

## Analysis of Factors Affecting User Satisfaction of E-Commerce M-CNI Application

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**Abstract:** PT. CNI as an MLM Company needs to improve its competitiveness because the big challenges faced by the offline Direct Selling marketing system are starting to be abandoned with the choice of doing business in online media or Marketplace. Therefore, the Business Process of PT. CNI, because it no longer relies on the Network recruitment process but rather prioritizes a quality product marketing system run by CNI Business Partners, it is necessary to run an e-CRM Strategy by utilizing e-commerce application technology, namely M-CNI. The M-CNI Feature Component is an important part of the e-CRM Strategy in order to accelerate business processes that are more effective and efficient in conducting promotions, conveying information, building interactions to transaction activities. This study aims to reveal the analysis of feature factors in the M-CNI application on the satisfaction of its users through 3 aspects, namely *Usability*, *Content Adequacy* and *Reliability*. Through case study research at PT CNI, it is expected to make theoretical and methodological contributions in improving services to Business Partners as Users of the M-CNI application.

**Key Words:** *Business Partners, e-CRM, e-Commerce Features, M-CNI, User Satisfaction*

### INTRODUCTION

PT CNI is the first MLM company in Indonesia for 37 years engaged in the MLM industry with quality products and is known to have awareness in the community such as Ester-C Plus, Ginseng Coffee, and Sun Chlorella. The product marketing system and distribution development are run by Business Owners with the status of "Independence" or we call it BUSINESS PARTNERS. The perspective of the MLM Business model should not solely prioritize the development of network structures by recruiting as many people as possible so that it is often connoted as a fraudulent business that can deceive people who want to get rich easily. It's time for MLM companies to improve themselves in implementing business strategies by optimizing product potential because the products marketed by MLM companies are run by direct selling and without advertising, therefore their products must have unique selling points and quality compared to similar products on the market (conventional retail market). The Business Strategy carried out by PT CNI is to make Business Partners as Distribution Points and product promotion points, and it does not stop there, this business in the future can be carried out to develop a network of Distribution Points and promotions so that it can provide income that continues to grow and even double. This business model strategy will require Business Partners to focus first on achieving large Personal Turnover, therefore Partners must be competent in actively promoting and even being able to educate the public to get more and more new consumers because the way Direct Selling works must be able to compete with conventional retail products that advertise.

The general problem that exists is PT CNI's readiness to face competition in the Digital era, where the role of technology in business will be taken into account by customers. So far, the ability of business partners or distributors as marketers in the field has been quite reliable in carrying out offline marketing activities, or directly related to customers. However, on the online marketing side, which is supported by E-commerce devices, it is still not carried out optimally due to factors of habits and the capacity of

partners who are not accustomed to using digital technology. This is illustrated by the condition of business partners who are dominated by 70% of partners over 40 years old and 50% dominated by mothers, the majority of whom work as housewives. For the Direct Selling Industry, it will face competitive challenges that are not easy to face the existence of Marketplace and various e-Commerce in the market.

The use of e-Commerce still has a great opportunity to be improved, especially used by customers to make the purchase process. Along with the development of technology, various studies are carried out into the development of CRM thinking into e-CRM (Electronic Customer Relationship Management). The term e-CRM alludes to Customer Relationship Management. And this involves a series of great aids to shorten the good relationship between the customer and the organization. e-CRM helps companies to make customer needs easier to understand. E-CRM can help companies maintain smarter relationships and can even help predict the future.

