



A Study On The Effect Of Customer Relationship Management System On Customer Satisfaction And Loyalty In The Industry

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Abstract

This study explores consumer attitudes and beliefs towards marketing, consumerism, government regulations, and consumer responsibilities, with a focus on how these attitudes vary across different demographic factors, particularly income levels. The research employs a structured survey methodology to gather attitudinal data from a diverse sample of participants representing various marital, occupational, educational, age, and gender categories. Demographic analyses reveal a comprehensive snapshot of the surveyed population, laying the foundation for a nuanced understanding of consumer attitudes. The study delves into the mean scores and standard deviations associated with different attitudinal variables, uncovering patterns in consumer sentiments. Notably, an income-based comparison demonstrates significant variations in attitudes, with higher income levels correlating with more positive perceptions. The findings underscore the importance of tailoring marketing strategies and regulatory frameworks to diverse demographic segments. Businesses are recommended to implement segmented marketing approaches that consider income disparities, while policymakers should craft flexible regulations that accommodate the varying needs of different income groups. Furthermore, consumer education initiatives are proposed to bridge gaps in attitudes and empower consumers with informed decision-making. Continuous monitoring of consumer attitudes is emphasized, urging businesses and policymakers to stay attuned to evolving demographic trends. This study contributes to a deeper understanding of the intricate interplay between demographic factors and consumer attitudes, providing valuable insights for shaping effective marketing campaigns, policies, and consumer-centric initiatives in a dynamic marketplace.

Keywords: Consumer Attitudes, Marketing Mix, Demographic Analysis, Income Disparities, Consumerism, Government Regulations

1. INTRODUCTION

Because of the accessibility of an enormous choice of items and an extensive variety of brand choices inside every classification of items, the Indian business area has been progressively focused all through the purchaser progression period. Indian consumers have shown to be staggeringly demanding and discerning in their buying choices over the course of time. Because of expanded rivalry among business focuses and purchaser progress throughout the course of recent many years, sponsors have started to understand the current and forthcoming displaying designs that depend on conventional marketing rehearses.

Businesses presently need to understand the idea of "marketing," whose application is known as "market direction," and change their business techniques appropriately. In any case, picking a displaying thought requires that businesses learn the necessities and needs of their customers ahead of time and foster strategies and frameworks that are equipped for addressing those necessities and needs more effectively and productively than contenders, giving customers more noteworthy fulfillment. For publicists to take part in effective exhibiting, they should understand purchaser points of view in regards to the marketing structure in which purchasers are intrigued as well as data about consumers' fulfillment from collaborations with promoters during the use cycle.

1.1. Consumer Perceptions of Marketing

(Bhakane, 2015) recommended that the four key measurements of exhibiting — the thing headway and detect — can be utilized to analyze customers' perspectives towards showing. Examiners have recently endeavored to decide consumer perspectives towards advertising utilizing the four essential measurements of displaying organization: thing, worth, headway, and spot, as well as the general significance of these elements to consumers in contrast with different segment factors. Because of the impacts of globalization and expanded rivalry in the business area, consumers all around the world are currently practicing their imagination and abilities while making acquisition of labor and products, becoming mindful of their legitimate freedoms, standing in opposition to abuse, and looking for solutions for their grievances. The public authority has likewise set up specific regulations to safeguard consumers' fervor. While safeguarding consumers' freedoms and interests has been the essential objective of consumerism, purchaser obligations that accompany these privileges likewise should be considered.

1.2. Customer Government assistance

The fulfillment of an individual as a consumer during the usage cycle is known as buyer success. Six distinct kinds of customer satisfaction are referenced. These sorts of satisfaction connect with getting merchandise at a retail store (getting), collecting and characterizing the thing prepared for use (game plan), using customer items and administrations (using), being the proprietor or keeping up with the thing (ownership), being associated with the conveniences accessible in the business community to have the things fixed by the executives providers and handling things by the actual proprietor (support), and being worried about abandoning the thing after use as waste (move). Purchaser life cycle alludes to the usage interaction that incorporates the six phases referenced above: shopping/purchase, preparation/get-together, use/use, proprietorship/ownership, fix/upkeep, and move. Appropriately, what influences consumer flourishing is the fulfillment or disappointment that purchasers experience during the six phases, which incorporate the securing and move of bought labor and products (Sirgy et al., 2008).

