Alpha metrics surpassing 0.60. Accordingly, every employed construct fulfilled the consistency standards, rendering the tools appropriate for utilization in this study.

Normality Test

Table 3 Normality Test Results

		Unstandardized Residual
N		85
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.21387996
Most Extreme Differences	Absolute	.210
	Positive	.122
	Negative	-.210
Kolmogorov-Smirnov Z		1.936
Asymp. Sig. (2-tailed)		.111

Source: Processed Data, 2025.

The normality assessment performed via the One-Sample Kolmogorov-Smirnov test, as depicted in table 3, yields an Asymptotic Significance (Two-Tailed) figure of 0.111. This figure surpasses the 5 percent alpha threshold (0.05), thereby allowing the deduction that the investigative dataset exhibits a normal distribution.

Multicollinearity Test

Table 4 Multicollinearity Test Results

Variables	Tolerance	VIF
Digital marketing (X1)	0,296	3,376
Customer relationship marketing (X2)	0,296	3,376

Source: Data Processing, 2025.

Derived from the outcomes in table 4, the tolerance metric for every construct within the multivariate linear regression formula exceeds 0.10, and the Variance Inflation Factor metric resides under 10. This state signifies that the modeling framework employed is devoid of multicollinearity complications.

Heteroscedasticity Test

Table 5 Heteroscedasticity Test Results

Variables	Sig.	Description
Digital marketing (X ₁)	0.084	Free of Heteroscedasticity
Customer relationship marketing (X ₂)	0.082	Free of Heteroscedasticity

Source: Processed Data, 2025.

The outcomes within table 5 indicate that the probability measure for the DM construct is 0.084 and for CRM, 0.082. Each value exceeds 0.05, hence it is deduced that no effect from the predictor variables upon the unadjusted residual is present. Consequently, the analytical framework employed is devoid of heteroscedasticity.

Multiple Linear Regression Analysis

Table 6 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.111	1.541		.721	.473
Digital marketing	.676	.188	.463	3.595	.001
Customer relationship marketing	.268	.101	.343	2.663	.009

Source: Processed Data, 2025.

Derived from table 6, the multivariate linear modeling formula within this investigation is capable of being expressed in the subsequent manner:

$$Y = 1,111 + 0,676X_1 + 0,268X_2 + e$$

This formulation is subject to the ensuing interpretation. The absolute term of 1.111 denotes that provided the constructs digital marketing (X₁) and customer relationship marketing (X₂) are valued at null, then the magnitude of customer loyalty (Y) persists at 1.111. The modeling coefficient for digital marketing (X₁) of 0.676 signifies a direct association with customer loyalty. This implies that each augmentation in digital marketing (X₁) will be accompanied by a rise in customer loyalty (Y) of 0.676, presuming all other constructs are held static. Additionally, the modeling coefficient for customer relationship marketing (X₂) of 0.268 similarly denotes a favorable effect upon customer loyalty. This signifies that each enhancement in the construct customer relationship marketing (X₂) will elevate customer loyalty (Y) by 0.268, on the condition that all other predictor constructs are maintained unchanged.

Hypothesis Test

Table 7: Hypothesis Test Results

Variable Relationship	Regression Coefficient (B)	T count	T table	Sig.	Conclusion
Digital marketing → consumer loyalty	0.676	3.595	1.66298	0.001	Significant positive

Customer relationship marketing → consumer loyalty	0.268	2.663	1.66298	0.009	Significant positive
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Source: Processed Data, 2025.

Based on the hypothesis test results shown in Table 7, the influence between variables can be explained as follows:

- a. The impact of digital marketing upon customer loyalty demonstrates that the attained p-value equals 0.001 alongside a favorable beta coefficient of 0.676. Furthermore, the computed t-statistic of 3.595 exceeds the critical t-value of 1.66298. Given that the p-value of 0.001 is less than 0.05, the initial proposition (H1) is supported. This outcome verifies that digital marketing exerts a direct and substantial impact upon customer loyalty for HerJamu merchandise within the Bengkalis Region.
- b. Concurrently, the effect of customer relationship marketing upon customer loyalty reveals a p-value of 0.009 accompanied by a constructive beta coefficient of 0.268. The derived t-statistic is 2.663, surpassing the critical t-value of 1.66298. With a p-value of 0.009, which is beneath the 0.05 threshold, the subsequent proposition (H2) is likewise supported. This denotes that customer relationship marketing possesses a direct and noteworthy influence on customer loyalty for HerJamu merchandise within the Bengkalis Region.

