THE ROLE OF E-LOYALTY, E-CRM AND E-MARKETING ON CUSTOMER LOYALTY AND MARKETING PERFORMANCE: AN EMPIRICAL STUDY IN INDONESIAN MANUFACTURES

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ABSTRACT

The purpose of this research is to analyze effect of e-marketing , e-crm and e-loyalty on marketing performance of Indonesian manufactures. The method used in this research is quantitative method, data collection method by distributing questionnaires to industry employees. The population in this study were industrial employees in Jabodetabek whose numbers have not been identified with certainty, the data analysis use SmartPLS software. The questionnaire was distributed electronically using simple random sampling technique. The results of the questionnaire returned were 280 respondents. Based on the results of data analysis, it is concluded that Relationship e-crm to marketing performance, e-loyalty has significant effect on marketing performance and e-marketing has not significant effect on marketing performance.

Keywords: e-marketing, e-crm and e-loyalty on marketing performance of Indonesian manufactures

I. INTRODUCTION

CRM in today's computer era has developed and upgraded its features to E-CRM (Electronic Customer Relationship Management) the CRM function is not just an application used only as a call center or help desk but also used as an application marketing and as a liaison between the company and each of its customers and This is also done to increase E-loyalty towards the website. With an average visit rate of 120 website visitors every day, it turns out that it hasn't made the company feel that the website is working with effective. The company wants to increase this number, so research is needed to find out the influence given from E-marketing and E-CRM that is inside website for E-loyalty which is one of the most important indicators are revisits or revisits by users. By knowing the influence of these two factors, then the results of the research can be used as input managerial for companies to help improve E-loyalty efforts on the website. According to Maryani (2020); Novitasari, (2021); SetiaBaki, (2020); Suwandi, (2020). Electronic customer relationship management or e-CRM is an internet-based technology application such as e-mail, website, messaging application, and other media to achieve the goals of a CRM system. The goals of CRM are to develop business relationships with customers, retain customers, and increase sales. The use of electronic customer relationship management is based on easy internet access through various platforms such as laptops, mobile devices and computers. The term e-CRM itself is not CRM-software, but rather the use of the internet for customer relationship management. However, the process is a combination of software, hardware and management commitment in supporting the CRM business strategy in the company at large.

According to Asbari (2021); Indra (2020); Fahmi, (2021); Maryani (2020); Novitasari, (2021); SetiaBakti, (2020); Suwandi, (2020). e-marketing is the process of delivering value to customers, e-CRM is the system used to...
According to Asbari (2021); Indra (2020) the internet is becoming a medium just right to connect cross-area. The purpose of this research is to analyze effect of e-marketing, e-crm and e-loyalty on marketing performance of Indonesian manufactures. The measurement scale used in this study is: To measure e-marketing and e-customer relationship management (e-CRM) both simultaneously and partially on loyalty. The implementation of e-CRM can be expected to generate significant value for companies and customers at this time communities are connected to each other [9]. Therefore, with the number of internet users who are continues to increase, this is evidenced by the number six world internet users in Indonesia, then e-CRM is the right solution for companies in maintaining relationships customer. In this study, e-CRM is measured by three dimensions, namely, information quality, customer service efficiency, and ease of navigation. E-loyalty is an extension of the conventional loyalty concept that is applied online. E-loyalty is the intention to visit the website again with or without the occurrence online transactions. In this study, e-loyalty is measured by using 3 indicators, namely, cognitive, affective, and conative, with each indicator being preference, positive attitudes, revisits, and retransactions.

According to Asbari (2021); Indra (2020) the internet is becoming a medium just right to connect cross-area distances very quickly. Technological success the internet makes the world in a new order, namely globalization. Various advantages seen from the efficiency of making the internet widely adopted by business people for their interests commercial. Various forms of marketing on the internet began to run with hope get a new market that is more potential. Companies need to consider electronic marketing opportunities, therefore companies need to know how to create an attractive website. The facts show that internet users continue to increase in the past 15 years and it is predicted that it will continue to increase, making companies, especially the marketing communications division, pay more attention to the potential available in cyberspace or the internet. According to Novitasari, (2021); SetiaBakti, (2020); Suwandi, (2020). Companies can have a website to be able to reach out to potential customers and manage customer relationships. This certainly will works effectively with increasing levels of visits to the company website. The rapid development of cyberspace (digital) or online today is very worthy of considering a business to immediately build relationships with customers. In addition to success will lead to market expansion locally, it is also competent for market expansion on a global scale. In increasing consumer loyalty in the electronic world it is called e-loyalty. The company must be able to provide a good quality website and accurate information and of course the customer will be satisfied. Satisfaction that is embedded in the minds of customers can have a good influence on the company. In addition, it needs to be done approach to customers by providing services according to customer expectations, so that the services provided can be felt maximally and satisfy customers which can lead to a sense of loyalty. According to Indra (2020); Fahmi, (2021); Maryani (2020); Novitasari, (2021); SetiaBakti, (2020); Suwandi, (2020).loyalty customers are closely related to the continuity of the company and to the strong growth of the company in the future. Methods with which to make the closest possible relationship between companies with consumers is with CRM (Customer Relationship Management), with the use of this method customers will be able to feel more understood by the company or business unit.