1.3. Life Satisfaction

The idea of life satisfaction falls under the classification of individual joy, and consumer behaviorists have observed it also. How much an individual can confirm their general degree of individual delight is a proportion of life satisfaction. It could be said, it alludes to the degree to which an individual distinguishes the existence that has been driven by them. Regardless, (Bin-Nashwan, et. al, 2017) contended that encounters of fulfillment or disappointment across a few spaces of life, including as work, family, social, profound, recreation, and so forward, contribute in proposing and representing life's satisfaction. Likewise, life satisfaction is a more extensive idea that incorporates both use and non-use satisfaction. Just a small number of studies have inspected the connection between factors like work status and enlightening accomplishment and life satisfaction.

Specialists play emphasized the part that consumer perspectives play in supporting and deciding consumer success and the degree of satisfaction that consumers experience in life in general (Peterson and Ekici, 2007). In their examination, (Peterson and Ekici, 2007) proposed that there is a reasonable connection between's the purchaser's mentalities towards advancement and life satisfaction, or personal satisfaction. Moreover, they have recognized that a piece of customer demeanor estimates about displaying are related with the obtaining period of purchaser thriving. Nearly, (Lee et al. 2002) contended that buyers' opinions of fulfillment and disappointment during the pattern of purpose affected the existence satisfaction of customers. Also, the purchaser's point of interaction with the notice during the utilization cycle influences different everyday issues, like prosperity, work, family, social, unwinding, significant, and cash, among others, showing that advancement impacts life satisfaction through different everyday issues. To lay it out plainly, it implies that the purchaser's fulfillment with different parts of their lives and the usage cycle both impact their degree of satisfaction with life.

2. RESEARCH OBJECTIVES

The study endeavors to satisfy the accompanying destinations:

- To study customers states of mind towards advertising blend components i.e., item, value, spot and advancement, general showcasing and working theory of business firms.
- To look at the shoppers states of mind towards consumerism, government controls and purchaser obligations

3. LITERATURE REVIEW

This section looks to show a reasonable system and writing survey of different studies attempted previously.

2.1 Consumer Perceptions of Marketing

The investigators' ridiculous energy for customer acknowledgments towards advancement was ignited by impacting exhibiting exercises and expanding consumerism. Experts fostered the "Consumer Purchasing Con Cash Supply" and "Record of Consumer Certainty File" scales over the course of time to quantify purchasers' perceptions of advancement. As per (Jain and Goel, 2011), these instruments' essential imperfection was that they weren't obviously connected with appearing.

The essential measure was created by (Angamuthu, 2015) and is related with the accompanying seven advancing regions: judiciousness of business, thing quality, publicizing, cost and worth control, government bearings, customer commitments, and consumerism. By altering a similar scale made.

3.1. Aftereffects of Past Exploration on Consumer Perspectives and Related Issues

Different examinations have been directed in the past to assess consumer perceptions of advancement and related concerns, like unofficial laws, consumerism, and buyers' own obligations, utilizing the scales referenced in the former area (Long & Khalafinezhad, 2012). The segments that follow give an outline of the significant discoveries from these examinations.

3.1.1. Overall Disposition of Consumers Towards Marketing and Business Firms' Working Way of thinking

Utilizing the actions suggested in the primary piece, a few examinations have been led in the US and different countries to decide client perspectives towards displaying, consumerism, and legislative guidelines. A critical piece of the exploration shows that buyers have ominous suspicions about advancing. A couple of exploration (Jain and Goel, 2011) uncover generally incredible evaluations towards advancement. The first is a survey of past examination assessing customers' general perceptions of imprint tasks.