F-Test

Table 8 F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	183.920	2	91.960	60.923	.000 ^a
Residual	123.774	82	1.509		
Total	307.694	84			

Source: Processed Data, 2025.

The F-test outcomes displayed in table 8 present a computed F-statistic of 60.923 alongside a probability threshold of 0.000. Given that this probability value is beneath the α criterion of 0.05, the modeling equation is deemed suitable. This result signifies that the pair of predictor constructs, specifically digital marketing and Client customer relationship marketing, collectively account for the fluctuation in customer loyalty. Consequently, it can be deduced that digital marketing and customer relationship marketing jointly exert a substantial influence on customer loyalty for HerJamu merchandise within the Bengkalis Region.

The Influence of Digital Marketing on Consumer Loyalty

The outcomes of the modeling scrutiny within this investigation reveal that digital marketing exerts a favorable and substantial impact on purchaser allegiance toward HerJamu merchandise in the Bengkalis Region (H1 is supported). This outcome implies that the more effective the execution of internet-based advertising, the greater the degree of buyer constancy. The employment of digital conduits has been demonstrated to assist promoters in enhancing campaign efficacy, expenditure economy, and establishing rapport with customer.

Integrated digital marketing implementation, such as a website that makes it easier for consumers to place orders, the use of social media as an interactive communication tool, and the use of email to convey product information, makes consumers feel more cared for and facilitated. This has

resulted in increased consumer engagement, thus maintaining loyalty to HerJamu products in Bengkalis District.

The Influence of Customer Relationship Marketing on Consumer Loyalty

The results of the regression analysis in this study indicate that Customer Relationship Marketing has a positive and significant effect on Consumer Loyalty for HerJamu Products in Bengkalis District (H2 is accepted). This indicates that the higher the implementation of Customer Relationship Marketing, the higher the consumer loyalty of HerJamu Products. This strategy is a form of marketing that emphasizes efforts to establish relevant and continuous communication with consumers through various aspects, such as advertising, promotions, public relations, and direct marketing. With good communication, consumers feel closer to the marketer, thus encouraging them to make repeat purchases or utilize other services offered.

This finding implies that if HerJamu Products in Bengkalis District can optimize the management of consumer feedback through criticism and suggestions as material for service evaluation, strengthen two-way communication through marketing media, and involve all employees in interactive marketing activities, a stronger relationship with consumers can be built. Furthermore, developing a technology-based service culture and utilizing the latest information systems in serving consumers will further strengthen long-term relationships between the company and its customers. Thus, this significantly contributes to increasing consumer loyalty towards HerJamu Bengkalis District Products.

5 Conclusion and Suggestion

Following the analysis detailed in the preceding segment, it is confirmed that online promotion produces a positive and significant impact on client allegiance for HerJamu products in the Bengkalis area. This signifies that the more effective the implementation of web-centric marketing, the stronger the buyer devotion to the goods. Additionally, consumer relationship management similarly exhibits an advantageous and marked influence on client allegiance for HerJamu products in the Bengkalis Region. Expressed alternatively, the more excellent the employment of customer connection approaches, the higher the consumer faithfulness to HerJamu items.

Pursuant to the investigative outcomes, it is counseled that HerJamu Enterprises in the Bengkalis Region can continue to improve their Digital Marketing strategy by optimizing social media, websites, and other digital channels to strengthen communication and interaction with consumers. In addition, the company is also expected to strengthen the implementation of Customer Relationship Marketing by paying attention to consumer input, establishing two-way communication, and developing a technology-based service culture to be able to maintain long-term relationships with consumers and increase loyalty continuously.

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