

DAFTAR PUSTAKA

- Aka, D. O., Kehinde, O. J., & Ogunnaike, O. O. (2016). Relationship marketing and customer satisfaction: A conceptual perspective. *Binus Business Review*, 7(2), 185–190. <https://doi.org/10.21512/bbr.v7i2.1502>
- Aprianti, R., Sari, D., & Putra, A. (2024). The effect of customer relationship management and customer satisfaction on customer loyalty. *Jurnal Manajemen dan Bisnis*, 12(1), 45–56.
- Aulia, R., & Zakaria, M. (2021). The effect of e-CRM on customer loyalty with customer satisfaction as a mediation variable. *International Journal of Business and Management Studies*, 5(2), 120–130.
- Buttle, F., & Maklan, S. (2019). *Customer relationship management: Concepts and technologies* (4th ed.). Routledge.
- Choirulloh, A., Waruwu, A. M., Prastowo, B., Telaumbanua, P., & Yulianto. (2025). Pengaruh customer relationship management (CRM) dan promosi terhadap loyalitas pelanggan XL Axiata. *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 8(1), 111–118.
- Emaluta, A., Widodo, T., & Sari, R. (2021). The effect of customer relationship management (CRM) to customers' loyalty and customers' satisfaction as mediator variables. *Journal of Marketing Research and Business*, 3(1), 15–27.
- Fika, N., & Herdin, R. (2021). Pengaruh customer relationship management (CRM) terhadap kepuasan pelanggan produk sepatu Converse. *Jurnal Ilmu Manajemen*, 9(2), 101–110.
- Gazi, M. A. I., Al Mamun, A., Senathirajah, A. R. B. S., Al Masud, A., & Rahman, T. (2024). The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(3), 100227. <https://doi.org/10.1016/j.joitmc.2024.100227>
- Golan Hasan, M., Rahman, M., & Karim, A. (2023). The impact of customer relationship management on firm performance across three segments. *International Journal of Marketing Studies*, 15(3), 78–90.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer. <https://doi.org/10.1007/978-3-030-80519-7>

- Haryuningtias, R., & Zaman, M. (2025). Analisis strategi customer relationship management (CRM) untuk meningkatkan kepuasan pelayanan. *Jurnal Manajemen Indonesia*, 13(1), 55–66.
- Heng, L., Ferdinand, A. T., & Brahmana, R. K. M. R. (2020). Service innovation capability for enhancing marketing performance: An SDL perspectives. *Business: Theory and Practice*, 21(2), 623–632. <https://doi.org/10.3846/btp.2020.12163>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Lachowicz, M. J., Preacher, K. J., & Kelley, K. (2018). A novel measure of effect size for mediation analysis. *Psychological Methods*, 23(2), 244–261. <https://doi.org/10.1037/met0000165>
- Lestari, D. (2020). Analisis penerapan strategi customer relationship management (CRM) perusahaan City Trans Utama pada loyalitas pelanggan. *Jurnal Manajemen Bisnis*, 8(2), 89–98.
- Nurdin, I., & Hartati, S. (2019). *Metodologi penelitian sosial*. Media Sahabat Cendekia.
- Prama Wibawa, I. G., Putra, I. M., & Dewi, N. L. (2025). Peran CRM memediasi bauran pemasaran dan kualitas pelayanan terhadap kinerja pemasaran. *Jurnal Ekonomi dan Bisnis*, 14(1), 33–47.
- Rigdon, E. E. (2016). Choosing PLS path modeling as analytical method in European management research: A realist perspective. *European Management Journal*, 34(6), 598–605. <https://doi.org/10.1016/j.emj.2016.05.006>
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2024). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Edisi terbaru). Alfabeta.
- Suarniki, N. K., & Daud, M. (2024). Customer relationship management (CRM) strategy in increasing consumer loyalty. *Jurnal Ekonomi Modern*, 10(2), 77–88.