

## REFERENCES

- Alqorni, f. H., & patrie, h. (2020). Implementasi E-CRM (Electronic Customer Relationship Management dalam meningkatkan kepuasan dan pelayanan terhadap anggota koperasi pegawai negeri mina utama. *Idealis: Indonesia Journal Information system*, 3(1), 295-300
- Clark. (2022). CMSWIRE: Pentingnya Hubungan Emosional Positif dengan Pelanggan. Available from: <https://www.cmswire.com/customer-experience/the-importance-of-positive-emotional-connections-with-customers/> Accessed 20<sup>th</sup> December 2023.
- Baran, R. J., & Galka, R. J. (2016). *Customer Relationship Management: the foundation of contemporary marketing strategy*. Taylor & Francis.
- Ellyamien, t. (2019). *Pengaruh Electronic Customer Relationship Management (E-CRM) dan Service Quality Terhadap Loyalitas Customer pada PT. Java Abadi Gemilang di Surabaya* (Doctoral Dissertation, STIE Mahardhika Surabaya).
- Francis Buttle. (2009) *Customer Relationship Management Concepts and Technology*, Second Edition, Published by Elsevier Ltd, Burlington, MA 01803, Amerika Serikat.
- Hardani, Andriani, H., Auliya, N. H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif dan Kuantitatif* (Issue March).
- Hardjono, B., & San, L. P. (2017). Customer relationship management implementation and its implication to customer loyalty in hospitality industry. *JDM (Jurnal Dinamika Manajemen)*, 8(1), 92-107.
- Itani, O. S., Krush, M. T., Agnihotri, R., & Trainor, K. J. (2020). Social media and customer relationship management technologies: Influencing buyer-seller information exchanges. *Industrial Marketing Management*, 90, 264-275.
- Indrasari, M. (2019). *Pemasaran Dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan*. unitomo press.
- Kadin Indonesia. (2023). "History of kadin Indonesia". <https://kadin.id/tentang-kadin/sejarah-kadin/#>
- Khadka, K., & Maharjan, S. (2017). Customer satisfaction and customer loyalty: Case trivsel städtjänster (trivsel siivouspalvelut).
- Kantaprawira, a. P. (2022). Pengaruh profesionalisme kerja terhadap kinerja organisasi kamar dagang dan industri provinsi jawa barat periode 2013-2018. *Jurnal manajemen bisnis dan organisasi*, 1(2), 332-336.

- Kumar, V., & Reinartz, W. (2018). *Customer relationship management*. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.
- Lam, A. Y. C., Cheung, R. & Lau, M. (2013). The Influence of Internet-Based Customer Relationship Management on Customer Loyalty. *Contemporary Management Research*. Volume 9 No.4. 419-440
- Marshellina, M., & Prabowo, H. (2013). Pengaruh e-CRM dan Service Quality terhadap Customer Satisfaction dan Dampaknya terhadap Customer Loyalty pada PT XL. *Binus Business Review*, 4(2), 619-630.
- Pamella. (2022). Mekari qontak: E-CRM: Kelebihan dan Cara Membangunnya!. Available from: <https://qontak.com/blog/e-crm-adalah/>, Accessed 20<sup>th</sup> December 2023.
- Pilo. (2023). MitraComm Ekasarana: Kualitas Layanan adalah Indikator Penting untuk Kesuksesan Bisnis. Available from: [https://\(mitracomm.com/kualitas-pelayanan/\)](https://(mitracomm.com/kualitas-pelayanan/)), Accessed 20<sup>th</sup> December 2023.
- Noviana, G. (2021, September). An Analysis of the Implementation of Electronic Customer Relationship Management (E-CRM) Towards Customer Loyalty. In *5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020)* (pp. 434-438). Atlantis Press.
- Perez-Vega, R., Hopkinson, P., Singhal, A., & Mariani, M. M. (2022). From CRM to social CRM: A bibliometric review and research agenda for consumer research. *Journal of Business Research*, 151, 1-16.
- Rahayu, S., Cakranegara, P. A., Simanjorang, T. M., & Syobah, S. N. (2022). Implementation of Customer Relationship Management System to Maintain Service Quality for Customer. *Enrichment: Journal of Management*, 12(5),
- Rofiah, C., & Wahyuni, D. (2017). Kualitas Pelayanan Dan Pengaruhnya Terhadap Loyalitas Pelanggan Yang Di Mediasi Oleh Kepuasan Di Bank Muamalat Jombang. *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 12(1).
- Rubio, N., & Yagüe, M. J. (2019). Customer loyalty and brand management.
- Rust, R. T. (2020). The future of marketing. *International Journal of Research in Marketing*, [ISSN: 0167-8116] 37(1), 15–26. <https://doi.org/10.1016/j.ijresmar.2019.08.002>.
- Sahir, S. H. (2021). Metodologi penelitian. KBM Indonesia Banguntapan, Bantul-Jogjakarta.
- Savira, D. A., Hendrayati, H., & Hurriyati, R. (2021, July). The Effect of Electronic Customer Relationship Management (eCRM) on Customer Satisfaction. In *6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)* (pp. 216-220). Atlantis Press.

- Sirait, D. P. (2018). Pengaruh Customer Relationship Management Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan: The Effect of Relationship Management and Service Quality on Customer Satisfaction. *Digest Marketing*, 3(1), 79-85.
- Sürücü, L., & Maslakçı, A. (2020). Validity and Reliability in Quantitative Research. *Business & Management Studies: An International Journal*, 8(3), 2694–2726. <https://doi.org/10.15295/bmij.v8i3.1540>
- Sugiyono, D. (2013). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D.
- Zihayat, M., Ayanso, A., Davoudi, H., Kargar, M., & Mengesha, N. (2021). Leveraging non-respondent data in customer satisfaction modeling. *Journal of Business Research*, 135, 112-126