The implementation of e-CRM is needed by PT CNI by using E-commerce applications in order to increase customer satisfaction. The challenges faced are different from the management of e-CRM in large companies that have been widely researched. In fact, CNI's business model adopts a Micro-scale Retail Business concept in the form of Retail MSMEs because MLM Business can also be categorized as an independent productive business activity carried out by individuals or business entities with profits from their business of Rp 300 million and have assets or net worth outside land and building assets of at least Rp 50 million (Law of the Republic of Indonesia No. 20 of 2008 concerning Small Medium Enterprise)

According to the results of internal analysis of PT. CNI, it is seen that there is a need to analyze the factors that affect the level of satisfaction of M-CNI users, for several reasons, the following:

1. M-CNI has undergone changes and development from the previous version 2021, and this version has not received a positive response from its users. In order to transform PT CNI's efforts to carry out its business processes not only relying on the Direct Selling model but also utilizing online marketing, the latest version of M-CNI has been developed on April 1, 2023, but until September 2023 it has not been analyzed how the level of satisfaction of M-CNI users, especially after updating the appearance and features of the process of running e-commerce.
2. The number of M-CNI users is still very minimal, which is an average of only 125 people every month, on the other hand the number of active and productive Business Partners of PT CNI amounts to 500 people. This shows that only 25% are actively using M-CNI. The thing that needs to be examined is whether the new features presented in the latest version have provided satisfaction for its users.
3. There are no evaluation results for M-CNI users, whether they feel comfortable and easy to know and understand various information and promotion features using CNI e-commerce tools.
4. There are no evaluation results on M-CNI users, whether they are satisfied enough to operate the transaction process using M-CNI
5. There have been no evaluation results for M-CNI users for handling various complaints using M-CNI devices.

Therefore, PT CNI needs to analyze the factors that affect M-CNI user satisfaction, so that if the influencing factors are known, it is easier for PT CNI to re-develop M-CNI devices and is expected to be in demand in the future by younger market

segments and accustomed to digital media to manage and build relationships with customers by utilizing M-CNI.

Thus, the challenge in the future is how to make Business Partners as M-CNI Users more satisfied and make it easier for them to run their business processes effectively and efficiently and can even make it easier to increase the number of Customers to continue to faithfully consume CNI products. If this is carried out, PT CNI's business can automatically become an attractive business opportunity for the community, especially at a young age. In this case, CNI Business Partners are required to be competent in actively promoting in online media using M-CNI and even able to educate the public to get bigger New customers by using M-CNI to consume CNI products with various variants.

Based on previous research, e-CRM "Success Factors as Determinants of Customer Satisfaction Rate in Retail Website", written by Houda Zaim, 2020, explained that e-CRM features that affect customer satisfaction on retail websites have not been widely researched and analyzed well through online customer experience. Thus, an e-CRM strategy needs to be developed to be able to improve business quality by using e-Commerce applications and whether it really affects the level of satisfaction for its users, In this study the author classifies 3 variables of e-CRM strategy over M-CNI e-commerce devices, namely Usability Features, Content Quality Features and Reliability Features.

In conclusion, M-CNI users must be improved by both Business Partners and customers, therefore analyzing the various features that have been provided in M-CNI is needed to test the level of satisfaction of its users.

### **1.1 Problem Statement**

Based on the background of the problem described above, the formulation of the problem Therefore in this paper entitled ANALYSIS OF FACTORS AFFECTING USER SATISFACTION WITH M-CNI E-COMMERCE APPLICATIONS (*CASE STUDY AT PT. CNI*)", here the author will discuss about:

1. Is there any influence of Usability Factor on M-CNI Application on User Satisfaction?
2. Is there any influence of Content Adequacy Factor on M-CNI Application on User Satisfaction?
3. Is there any effect of Reliability Factor on M-CNI Application on User Satisfaction?
4. Is there an influence on three factors when simultaneously: Usability, Content Adequacy and Reliability in M-CNI Applications on User satisfaction

### **1.2 Research Objectives**

1. To evaluate the results of the latest development of M-CNI after the upgrade on April 1, 2023 version 6.0, with a different feature display from the previous version
2. To find out whether there is an influence on the implementation of e-Commerce Feature strategies based on several factors, namely Usability, Content Adequacy and Reliability on M-CNI on the level of user satisfaction.
3. To measure how much influence the three factors: Usability, Content Adequacy and Reliability on M-CNI Applications when done simultaneously on User satisfaction

