

# **THESIS**

## **THE IMPACT OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT IN ACHIEVING CUSTOMER'S LOYALTY (AN ANALYTICAL STUDY OF UNILEVER MAKASSAR)**

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**MANAGEMENT OF DEPARTMENT  
FACULTY OF ECONOMY AND BUSINESS  
UNIVERSITAS HASANUDDIN  
MAKASSAR  
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Compiled and submitted by

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to

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# THESIS

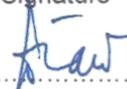
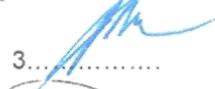
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**“The Impact of Digital Marketing and Customer Relationship Management in Achieving Customer’s Loyalty (An Analytical Study of Unilever Makassar)”**

is the result of my own scientific work and to the best of my knowledge. In this thesis, there are no scientific works that have been submitted by other people to obtain an academic degree from a university, and there are no works or opinions that have been written or published by others.

If in the future it turns out that plagiarism elements are found in this thesis, I am willing to accept sanctions for such actions and be processed in accordance with the applicable laws and regulations (Law No.20 of 2003, article 25 paragraph 2 and article 70)

Makassar, October 7 2022

Who makes the statement,



Andi Amar Ma'ruf Sulaiman

## PREFACE

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## **ABSTRACT**

### **The Impact of Digital Marketing and Customer Relationship Management in Achieving Customer's Loyalty (An Analytical Study of Unilever Makassar)**

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This study aims to determine the effect of digital marketing and customer relationship management to affect Unilever's customer loyalty on students of Economic and Business Faculty of Hasanuddin University. The data used in this study were obtained from a questionnaire (primary). The sampling method used nonprobability sampling method with purposive sampling type. The number of samples used is 100 of Hasanuddin University students who uses Unilever Shampoo Products which is Head & Shoulders and are used to having online transactions. The analytical method used is descriptive analysis method with IBM SPSS version 25 application. The results show that Digital Marketing has a positive and significant effect on customer loyalty of Economics and Business students of UNHAS and then Customer Relationship Management has a positive and significant effect on Customer Loyalty of Economics and Business students of UNHAS.

**Keywords:** Digital, Marketing, Management, Customer, Loyalty

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

In today's era of technological advancements, marketing practices have been changed from traditional methods to digital marketing. Digital marketing is a tool which can be used for growing the business globally. With the help of digital marketing, a buyer can also compare a product with other products, and it also allows 24 hours of services to purchase, even it will enable customers to return a delivered product if they are not satisfied with it.

One of the things that is the result of technological advances that currently cannot be separated from human life is the internet. The internet has become an important part for a company in marketing its products, especially because currently internet users have greatly increased and the internet has become part of human's lifestyle (Oktafani et al., 2020: 86). This is reinforced by data from Kominfo (2022) which showed that currently internet users in Indonesia have reached 202.6 million and this number continues to increase sharply. One of the fastest growing parts of today's technological development is the field of digital marketing, where digital marketing uses social media as a medium to promote a product or service, even now social media has become a trend in marketing communications (Sauba et al., 2021: 1403).

In the last decade of the 20th century, the term digital marketing was first invented with the debut of the server construction and the admiration of personal computers, the Customer Relationship Management (CRM) solicitation became an essential marketing plan. Fierce competition forced traders to contain more service into their software, for instance, marketing, sales and service application.

The online marketing strategies observed in this study are pop-up advertisements, side-panel ads, email updates, YouTube videos, and advertising in the form of a game. The website geographies examined in this study are layout, pictures, personalization, prizes, cooperating, offering free items, pricing, and return policy. This learning asked Customers to name the publicizing schemes that websites should escape using.

Digital Marketing is often used as „ online marketing“ or „ internet marketing. Now a day, digital marketing term is used following digital methods for advertising that also connects with digital technologies, mobile phones and display advertising. The method in which digital marketing has developed has changed the way brands and businesses use technology and digital marketing for their marketing (Sathya, 2017).

The differences between traditional marketing and digital marketing in this paper are obtainable. This study has described different forms of digital marketing and their effectiveness of the same. The examined sample consists of one hundred fifty firms and fifty executives who have been randomly selected to prove the effectiveness of digital marketing. Composed data has been analyzed with the help of various numerical tools and techniques (Yasmin, Tasneem, & Fatema, 2015).

