

BIBLIOGRAPHY

- Abdulfattah. (2012). The effect of electronic customer relationship on customer satisfaction a study in web banking in Saudi Arabia. *Phd Thesis*.
- Ahmad, I. (2008). *MASTER ' S THESIS Electronic Customer Relationship Management (eCRM)*.
- Al-Msallam, S. (2015). The Relationship between Customer Satisfaction and Customer Loyalty in the Banking Sector in Syria. *International Journal of Business and Management*, 11(1), 249.
<https://doi.org/10.5539/ijbm.v11n1p249>
- Alhaiou, T., Irani, Z., & Ali, M. (2009). The relationship between eCRM implementation and loyalty at different adoption stages of transaction cycle: A conceptual framework and hypothesis. *Proceedings of the European and Mediterranean Conference on Information Systems, EMCIS 2009*, (May 2014).
- Appiah-Kubi, B., & Doku, A. K. (2010). Towards a successful customer relationship management: A conceptual framework. *African Journal of Marketing Management*, 2(3), 37–43. Retrieved from <http://www.academicjournals.org/ajmm>
- Azila, N., & Noor, M. (2017). *Electronic Customer Relationship Management Performance : Its Impact on Electronic Customer Relationship Management Performance : Its Impact on Loyalty from Customers ' Perspectives*. (January)

- 2011). <https://doi.org/10.7763/IJEEEE.2011.V1.29>
- Bashir, N. (2017). “*Impact Of Customer Relationship Management On Customer Retention*” (*A Case Of Private Banks Of Sialkot , Punjab*). 6(08).
- Buttle, F. (2007). *Customer Relationship Management (Manajemen Hubungan Konsumen) Concepts and Tools* (xxii). Malang: Bayu Media Publishing.
- Danardatu, A. H. (2003). *Pengenalan Customer Relationship Management (CRM)*. 1–5.
- Faraghian, H., Salehi, S., & Kheyrmad, M. (2015). *Evaluation of the Effects of e-CRM on Customer Loyalty (Case Study: Esfahan Branch's of Sepah Bank)*.
- Feinberg, R. A., Hokama, L., & Kim, I. (2001). *The state of electronic customer relationship management in retailing*. 470–481.
<https://doi.org/10.1108/09590550210445344>
- Giese, J. L., & Cote, J. A. (2014). *Defining Consumer Satisfaction*. (September).
- Griffin, J. (2003). *BAB II TINJAUAN PUSTAKA A. Kajian Teori 1*. 8–25.
- Hossein, S., Selamat, H. Bin, Che, R., Yusoff, M., & Khiabani, M. M. (2016). *Electronic Customer Relationship Management , Customer Satisfaction , and Customer Loyalty : A Comprehensive Review Study*. 2(12), 1133–1144.
- Joseph F. Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2008). *Multivariate Data Analysis : Multivariate Data Analysis : Why multivariate data analysis ?*
- Khan, M. B., & Khawaja, K. F. (2013). The relationship of E-CRM, customer satisfaction and customer loyalty. The moderating role of anxiety. *Middle East Journal of Scientific Research*, 16(4), 531–535.

- <https://doi.org/10.5829/idosi.mejsr.2013.16.04.11568>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Jakarta: PT. INDEKS.
- Lee-kelley, L., Gilbert, D., Lee-kelley, L., & Mannicom, R. (2014). *How e-CRM can enhance customer loyalty*. (July 2003).
- <https://doi.org/10.1108/02634500310480121>
- Mohsan, F., Nawaz, M. M., Khan, M. S., Shaukat, Z., & Aslam, N. (2011). Impact of customer satisfaction on customer loyalty and intentions to switch : evidence from banking sector of Pakistan. *International Journal of Business and Social Science*, 2(16), 263–270.
- Montana, S., & Noor, M. N. (2010). PENGEMBANGAN CUSTOMER RELATIONSHIP MANAGEMENT BERBASIS SISTEM E-COMMERCE. *Bina Nusantara University Journal*, 4(2), 139–149.
- Mowen, J. C., & Minor, M. (2001). *Consumer Behavior*. United States of America: Harcourt College Publisher.
- Mulyono, H., & Situmorang, S. H. (2018). e-CRM and Loyalty: A Mediation Effect of Customer Experience and Satisfaction in Online Transportation of Indonesia. *Academic Journal of Economic Studies*, 4(3), 96–105.
- Nicoline, A. A., Date, R., & Date, P. (2020). *Managing the Relationship Between E-Crm , Online Customer Satisfaction and Loyalty in Digital B2C Markets : the Case of*. 3, 403–418.
- Odunlami, B. (2015). Impact of Customer Satisfaction on Customer Retention: A Case Study of a Reputable Bank in Oyo, Oyo State. Nigeria. *International Journal of Managerial Studies and Research*, 3(2), 42–53. Retrieved from