### **1.3 Research Scope**

The scope of this research is at PT CNI, and is focused on business partners and their customers with the following conditions:

1. Business Partners who use M-CNI have a consistent Personal Turnover of Min IDR 10 million / month from January-June 2023 (6 months). This is based on PT CNI's internal standard measures against the provisions of Productive Partners.
2. The research is focused on analyzing specifically to Business Partners who already use M-CNI and they can be considered as part of PT. CNI

3. The device used as the material studied is PT CNI's e-Commerce, namely the M-CNI application.
4. Variabel yang dianalisa adalah Faktor Usability, Faktor Content Adequacy dan Faktor Reliability pada perangkat M-CNI terhadap kepuasan Pengguna

## **RESEARCH METHODS**

This research will use quantitative data collection methods, namely analyzing data in the form of numbers or nominal. Quantitative research is a data collection method that focuses on the analysis of numerical data that is objective,

The type of data used in this study is primary data. Data collection activities will be carried out through several methods such as previous research, Literature, and questionnaire distribution. Questions from the questionnaire will be the result of operationalization of translated variables from previous studies to measure the relationship between variables using the Likert scale. The questionnaire will be distributed using Google Form to M-CNI Users. To know and assess respondents' attitudes and perceptions about M-CNI and User satisfaction.

### **3.1 Sample and Data Collection**

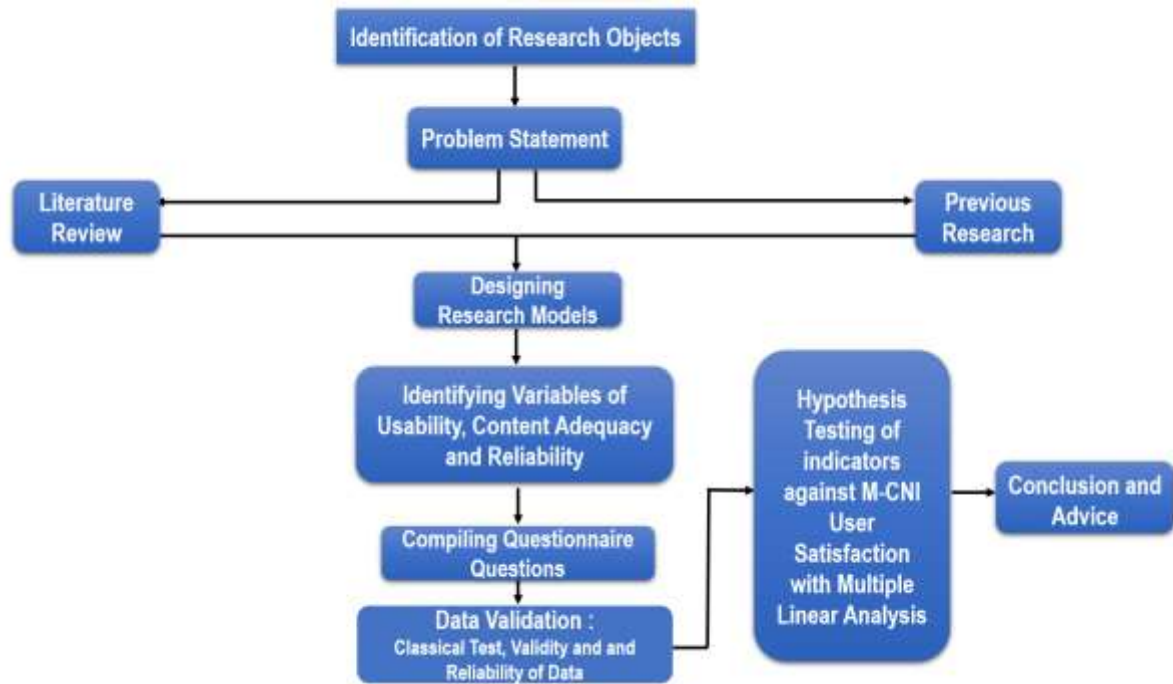
Sampling is selected based on M-CNI Users, namely Business Partners with a monthly Personal Turnover of IDR 10 million / month., from January to August 2023. For 6 months (January – June 2023) on average every month M-CNI users were 125 people and the most in January was 197 (according to table 3.4), questionnaires were sent to 112 CNI Partners according to the criteria, and after selection, and validating the completeness of respondents' answers, the number of samples used in this study that met these criteria was 100 respondents.