Social media marketing messages are strongly related to social media usage gratifications such as interaction and information, but not entertainment gratification (Chung & Austria, 2010). Social media content can be used to predict actual world outcomes, which demonstrate how sentiments extracted from Twitter can be utilized to improve the forecasting power of social media (Asur & Huberman, 2010). Similarly, it is shown how social media can be used to predict the success of a product or service (Lica & Tuta, 2011).

Under normal circumstances, many companies would not fit on being marketed online, such as PERTAMINA, Mining Company, and many more. As a company involved in the Fast Moving Consumer Goods (FMCG) line of business, Unilever Indonesia is one of those unfitting companies. Unilever Indonesia underlines 44 brands, and nine factories in many industrial areas in Java, with Tangerang as their Head Quarters. Unilever has been certified by “Majelis Ulama Indonesia” (MUI) for their product as halal to be widely distributed in the whole country of Indonesia. With Unilevers” product being daily needs and uses, it hardly needs to be marketed online as necessary needs for every human being.

But, with the pandemic occurring, Unilever needs to tell their consumers how to purchase their products and provide them with easy access to their products. With such a challenge, Unilever Indonesia has been working with Tokopedia, Shopee, Lazada, and other E-Commerce in Indonesia to create that access that they and their consumers need. Besides using E-Commerce as the only digital platform to sell their product, they also use their way to have direct contact with their consumers using in-App chat and the “Unilever Home Delivery” Program. As for business purposes, Unilever provides businesses and resellers with a Business to Business (B2B) program named “*Sahabat Warung.*”

According to the author’s research, researchers are interested in this research because digital marketing is a new thing and is needed by several brands, products, and shops that were not familiar with the digital marketing era but were forced to adapt to digital marketing. One of the reasons is the impact of the Covid 19 pandemic, which keeps things running and stabilizes their income through digital marketing. In this day and age, the result of digital marketing is very influential and makes it easier for sales to continue to be developed so that they can keep moving forward.

Two phenomena underlie e-business: digitization and connectivity. Digitization consists of converting text, data, voice, and images into “bits” that can be sent at incredible speed from one location to another. Connectivity includes building networks and expressing that much of the world's business is done through networks that connect people and companies. What intrigues the author the most is how an offline-based company such as Unilever Indonesia adapts to digitalization and how their sales are after adjusting the approach, especially in Makassar making; the title of this research is **“THE IMPACT OF DIGITAL MARKETING IN ACHIEVING CUSTOMER’S LOYALTY (AN ANALYTICAL STUDY OF UNILEVER MAKASSAR).”**

## **1.2 Problem Formulation**

Based on the research problem above, the problem that can be formulated as follows:

1. How does digital marketing affecting Unilever’s customer loyalty on students of Economic and Business Faculty of Hasanuddin University?
2. How does customer relationship management affecting Unilever’s customer loyalty on students of Economic and Business Faculty of Hasanuddin University?
3. Does digital marketing and customer relationship management simultaneously affecting Unilever’s customer loyalty on students of Economic and Business Faculty of Hasanuddin University?

## **1.3 Research Objective**

According to the research background and the problems formulated above, the author determined the objectives of this research are:

1. To know how digital marketing affects Unilevers’ customer loyalty on students of Economic and Business Faculty of Hasanuddin University

2. To know how customer relationship management affects Unilever's customer loyalty on students of Economic and Business Faculty of Hasanuddin University
3. To know if digital marketing and customer relationship management simultaneously affects Unilever's customer loyalty on students of Economic and Business Faculty of Hasanuddin University.

#### **1.4 Research Benefits**

##### **1. Theoretical Benefit**

The author believes that the result of this research could broaden students' knowledge about overall digital marketing and specifically about how effective digital marketing is to the products that are considered primary needs. The author also believes that this research could become a valuable reference to be developed more by other authors in the future.

##### **2. Practical Benefit**

The author believes that this research is helpful to the author himself as he can apply theories that will be explained in this research. The author also believes that this research could be beneficial to Unilever Indonesia in improving their performance and other brands affiliated to them.