Utilizing a five-thing Likert scale and a cross country mail test review, (Laksmana, et. al, 2018) directed examinations in the US to figure out clients' overall mentalities towards advertising. In this manner, (Emaluta, & Soewarno, 2019)

completed an extra examination that recognized the countries of procurement (Israel, the US, Canada, England, Australia, and Norway). (Amir, et. al, 2014) embraced an exhaustive examination of purchaser opinions in the US and England. Clients showed ominous mentalities about creating rehearses in every one of these preliminaries.

As per (Amir, et. al, 2014), Indian consumers assess progression more precisely than those in Bangladesh, Hong Kong, Australia, the US, and China.

Looking at the connection between the pessimistic parts of advertising and monetary headway at a critical scale, it has been found that consumers' mentalities towards exhibiting are more dicey in additional determined countries since individuals' cravings for higher pay levels make them more confounded by the advertising framework. Anyway, further examination is expected to assess this proposition.

3.1.2. Perspectives on General society on the Marketing Blend

The way that consumers view advertising is one part of the marketing blend. Subsequently, an endeavor has been made in the accompanying subsections to give a rundown of the examination led in the past to decide the perspectives of consumers towards the four parts of displaying — thing, worth, scattering, and commercial.

3.2. Consumers' Perspectives on the Item

Consumerists have long contended that the counter-intuitive split of organization areas and misleading thing partition are the purposes behind customers' disappointment with over the top advertising. It has been contended that further discontinuity of the business area is accomplished by means of thing partition in light of little contrasts. To urge consumers to see contrasts in quality, the expenses of isolated items are set in a manner that addresses more assortment in thing quality than really exists (Hayati, & Al Muddatstsir, 2019, October).

As indicated by (Nikou, et. al, 2016) Electroni, customers battle with the thing part of the displaying blend with regards to deliberate maturing, thing increase, security, the thing's worth to purchasers, and checking. It has been resolved that thing increase is an upscaling of the item offering, giving barely perceptible novel things at essentially greater costs.

Albeit most of customers accepted that makers really tried to create products that addressed their issues, they have likewise communicated surprising disappointment with issues connected with the nature of the merchandise, for example, the way that there hasn't been any improvement to the nature of the products over the long haul, that the products break down rapidly, and that producers purposefully downplay enhancements.

3.3. Consumers' Perceptions of Conveyance

Earlier examination has shown that consumers have commonly sure assessments on the convenience and availability of items. As per research led by (Salah, et. al, 2019), consumer shopping was basically demonstrated to be sure. Thus, buyers from various nations give off an impression of being very happy with the conveyance framework.

3.3.1. What Segment Elements Mean for Consumer Perceptions of Marketing

Tracking down proof of the parts responsible for the consumer demeanors towards advancing has been a center area of examination for investigators across all nations and locales of the world. Researchers have really tried to understand what segment factors mean for consumers' perspectives towards advertising, as will be talked about underneath:

3.4. Consumer Perceptions by Orientation

Concentrates on by (Iriqat, et. al, 2017) found that ladies had more adversarial mentalities towards showing than did guys. Regardless, found that the inverse is valid. Contrasted with ladies, men are less responsive to advancements and one of the conceivable clarifications set forth by them is that men are practically more keen on buying showy products; furthermore, (Saputra, 2019, March) recommend that silly buys will probably cause post-buy friction.

(Abekah-Nkrumah, et. al, 2019) likewise noticed that men were more probable than ladies to have rash sentiments that caused them to try not to assume liability. As indicated by (Ferdous and Towfique's 2008) research, ladies were more negative about advertising sharpens than men were. They had likewise seen some striking distinctions in sexual orientation regarding advertising and shopping; that is, female respondents' mentalities towards these exercises were more negative than those of their male partners.

3.5. Consumer Perceptions by Age

The more prepared customers displayed better mentalities towards thing, evaluating, and advancement, as indicated by research by (Kirmaci, 2012). More youthful respondents discussed the consistency of advanced products and the precision of the photographs in advertisements, while additional accomplished respondents communicated more noteworthy trust in the forceful structure and the advantages of exposure (Shaon, & Rahman, 2015).