### **3.2 Data Analysis Methods**

The data analysis method used in this study is a descriptive analysis method. Descriptive analysis is a method that analyzes the generalization of research results based on samples (Z. Awang, 2015) and then will be tested for validity and reliability of the data. Then, the method will switch to phase to test the simultaneous significance with Test t and Test f as well as analysis of the Termination Coefficient using SPSS29.

### **3.2 Research Mindset**

The research to be conducted in this study is summarized in the frame of mind Figure 3.21:



**Figure 3.1 Research Mindset**

## RESEARCH MODEL

The purpose of this study is to analyze the factors that affect M-CNI user satisfaction, using an understanding of Research that has been done previously "E-CRM Success Factors as Determinants of Customer Satisfaction Rate in Retail Website" (Houda Zaim, 2020)

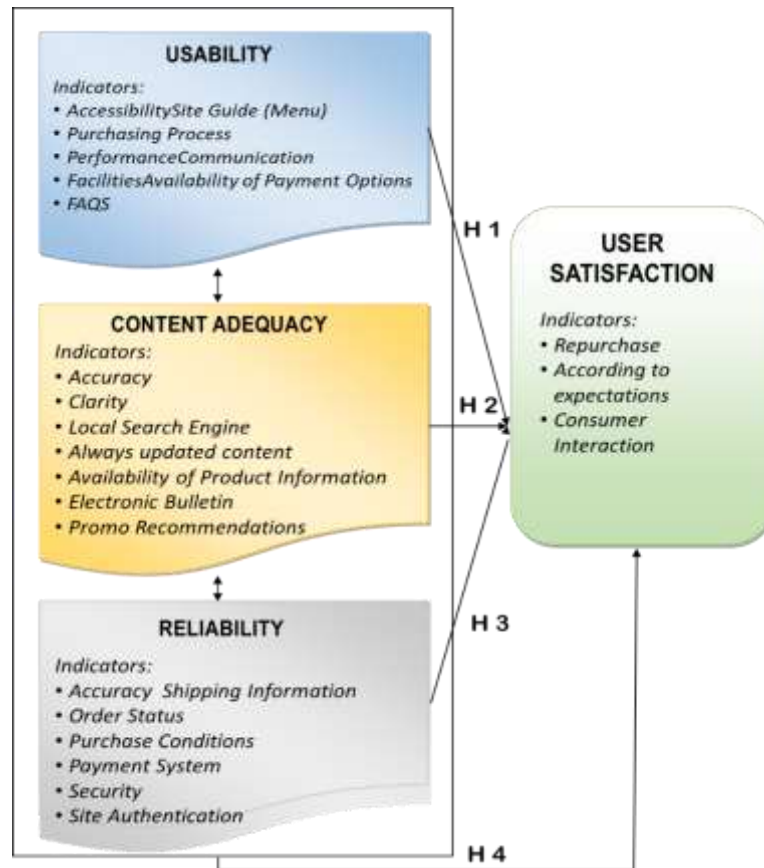
Other research supporting e-CRM Feature Analysis Variables, as follows:

1. Critical success factors for assessing the effectiveness of E-CRM systems in online shopping: the mediating role of user satisfaction (Dmaithan Almajalia, 2022)
2. The Role of Electronic Customer Relationship Management (E-CRM) In Improving Service Quality (Ahmad Zaelani Adnan, 2020)
3. Effects Of Electronic Customer Relationship Management on CustomerSatisfaction: A Temporal Model (Mohamed Khalifa, 2005)

Customer satisfaction in this case also as User (Y) has an important role because if Business Partners as customers of M-CNI users can provide a satisfaction effect, then many benefits will be obtained by the company as some of the descriptions above.