#### **1.5 Research Scope**

This research discusses and analyses digital marketing and how it affects Unilever Indonesia's sales as their adapting to the approach, especially in Makassar. The object of this research is Unilever Indonesia's distributor based in Makassar. The scope of this research with the title "**THE IMPACT OF DIGITAL MARKETING IN ACHIEVING CUSTOMER'S LOYALTY (AN ANALYTICAL STUDY OF UNILEVER MAKASSAR)**" is the respondents who are buying Unilever's products through their three primary digital sales approaches.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Basis**

##### **2.1.1 Digital Marketing**

Digital marketing is an effort made by a company or business to market its products through the internet and various other forms of digital communication media. Digital communication media covered in digital marketing include email, Digital marketing is an effort made by a company or business to market its products through the internet and various other forms of digital communication media. Digital communication media covered in digital marketing include email, websites, social media, internet-based advertising, videos, images, and other forms of digital content. In other words, the notion of digital marketing can also be concluded as a form of marketing that involves digital communication media. Digital marketing, according to experts, is the use of digital technology and devices supported by an internet connection to achieve marketing targets (Rob Thompson from Trendjackers).

Digitalization describes the social implications of increased computer assistance, new media, and communication platforms for the economy, society, and culture (Castells. 2014). The focus area of digitalization is on a macro level which includes digital media, infrastructure, communication platforms, social structure, cultural aspects, networked society, human-centered, knowledge production, and management (Van Dijk. 2013). How we implicate digitalization today is by how we link all the activities in the society, connecting and circulating cultures, information as an organizing model of social life, the emergence of a non- physical market economy, new media as main determinant of economy and many more (DeNardis. 2014).

Digital marketing refers to any online marketing endeavor or asset. Various means such as email marketing, pay-per-click, social media marketing, and blogs are multiple applications of digital marketing. These activities help people get to know your business and convince them to make a purchase eventually. Today, consumers are highly dependent on digital means to determine the products they want to buy. As presented by Think with Google found that 48% of consumers start their query on a search engine, while 33% view a brand's website and 26% search within a mobile app.

As stated by Digital Marketing Association Indonesia, at least ten techniques of digital marketing are available to be implemented in business activity to improve and develop as a modern business or organization, such as:

1. Content Marketing

Content marketing is a digital marketing technique that focuses on creating and distributing content to the target, potential, or visiting consumer. The purpose is to attract beneficial action from those targets, leading to sales and deal closing as feedback from the content. For example, using Blogs, Website content, videos on social media, and podcasts are a way of doing content marketing. Implementing content marketing in the right way may result in excellent brand engagement, delivering product value and satisfaction to the consumer.

2. Search Engine Optimization (SEO)

Search Engine Optimization is a knowledge that every digital advertiser and marketer should optimize. SEO itself is an action to optimize website, content, or any ads that ones business created to reach and appear on the first page of the search engine on the internet. This optimization will allow search engines to appraise any content that has the right to be at the

top of the search result.

Search engines such as Google, Bing, Yahoo, and others use this method to determine which is best for the consumer to look for.

1. Search Engine Marketing (SEM)

If SEO is considered a free organic technique in digital marketing, SEM is the technique that uses money to optimize that. SEM is one of the digital marketing strategies that is used to maximize the visibility of one product or advertisement as you paid for your content or product to be at the top of the search engine's search result. It can be considered as one of the paid advertisement options. With SEM, we as digital marketers only need to bid the price and apply the keyword of our advertisement or product, so, when a potential consumer searches for that keyword, your ad or product will appear on the top of that list.

2. Social Media Marketing (SMM)

Simply put, Social Media Marketing refers to the use of social media platforms to attract consumers. With the help of social media, you as the marketer will be able to create a great relationship with your consumer that includes knowing their complaints, starting a conversation with them, and sharing information.

3. Pay-Per-Click Advertisement (PPC)

Pay-per-click is a digital marketing technique that the marketers will pay for every consumer that visits their product, content, and website from a search engine. The marketers will be able to determine the amount paid to the search engine such as Google, Bing, e-commerce platform, and others for every click to their advertisement or product. The amount paid for every click will determine the visibility of your product in that search engine.

This technique is considered one of the most popular marketing techniques used today.