The purpose of this research is to analyze effect of e-marketing, e-crm and e-loyalty on marketing performance of Indonesian manufactures

II. METHOD

The measurement scale used in this study is: To measure e-marketing and e-customer relationship management (e-CRM) using a Likert scale 5 with a score: strongly agree = 5, agree = 4, disagree = 3, disagree = 2, strongly disagree = 1. Then the data were analyzed using Smart PLS to determine the magnitude of the influence of e-marketing and e-customer relationship management (e-CRM) both simultaneously and partially on loyalty. The method used in this research is quantitative method, data collection method by distributing questionnaires to packaging industry employees. The population in this study were industrial employees in Jabodetabek whose numbers have not been identified with certainty. The questionnaire was distributed electronically using simple random sampling technique. The results of the questionnaire returned were 280 respondents. The type of research used to analyze the data is explanatory-associative with the survey research method through distributing questionnaires. The unit of analysis is the customer. Explanatory research is the use of available data for explain the causal relationship between variables through hypothesis testing; while associative is an explanatory study that examines the relationship between two or more variables. Method The survey is used to collect data in the form of statements which will then be modified be quantitative data with a Likert scale. In this study, e-marketing and e-customer relationship management (e-CRM) presumed to have a direct effect on customer loyalty t. Other factors that can affect customer loyalty use Internet was not discussed in this study. In the following frame of mind is described the form of the relationship between the independent variable and the dependent variable which

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is discussed in this study. So that it is easy to know what factors are being researched. As shown in Figure 1 below:

![Research Model Diagram]

Based on the theoretical study and previous research above, the research model is as in Figure 1. While the research hypothesis is as follows:

H1: e-marketing has a significant effect on marketing performance

H2: e-crm has a significant effect on net marketing performance

H3: e-loyalty has a significant effect on marketing performance

III. RESULT AND DISCUSSION

Deskripsi Sampel

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>&lt; 30 Years</td>
<td>115</td>
</tr>
<tr>
<td>30 - 40 Years</td>
<td>105</td>
</tr>
<tr>
<td>&gt; 40 Years</td>
<td>60</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>144</td>
</tr>
<tr>
<td>Female</td>
<td>136</td>
</tr>
<tr>
<td>Work Period</td>
<td></td>
</tr>
<tr>
<td>&lt; 5 Years</td>
<td>110</td>
</tr>
<tr>
<td>5-10 Years</td>
<td>107</td>
</tr>
<tr>
<td>&gt; 10 Years</td>
<td>63</td>
</tr>
</tbody>
</table>

Test Results of the Validity and Reliability of Research Indicators

The testing phase of the measurement model includes testing for convergent validity, discriminant validity and composite reliability. The results of the PLS analysis can be used to test the research hypothesis if all indicators in the PLS model have met the requirements of convergent validity, discriminant validity and reliability testing.

Convergent Validity Testing
Convergent validity test is done by looking at the loading factor value of each indicator against the construct. In most references, a factor weight of 0.5 or more is considered to have sufficiently strong validation to explain latent constructs (Chin, 1998; Hair et al, 2010; Ghozali, 2014). In this study, the minimum limit for the accepted loading factor is 0.5, provided that the AVE value of each construct is > 0.5 (Ghozali, 2014).
Based on the estimation results of the PLS model in the image above, all indicators have a loading factor value above 0.5 so that the model has met the convergent validity requirements. Apart from looking at the loading factor value of each indicator, convergent validity was also assessed from the AVE value of each construct. The AVE value for each construct of this study is more than 0.5. So the convergent validity of this research model has met the requirements. The value of loadings, cronbach's alpha, composite reliability and AVE for each complete construct can be seen in table 2 below:

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach's Alpha</th>
<th>rho_A</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-CRM</td>
<td>0.898</td>
<td>0.972</td>
<td>0.935</td>
<td>0.827</td>
</tr>
<tr>
<td>Marketing Performance</td>
<td>0.976</td>
<td>0.982</td>
<td>0.982</td>
<td>0.916</td>
</tr>
<tr>
<td>e-Loyalty</td>
<td>0.949</td>
<td>3.076</td>
<td>0.862</td>
<td>0.561</td>
</tr>
<tr>
<td>e-Marketing</td>
<td>0.933</td>
<td>0.959</td>
<td>0.948</td>
<td>0.784</td>
</tr>
</tbody>
</table>

**Construction Reliability Testing**

Construct reliability can be assessed from the Cronbach's alpha value and the composite reliability of each construct. The recommended composite reliability and cronbach's alpha value is more than 0.7. (Ghozali, 2014). The results of the reliability test in Table 2 above show that all constructs have composite reliability and Cronbach's alpha values are greater than 0.7 (> 0.7). In conclusion, all constructs have met the required reliability.