Furthermore, the M-CNI Factors as an e-CRM strategy tool which is the independent variable (X1) in this study have variables in the form of *Usability Analysis, Content Adequacy Analysis and Reliability Analysis* taken from several studies based on the research description above.

From the brief description of this research as conveyed above, it can be described the framework of the research concept in Figure 3.2 below:



**Figure 3.2 Research Analysis Framework**

## **HYPOTHESIS**

Based on the results of previous research, there are 3 main aspects that are the key to the success of e-CRM Factors, namely Technology, organizations and individuals (Elham Abdulwahab Anaam, 2021), so in this study, the author focuses on the M-CNI technology strategy where the Feature factor has several variables that are right to be used as the basis for analysis Factors that affect M-CNI User satisfaction. Some of these variables are classified into 3 Hypothetical Factors related to User satisfaction. then The hypothesis to be tested is as follows:

### **1. First Hypothesis (H1)**

Ho1 : There is no significant positive influence between the Usability Factor Variable on User satisfaction M - C N I

Ha1 : There is a significant positive influence between the Usability Factor Variable on the satisfaction of M-CNI Users

### **2. Second Hypothesis (H2)**

Ho2: There is no significant positive effect between Content Adequacy Factor Variables on M-CNI User satisfaction.

Ha2 : There is a significant positive influence between Content Adequacy Factor Variables on M-CNI User satisfaction.

### **3. Third Hypothesis (H3)**

Ho3: There is no significant positive influence between the Reliability Factor Variable on M-CNI User satisfaction.

Ha3 : There is a significant positive influence between the Reliability Factor Variable on M-CNI User satisfaction.

4. Fourth Hypothesis (H4)

Ho4 : There was no significant positive influence on the three Factor Variables: Usability, Content Adequacy and Reliability simultaneously on M-CNI User satisfaction

Ha4 : There is a significant positive influence of the three Factor Variables: Usability, Content Adequacy and Reliability simultaneously on M-CNI User satisfaction

**RESULTS AND DISCUSSION**

**4.1 Validity Test.**

Validity testing using the SPSS program with the Pearson Correlation method, which correlates each item with the total score of the questionnaire item. The basis for making validity test decisions is as follows: (Priyatno, 2013: 25).

- If  $r_{count} > r_{table}$ , then the question item is declared valid.
- If  $r_{count} < r_{table}$  or  $r_{count}$  negative, then the question item is declared invalid.

The value of  $r_{table}$  can be seen in the statistical table  $r$  with  $n = 100$  or  $df = n-2 = 98$  and with a significance of 0.05 then the value of  $r_{table} = 0.1966$ .

It can be known that all items have a correlation value between each item with a total score greater than  $r_{table} 0.1966$ . With this, it can be concluded that the questionnaire items are valid

It can be known that all Variables have a correlation value between each item with a total score greater than  $r_{table} 0.1966$ , proof of this can be seen in table 4.1 With this, it can be concluded that the questionnaire items are valid.

Variabel	Item	r hitung	r tabel	Keputusan
Usability (X1)	Item1	0,913	0,1966	Valid
	Item2	0,901	0,1966	Valid
	Item3	0,906	0,1966	Valid
	Item4	0,865	0,1966	Valid
	Item5	0,843	0,1966	Valid
	Item6	0,878	0,1966	Valid
Content Adequacy (X2)	Item1	0,884	0,1966	Valid
	Item2	0,920	0,1966	Valid
	Item3	0,903	0,1966	Valid
	Item4	0,907	0,1966	Valid
	Item5	0,925	0,1966	Valid
	Item6	0,771	0,1966	Valid
	Item7	0,868	0,1966	Valid
Reliability (X3)	Item1	0,930	0,1966	Valid
	Item2	0,913	0,1966	Valid
	Item3	0,867	0,1966	Valid
	Item4	0,911	0,1966	Valid
	Item5	0,953	0,1966	Valid
	Item6	0,885	0,1966	Valid
Kepuasan Pelanggan (Y)	Item1	0,956	0,1966	Valid
	Item2	0,955	0,1966	Valid
	Item3	0,916	0,1966	Valid