Most of youthful respondents are disappointed with the means taken to control customer fights (Andotra, & Abrol, 2016). Appropriately, more youthful individuals had more regrettable perspectives on advancement and its numerous components. In any case, (Kurniati, et. al, 2015) study's discoveries uncovered no tremendous contrasts between the age bunches regarding generally speaking perceptions of advertising and explicit mentalities for specific parts of advancement.

3.6. Consumer Perceptions In regards to education

Research directed by (Sulaiman, 2020) uncovered areas of strength for a between respondents' uplifting outlooks towards advertising and the degree of educational accomplishment they accomplished. In any case, (Siddiqi, et. al, 2018) couldn't find any massive contrasts between advertising inclines and various degrees of educational achievement.

4. RESEARCH METHODOLOGY

4.1. Research Design and Instrument

In pursuit of testing the theoretical framework previously established, an experimental study was undertaken. This section elucidates the research design and methodology adopted for the study. Specific focus is given to the research instrument, data sources, and the sampling design.

4.1.1. Research Instrument Description

A survey instrument was meticulously designed to collect attitudinal data regarding consumer perspectives on marketing mix, consumer well-being, life satisfaction, and opinions on business firms' operating philosophies, consumerism, government regulations, and consumer responsibilities. The structured, non-disguised questionnaire was developed based on existing literature and tailored for the Indian context. It encompassed items related to consumer demographics (marital status, income, occupation, education, age, and gender), attitudes toward marketing, significance of marketing mix elements, consumer well-being, life satisfaction, attitudes toward government regulations, consumerism, and consumer responsibilities.

To capture the attitudes of rural consumers, the survey was translated into Hindi. The translation was back-translated to rectify any disparities between the two versions. The study employed various scales to measure consumer attitudes, including the Gaski 28-item scale and Etzel's Consumer Sentiment toward Marketing (CSM) to gauge marketing attitudes.

4.1.2. Measurement of Consumer Attitudes toward Marketing

Because of the Consumer Sentiment towards Marketing (CSM)'s proven validity and dependability, it was selected. Four elements make up the scale: product, pricing, distribution (represented by retail service), and promotion (particularly advertising). Each component is assessed using a multi-item Likert scale. The weighted scores of the four sub-scales were added together to determine the total consumer sentiment score..

4.1.3. Measurement of Consumer Well-Being

Consumer well-being was measured using a scale proposed by Sirgy et al. (2008). This scale considers six types of consumer experiences: acquisition, preparation, possession, consumption, maintenance, and disposition. Items measuring satisfaction across these dimensions were used to assess consumer well-being.

4.1.4. Measurement of Satisfaction with Life

Life satisfaction was measured using Diener et al.'s SWLS (1985). The SWLS measures respondents' agreement or disagreement with five propositions from -2 to 2...

4.2. Data Sources and Sample Design

4.2.1. Data Sources

This research utilized both primary and secondary data sources. The theoretical framework was developed based on a thorough analysis of secondary sources, including academic journals such as the Journal of International Consumer Marketing, Journal of Marketing Research, and European Journal of Marketing.

4.2.2. Sample Design

A survey was conducted among Indian consumers from Maharashtra State and neighbouring towns near Mumbai, Maharashtra between February and April 2020. Convenience sampling was employed, distributing 100 surveys to respondents in homes, offices, and institutions. After repeated efforts, 100 completed surveys were collected and used for analysis.

4.3. Data Analysis Techniques and Scale Reliability

Calculating means and standard deviations was a necessary step in the data analysis process to evaluate customer sentiment. One-way analysis of variance, significant difference tests, and independent samples t-tests were used to compare the means across the various demographic categories. Bivariate correlation was employed to investigate the relationships between the variables.

The collected data were coded and then imported into the SPSS 16.0 software for analysis. The reliability of the multi-item scales was assessed using the Cronbach's alpha coefficient, which yielded results indicating strong reliability, with values ranging from 0.912 to 0.981.

5. DATA ANALYSIS AND INTREPRETATION

An overview of the survey respondents' demographic details, including age, gender, employment, income, marital status, and level of education, is given in Table 1. Remarkably, most participants are unmarried, and a sizable fraction have a bachelor's degree and are in the middle wage range.