**Discriminant Validity Testing**

Discriminant validity is done to ensure that each concept of each latent variable is different from other latent variables. The model has good discriminant validity if the AVE square value of each exogenous construct (the value on the diagonal) exceeds the correlation between this construct and other constructs (values below the diagonal) (Ghozali, 2014). The results of discriminant validity testing using the AVE square value, namely by looking at the Fornell-Larcker Criterion Value are obtained as follows:

<table>
<thead>
<tr>
<th></th>
<th>E-CRM</th>
<th>Marketing Performance</th>
<th>e-Loyalty</th>
<th>e-Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-CRM</td>
<td>0.910</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Performance</td>
<td>0.709</td>
<td>0.957</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e-Loyalty</td>
<td>0.083</td>
<td>-0.197</td>
<td>0.749</td>
<td></td>
</tr>
<tr>
<td>e-Marketing</td>
<td>0.157</td>
<td>0.138</td>
<td>0.712</td>
<td>0.886</td>
</tr>
</tbody>
</table>

**Hypothesis test**

Hypothesis testing in PLS is also known as the inner model test. This test includes a significance test for direct and indirect effects as well as a measurement of the magnitude of the influence of exogenous variables on endogenous variables. To determine the e-marketing, e-crm, e-loyalty on marketing performance, a direct and indirect effect test is needed. The effect test was performed using the t-statistic test in the partial least squared (PLS) analysis model using the SmartPLS 3.0 software. With the bootstrapping technique, the R Square value and the significance test value are obtained as shown in the table below:

<table>
<thead>
<tr>
<th></th>
<th>R Square</th>
<th>R Square Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Performance</td>
<td>0.656</td>
<td>0.645</td>
</tr>
</tbody>
</table>
Based on Table 5 above, the R Square value is 0.675 which means that the sales performance variable can be explained by the promotion and distribution cost variable of 67.5%, while the remaining 32.5% is explained by other variables not discussed in this study.

<table>
<thead>
<tr>
<th>Tabel 6. Hypotheses Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypothesis</td>
</tr>
<tr>
<td>E-CRM -&gt; Marketing Performance</td>
</tr>
<tr>
<td>e-Loyalty -&gt; Marketing Performance</td>
</tr>
<tr>
<td>e-Marketing -&gt; Marketing Performance</td>
</tr>
</tbody>
</table>

Meanwhile, Table 6 shows the T Statistics and P-Values which show the influence between the research variables that have been mentioned.

**Relationship e-crm to marketing performance**

Based on the results of the analysis in table 6, it is obtained T Statistics of 6.422 > 1.96 and P-Values 0.000< 0.050 so that it can be concluded that H1 is accepted, e-crm has significant effect on marketing performance. An increase in the e-crm variable will be followed by an increase in marketing performance and a decrease in variable e-crm will be followed by a decrease in marketing performance. According to Pramono (2021); Novitasari (2021); Ardi (2020) e-crm has significant effect on marketing performance.

**Relationship e-loyalty to marketing performance**

Based on the results of the analysis in table 6, it is obtained T Statistics of 2.089 > 1.96 and P-Values 0.037< 0.050 so that it can be concluded that H2 is accepted, e-loyalty has significant effect on marketing performance. An increase in the e-loyalty variable will be followed by an increase in marketing performance and a decrease in variable e-loyalty will be followed by a decrease in marketing performance. According to Fahmi (2021); Asbari (2021); Wanasida (2020) e-crm has significant effect on marketing performance.

**Relationship e-marketing to marketing performance**

Based on the results of the analysis in table 6, it is obtained T Statistics of 1.767 < 1.96 and P-Values 0.078> 0.050 so that it can be concluded that H3 is rejected, e-marketing has not significant effect on marketing performance. An increase in the e-marketing variable will not be followed by an increase in marketing performance and a decrease in variable e-marketing will not be followed by a decrease in marketing performance. According to Pramono (2021); Novitasari (2021); Ardi (2020) e-crm has significant effect on marketing performance.

**IV. CONCLUSION**

Based on the analysis and discussion conducted on respondents' answers that E-marketing and E-CRM have a significant effect on visitor E-Loyalty website, but there are several things that the author recommends to continue to increase E Loyalty website visitors through several things: E-Marketing companies should pay attention to updating information available on the website both in terms of products, prices, promos, articles and so on in order to create a positive impression and trust in website visitors. E-CRM the company should add a language selection feature on the website, because website visitors not only from Indonesia, additional facilities bilingual can give a professional impression. E-Loyalty companies should not eliminate conventional services such as printed brochures, catalogs, magazines, etc., because not all potential customers understand website access. However, this method can be combined with different designs interesting and can be uploaded on the website as an e-catalogue or e-brochure.

**REFERENCES**