**Table 4.1 Validity Test Results**

**4.2 Reliability Test.**

Reliability tests are useful for determining whether a questionnaire can be used more than once, at least by the same respondent will produce consistent data

Variabel	Alpha	Batas r	Keputusan
Usability (X1)	0,943	0,600	Reliabel
Content Adequacy (X2)	0,951	0,600	Reliabel
Reliability (X3)	0,958	0,600	Reliabel
Kepuasan Pelanggan (Y)	0,935	0,600	Reliabel

**Table 4.2 Reliability Test Results**

Table 4.2 proves that *the Cronbach alpha values* for all four variables are above 0.600. Because the value in the alpha column is greater than 0.600, the questionnaire measuring instrument is considered reliability or has met the reliability requirements.

### 4.3 Multiple Linear Regression Analysis and Hypothesis Test

#### 4.3.1 Multiple Linear Regression

The results obtained after the data were processed with the help of the SPSS ver 29 program are presented in the following table 4.3:

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.443	.755		-.587	.558		
	USABILITY	.204	.089	.375	2.306	.024	.153	6.539
	CONTENT ADEQUACY	.079	.070	.159	1.124	.254	.123	8.122
	RELIABILITY	.206	.073	.369	2.839	.006	.147	6.910

a. Dependent Variable: KEPuasan PENGGUNA

**Table 4.3 Linear Regression Analysis**

The regression equation is as follows:

$$Y = 0,443 + 0,204X_1 + 0,79X_2 + 0,206X_3$$

- Regression constant 0.443; meaning that if X1, X2 and X3 are 0, then the magnitude of Y is 0.443.
- The Usability variable has a regression coefficient of 0.204; this means that if there is an increase in the Usability Factor by 1 unit, it has an impact on increasing M-CNI User Satisfaction by 0.204 units, assuming another independent variable has a fixed value (0) .
- The Content Adequacy variable has a regression coefficient of 0.79; this means that if there is an increase in the Content Adequacy Factor by 1 unit, it will have an impact on increasing M-CNI User Satisfaction by 0.79 units, assuming another independent variable has a fixed value (0).
- The Reliability variable has a regression coefficient of 0.206; this means that if there is an increase in the Reliability Factor by 1 unit, it will have an impact on increasing M-CNI User Satisfaction by 0.206 units, assuming the other independent variable has a fixed value (0).

#### 4.3.2 Test Results t

The t-test measurement is used to determine whether the independent variable partially affects the dependent variable or not. The results of the t-test obtained can be seen in table 4.4 :

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.443	.755		-.587	.558		
	USABILITY	.204	.089	.375	2.306	.024	.153	6.539
	CONTENT ADEQUACY	.079	.070	.159	1.124	.254	.123	8.122
	RELIABILITY	.206	.073	.369	2.839	.006	.147	6.910

a. Dependent Variable: KEPuasan PENGGUNA

**Table 4.4 Test Results t**



The result of the t value is calculated  $> t$  table ( $2.956 > 1.985$ ), this proves that the  $H_0$  Hypothesis is rejected, meaning that the Usability Variable affects the customer satisfaction of M-CNI users. A positive t value means a positive effect, that is, if the Usability Variable increases, M-CNI user satisfaction will also increase

The result of the t value is calculated  $< t$  table ( $1.124 < 1.985$ ), this proves that the  $H_0$  Hypothesis is accepted meaning that the Content Adequacy Variable has no effect on customer satisfaction of M-CNI users. A positive t value means that there is no positive effect, that is, if the Content Adequacy Variable increases, M-CNI user satisfaction does not always increase.