#### 4. Affiliate Marketing

Affiliate Marketing is another popular way of digital marketing which many people use to gain more attention to their online business. With the proper use of affiliate marketing, the marketer will be able to obtain passive income from it. Affiliate marketing is where an individual creates a bond to an online business to gain commission from business traffic that the individual created, just by providing links for people in need of the product to the business website or product. Every click or sale created by the link that the individual provided will give them a commission according to the agreement. The more people you attract, the more passive income you will get, and the marketer will profit as much.

#### 5. E-mail Marketing

Having an email today is critical in the digital world. Every application and website use email as their sign-up or sign-in condition. E-mail marketing is a digital marketing technique that is very effective. With it, marketers can interact with their target consumer, not just as a social interaction but to leave a particular value of attraction to the potential consumer or potential repeating consumer.

#### 6. Instant Messaging Marketing

Every individual today who is in possession of a smartphone has installed at least one instant messaging app such as WhatsApp, Line, WeChat, and others. Thus, making instant messaging marketing a powerful digital marketing technique to use. As it is very convenient, easy to use, and has a broad reach and availability for today's consumers. There are features that

support this technique provided by the app developers, making marketing easier in many ways.

#### 7. Radio Marketing

Today, Radio Marketing is considered the oldest compared to other Digital Marketing media. Despite being the oldest, Radio Marketing has its own niche audience and is still being used by those audiences. Radio marketing is good for City reach but due to how segmented radio marketing is, a proper overviewed digital marketing strategy is needed, who to target, create an attractive skip, target the most reputable radio channel with the most audience, and lastly when to play the skip.

#### 8. Television Marketing

Even though the popularity of television is being drained down by Online Entertainment Media, the existence of the television itself is still being used and predicted to still be in the further future.

### **2.1.2 Digital Marketing Strategy**

There are several stages that are usually carried out in a digital marketing strategy, which are as follows:

#### a. Situation Analysis

The first stage is the beginning of the business concept by analyzing the company's strengths, opportunities, weaknesses, and threats. In this section, the situation analysis used is a SWOT analysis. SWOT analysis is the identification of various factors systematically to formulate corporate strategy. This analysis is recommended on the logic that can maximize Strengths and Opportunities, but strategically it is always related to developing the company's mission, goals, strategies, and policies. Thus

the strategic planner must analyze the company's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions.

b. Strategic Planning

Digital marketing is the core of e-business, with a company getting closer to customers and understanding them better, adding value to a product, expanding distribution networks, and increasing sales figures. In this stage, there is a simple seven-step methodology that helps evaluate and analyse market opportunities (Market Opportunity Analysis/MOA), namely:

- 1) Identifying unmet customer needs.
- 2) Identify specific customers that the company will target.
- 3) Assess the advantages associated with the competition.
- 4) Assess the company's resources to provide a quote.
- 5) Assess market readiness for technology.
- 6) Concretely define opportunities.
- 7) Assess attractiveness opportunities for customers.

c. Objectives

Goals in digital marketing include aspects of task, quantity, and time. Task (what is to be accomplished), measurable amount (how much), and Time frame (when). Most digital marketing aims to:

- 1) Increase market share.
- 2) Increase the number of comments on a blog or website. Increase sales revenue.
- 3) Reduce costs (e.g., distribution or promotion costs).
- 4) Achieve brand goals (such as increasing brand awareness).
- 5) Increase database size

- 6) Achieve Customer Relationship Management (CRM) goals (such as increasing customer satisfaction, purchase frequency, or customer referral rates).
- 7) Improve supply chain management (improving member coordination, adding partners, or optimizing inventory levels).

d. Implementation Plan

At this stage, the company decides how to achieve its goals through effective and creative strategies. The marketer selects the marketing mix (4P), management strategy, and other techniques to achieve the plan's objectives and then develops an implementation plan. The company also checks to ensure proper marketing organization in place of implementation (staff, departmental structure, application service providers, and others outside the company).

e. Budget

The budget is a written plan regarding the activities of an organization expressed in money but can also be expressed in units of goods/services. The key to strategic planning is to identify the expected returns from an investment. During the execution of the plan, the marketer will continue to monitor the actual revenue and costs to see the results that have been achieved. To get budget information that can be accounted for, it is necessary to calculate revenue forecasts, intangible benefits, cost savings, and e-marketing costs.

f. Evaluation Plan

Digital marketing planning and execution success depend on continuous evaluation. This type of evaluation depends on the purpose of the plan. To determine their marketing results, companies can use the balanced

scorecard to measure the success of the digital marketing program and whether the digital marketing program is following the company's objectives.