www.arcjournals.org

- Oliver, R. L. (1999). *Whence Consumer Loyalty?* 63, 33–44.
- Olupot, C., & Mayoka, K. G. (2013). A framework for the adoption of electronic customer relationship management information systems in uganda. *Electronic Journal of Information Systems in Developing Countries*, 58(1).
- <https://doi.org/10.1002/j.1681-4835.2013.tb00410.x>
- Oumar, T. K., & Govender, K. K. (2017). *Exploring the e-CRM – e-customer- e-loyalty nexus : a Kenyan commercial bank case study.* 12(4), 674–696.
- <https://doi.org/10.1515/mmcks-2017-0039>.Introduction
- Oumar, T. K., Mang'Unyi, E. E., Govender, K. K., & Rajkaran, S. (2017). Exploring the e-CRM – e-customer- e-loyalty nexus: A kenyan commercial bank case study. *Management and Marketing*, 12(4), 674–696.
- <https://doi.org/10.1515/mmcks-2017-0039>
- Rosalina, V., H, H., & Triayudi, A. (2019). Electronic Customer Relationship Management (E-CRM) Application as Efforts to Increase Customer Retention of Micro Small and Medium Enterprises (MSMEs) in Banten Indonesia. *International Journal of Computer Applications*, 181(39), 1–8.
- <https://doi.org/10.5120/ijca2019918310>
- Sekaran, U., & Bougie, R. (2016). *An easy way to help students learn, collaborate, and grow.* Retrieved from www.wileypluslearningspace.com
- Supar, D. A. W. A., & Suasana, I. G. A. K. G. (2017). PERAN KEPUASAN PELANGGAN DALAM MEMEDIASI PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT TERHADAP LOYALITAS

- PELANGGAN Dewa Ayu Wina Ariyunita Supar 1 Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia Masyarakat Indonesia mulai beralih p. *E-Jurnal Manajemen Unud*, 6(3), 1564–1591.
- Sutisna. (2006). *Perilaku Konsumen & Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya.
- Taylor, P., Khalifa, M., & Shen, K. N. (2009). *Behaviour & Information Technology Modelling electronic customer relationship management success : functional and temporal considerations*. (October 2014), 37–41.
<https://doi.org/10.1080/01449290802030373>
- Tseng, H., Chuang, L., & Huang, C. (2012). *A Study of the Impact of the e-CRM Perspective on Customer Satisfaction and Customer Loyalty-Exemplified by Bank Sinopac*. 4(8), 467–476.
- Vaeztehrani, A., Modarres, M., & Aref, S. (2015). Developing an integrated revenue management and customer relationship management approach in the hotel industry. *Journal of Revenue and Pricing Management*, 14(2), 97–119.
<https://doi.org/10.1057/rpm.2014.22>
- Wali, Fred, A., Wright, Tiu, L., Nwokah, Gladson, N., & Reynolds, P. L. (2015). CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE QUALITY PERFORMANCE: A QUALITATIVE STUDY Andy. *EURAM 2015 (European Academy of Management) Conference*, 104, 1–15.
- Zatalini, M. A., & Pamungkas, T. N. (2017). *EXPLORING THE SUCCESS FACTORS OF E-CRM IMPLEMENTATION ON B2C E-COMMERCE : SATISFACTION AND*. 22(2), 94–106.