Table 1: Demographic Characteristics of Survey Participants

Demographic Variable	Frequency	Percentage (%)
Marital Status		
- Single	70	70%
- Married	30	30%
Income		
- Low (Rs 30,000)	35	35%
- Moderate (Rs 30,000- Rs 60,000)	45	45%
- High (Rs 60,000-Rs 100,000)	15	15%
- Very High (>Rs100,000)	5	5%
Occupation		
- Professional	25	25%

- Managerial	40	40%
- Skilled Labor	25	25%
- Unskilled Labor	1	10%
Education		
- High School	24	24%
- College	30	30%
- Bachelor's Degree	40	40%
- Master's Degree	5	5%
- Doctorate	1	1%
Age		
- 18-24	25	25%
- 25-34	40	40%
- 35-44	20	20%
- 45-54	10	10%
- 55 and above	5	5%
Gender		
- Male	70	70%
- Female	30	30%

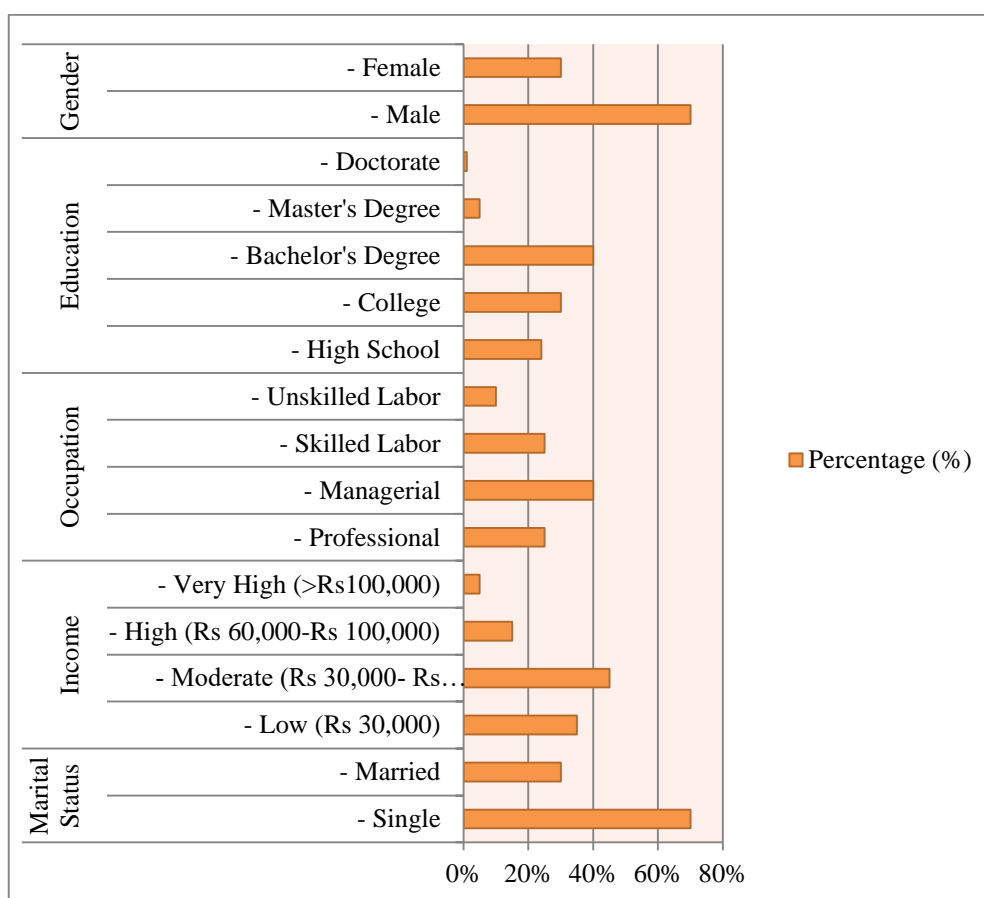


Figure 1: Demographic Characteristics of Survey Participants

Table 1 provides a comprehensive summary of the segment nuances that the overview respondents remembered, including information on age, orientation, marital status, income, employment, and education.