The result t is calculated  $> t$  table ( $2.839 > 1.985$ ), this proves the  $H_0$  Hypothesis is rejected, meaning that the Reliability Variable affects the customer satisfaction of M-CNI users. A positive t value has a positive effect, i.e., if the Reliability Variable increases, customer satisfaction will also increase.

#### 4.3.3 F Test Results

The F test is used to determine whether the independent variable simultaneously affects the dependent variable or not.

The F test results obtained after the data are processed are presented in table 4.5:

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	524.793	3	174.931	103.048	<.001 <sup>b</sup>
	Residual	162.967	96	1.698		
	Total	687.760	99			

a. Dependent Variable: KEPUASAN PENGGUNA  
b. Predictors: (Constant), RELIABILITY, USABILITY, CONTENT ADEQUACY

**Table 4.5 Test Results f**

The result of the F count  $>$  table F ( $103.048 > 2.699$ ), then the  $H_0$  hypothesis is rejected, meaning that the variables Usability, Content Adequacy and Reliability simultaneously affect satisfaction in M-CNI users).

#### 4.3.4 Analysis of Coefficient of Determination (adjusted R Square)

The analysis of R Square determination obtained after data processing is presented in table 4.10 below:

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 <sup>a</sup>	.763	.756	1.303

a. Predictors: (Constant), TotalX3, TotalX1, TotalX2  
b. Dependent Variable: TotalY

**Table 4.6. Results of Coefficient of Determination Analysis**

The results of the study can be concluded that the variables Usability, Content Adequacy and Reliability simultaneously have a contribution to customer satisfaction of M-CNI users by 0.75 or 75%, this shows quite good and positive results, meaning that the 3 factors analyzed have a positive and significant effect on user satisfaction and the rest are influenced by other factors that are not studied.

#### 4.4 Research Results

1. The Usability factor on M-CNI has a positive effect on user satisfaction and components Usability Features that need to be considered are accessibility, ease of choice on the Menu, ease of purchase process and transaction process as well as clear site guidelines that can provide customers who want to use M-CNI repeatedly.

1. Content Adequacy Factor on M-CNI with Feature components namely Information Accuracy, Clarity of the purchase process, Local Search Engines, Content is always updated, Product information availability, Electronic Bulletins and Promo Recommendations, the results are not all too influential on user satisfaction. Factors that do not have a satisfaction impact are caused by the absence of regular information updates related to the explanation of product knowledge. This is an important input for the Management of PT. CNI
2. The Reliability Feature Factor on M-CNI affects user satisfaction due to security and convenience factors, especially payment processing and is guaranteed to be a great expectation for users.
3. The three factors of Usability, Content Adequacy and Reliability are proven to simultaneously have a major positive effect on user satisfaction and have a rate of 75%.
4. Overall, the results of the analysis in this study have proven to be in accordance with previous research by Houda Zaim, 2020 entitled "E-CRM Success Factors as a Determinant of Customer Satisfaction Rate in Retail Website" where Usability, Content Adequacy and Reliability are key factors to be used as an e CRM strategy in e-Commerce features to increase customer satisfaction

## CONCLUSION

Through this research, it is expected that IT Managers and Marketing Managers can take advantage of the results of the analysis of factors that affect e-Commerce applications on customer satisfaction as a guideline when developing various e-Commerce feature strategies so that the digital devices used are in great demand and can satisfy their users. Through this research proves that these three factors: Usability, Content Adequacy and Reliability can be the key to the success of the e-Commerce system to match the expectations of Users and customers.

### 5.1 Suggestions

PT CNI must immediately make further improvements to M-CNI, to complete 2 more factors in the e-CRM strategy to improve the performance of e-Commerce features, namely Order Fulfillment and Order Delivery, which in this Thesis cannot be researched because it has not been realized in the M-CNI process

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