The majority of participants, or around 70% of the focused population, are single, with the remaining 30% of responses being married. According to the members' pay appropriation, there are four pay categories: low-pay (under Rs 30,000), decent-pay (between Rs 30,000 and Rs 60,000), top-level (between Rs 60,000 and Rs 100,000), and very big-time (>Rs 100,000) for 5% of the members. A broad range of professions are covered by survey participants: 25% are categorised as experts, 40% as chiefs, 25% as talented job, and 10% as untalented labour. The following is a breakdown of members' instructional backgrounds: Of the respondents, 24% have completed secondary education, 30% have attended college, 40% possess a four-year certification, 5% hold a graduate degree, and 1% hold a PhD. The members' ages vary widely: 25% are between the ages of 18 and 24, 40% are between 25 and 34, 20% are between 35 and 44, 10% are between 45 and 54, and 5% are beyond the age of 55. There is a balanced combination of orientations, with 70% of the members being men and 30% being women.

Table 2: Consumer Attitudes and Beliefs

Attitudinal Variable	Mean Score	Standard Deviation
Consumer Sentiment toward Marketing		
- Product	3.02	0.936
- Price	3.02	0.963
- Place	3.04	1.022
- Promotion	3.06	1.085
- Overall Marketing	3.09	1.066
- Business Operating Philosophy	4.02	1.063
Attitudes toward Consumerism	3.93	0.956
Attitudes toward Government Regulations	4.02	0.945
Attitudes toward Consumer Responsibilities	3.96	1.023

In terms of consumer sentiment toward marketing, participants expressed moderately positive attitudes across different elements. Specifically, the mean scores for product, price, place, and promotion range from 3.02 to 3.06, indicating a generally favorable outlook. The overall marketing sentiment, with a mean score of 3.09, continues to reflect a positive attitude among participants. Notably, the business operating philosophy receives a higher mean score of 4.02, suggesting a more favorable perception regarding the overarching approach of businesses.

The attitudes toward consumerism exhibit a mean score of 3.93, indicating a moderately positive stance among participants. This suggests that, on average, respondents view consumerism in a favorable light. Similarly, attitudes toward government regulations receive a mean score of 4.02, indicating a positive perception of the role of government regulations in the consumer landscape. Additionally, attitudes toward consumer responsibilities have a mean score of 3.96, reflecting a generally positive view of the responsibilities consumers bear in the marketplace.

Table 3: Comparison of Consumer Attitudes Based on Income

Comparison	M	S.D	t-statistic	p-value
- Low (Rs 30,000)	3.05	0.945	-0.361	0.015
- Moderate (Rs 30,000- Rs 60,000)	3.05	1.023	0.631	0.02
- High (Rs 60,000-Rs 100,000)	4.12	1.063	0.956	0.03
- Very High (>Rs100,000)	4.02	0.989	0.812	0.01

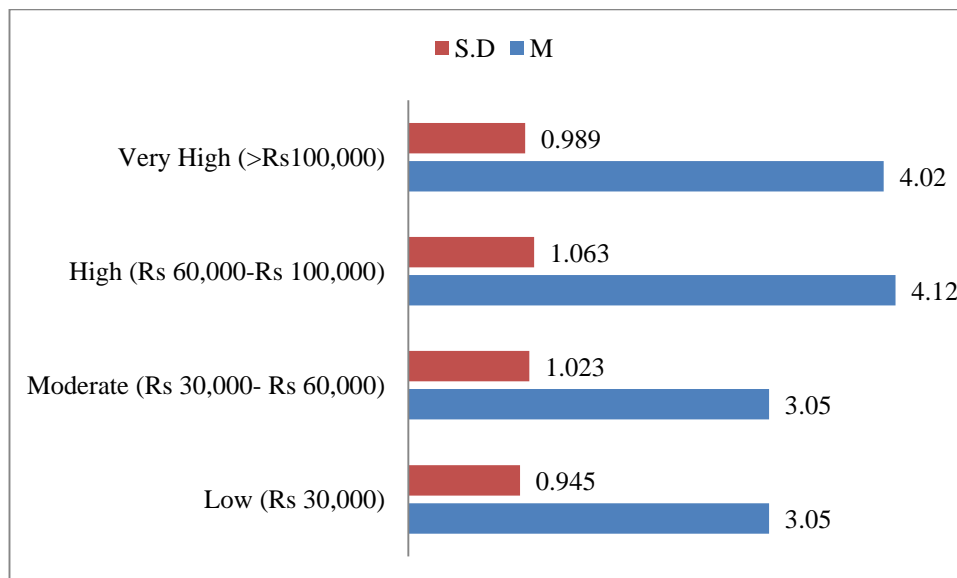


Figure 2: Comparison of Consumer Attitudes Based on Income

Captivating patterns might be found in the mean scores for each level of pay. The run of the mill score for those with unobtrusive livelihoods (not as much as Rs 30,000) is 3.05, which proposes a somewhat hopeful viewpoint. This suggests that even notwithstanding monetary hardships, individuals in this pay range have a regularly uplifting outlook on the consumer mentalities that have been estimated. In any case, when contrasted with other pay gatherings, the pessimistic t-measurement of - 0.361 and the comparing p-worth of 0.015 show a measurably huge distinction, recommending that individuals in this level of pay have fundamentally various suppositions from individuals in other pay classifications. While contrasting the moderate-pay bunch (Rs 30,000 - Rs 60,000) to the next, the mean score stays at 3.05, demonstrating that consumer sees are still commonly sure. When contrasted with the low-pay bunch, there is a distinction in mean scores, however it isn't genuinely huge, as per the t-measurement of 0.631 and the p-worth of 0.02.

The top level salary class (Rs 60,000 - Rs 100,000) then again, has a lot higher mean score of 4.12, proposing a more hopeful demeanor among consumers. In contrast with the low-pay bunch, this distinction seems, by all accounts, to be genuinely critical, as demonstrated by the t-measurement of 0.956 and the p-worth of 0.03. This recommends that the people who bring in more cash regularly see the elements under appraisal all the more well. Likewise, the incredibly big league salary class (>Rs 100,000) displays a mean score of 4.02, showing a decent customer feeling. When contrasted with the low-pay bunch, this gathering's viewpoints vary significantly, as shown by the t-measurement of 0.812 and the p-worth of 0.01.

6. CONCLUSION AND RECOMMENDATION

This study, which looked at a number of variables like income, marital status, occupation, education, age, and gender, has given important insights into the attitudes and opinions of the examined population towards consumers. Based on the demographic study, a full insight of the consumer landscape was possible due to the broad and representative sample. Nuanced insights into the attitudes and beliefs influencing consumer behaviour were also revealed by analysing consumer attitudes towards marketing, consumerism, laws, and consumer duties. Significant differences in consumer views were found by the income-based research, with higher income levels being linked to more favourable feelings. Businesses looking to customise their marketing plans and policies to successfully target various market income categories will find this knowledge invaluable. The study also emphasised how crucial it is to take demographics into account when creating marketing strategies and legal frameworks since these elements have a big impact on customer perceptions.

Recommendations:

Based on the findings of this study, several recommendations can be made:

- **Segmented Marketing Strategies:** Businesses should consider implementing segmented marketing strategies that take into account the income levels of their target audience. Tailoring marketing messages and approaches to specific income segments can enhance the effectiveness of campaigns.
- **Policy Considerations:** Policymakers should be cognizant of the diverse consumer landscape and the impact of income on attitudes. Regulatory frameworks should be flexible enough to accommodate the varying needs and perspectives of different income groups.
- **Consumer Education Initiatives:** Initiatives aimed at consumer education can help bridge the gap in attitudes across different income levels. Educating consumers about their rights, responsibilities, and the benefits of certain products or services can contribute to more informed and positive attitudes.
- **Continuous Monitoring:** Businesses and policymakers should engage in continuous monitoring of consumer attitudes, taking into account evolving demographic trends. Regular surveys and assessments can provide real-time insights, enabling timely adjustments to marketing strategies and policies.

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