### **2.1.3 Customer Relationship Management (CRM)**

Currently, there are many opinions regarding the definition or understanding of CRM including:

- 1) CRM is a business strategy that combines processes, people, and technology that help attract customers and retain existing customers and make them loyal and then provide optimal service and maintain existing relationships because the key to the success of a business depends on how much we know about customers and meet their needs. (Parawansa, 2017)
- 2) According to Buttle in Ningsih et al. (2016: 172), CRM is a strategy in a business that integrates internal processes and functions with all external networks to create and deliver value for target consumers profitably. Customer data support CRM high quality and facilitated by information technology.
- 3) According to Kotler and Keller in Iriandini et al. (2015: 2), CRM is a process that manages detailed information about individual customers and all "contact points" customers carefully to maximize customer loyalty.
- 4) According to Danardatu in Komalasari (2014: 36) CRM is defined as a company's efforts to concentrate on keeping customers not run to competitors) by collecting all forms of customer interaction whether it's by phone, email, feedback on the site, or the results of conversations with sales and marketing staff.

- 5) According to Brown in Tjiptono (2014: 424), CRM is not just a concept or concept project. However, CRM is a business strategy that aims to understand, anticipate, and manage the organization's current and potential customer needs. CRM is the dynamics of strategic, process, organizational, and technical changes to execute its company better and in harmony with customer behavior.
- 6) According to Nicolett et al. in Tjiptono (2014: 424), CRM is an enterprise broad business strategy designed to optimize profitability, revenue, and customer satisfaction by organizing companies based on customer segments, strengthening satisfaction behavior among customers, and linking processes from customer to supplier.

Investments in crucial CRM technologies provide several benefits, including a better understanding of customers, increased access to customers, more effective customer interactions, and integration between customer channels and back-office functions. CRM application areas include technology-enabled selling, customer service and support, and technology-enabled marketing.

From some of these understandings, it can be concluded that CRM is a business strategy in managing the relationship between the organization and its customers which aims to understand, anticipate and address needs customers to result in customer satisfaction. CRM includes strategy a comprehensive view of an organization that allows an organization to effective and efficient in managing relationships with customers.

CRM is not only a necessity in winning customers but also keep existing customers so happy that they feel satisfied and keep coming back to get the company's products or services, or also so happy that they sing company praises and provide recommendations about the company to others. Moore in Komalasari (2014: 36).

According to Buttle in Tjiptono (2014: 425), the concept of CRM can be understood in three levels, namely strategic, operational, and analytical. Strategic CRM focused on developing a customer-centric business culture. Kind of culture it is dedicated to capturing and retaining customers employing create and deliver customer value more effectively and efficiently compared to its competitors.

Operational CRM focuses on process automation business concerning efforts to serve customers. Various apps CRM software facilitates marketing automation processes (such as market segmentation, marketing communications management, and event-based marketing), sales (including lead management, customer contact management, and product configuration) and customer service functions (e.g., call center operations, web-based services and field services). Meanwhile, CRM analytics focuses on utilization of customer data (including sales data, payment records, response to marketing campaigns, loyalty data, customer service power, and etc.) to increase customer value and company value.

### **2.1.3.1 Dimensions of Customer Relationship Management**

According to Robinette in Febrianingtyas (2013: 20), four factors influence CRM: mutual benefit, commitment, truth, and communication. The dimensions of customer relationship management in this study, according to Sorce and Kotler in Iriandini (2015: 4), based on the factors that influence CRM are commitment, communication, and quality service. The following is an explanation of commitment, communication, and quality services in CRM:

#### **1) Commitment**

According to Jasfar in Febrianingtyas (2014: 4), commitment is a sense of mutual trust between the parties to the relationship, both implicitly (implicit) or not implied (explicit) that their relationship will be goes on and on, and each keeps

their promise preserved. Commitment is the long-term orientation of the organization by consumers towards relationships based on emotional bonds and intentions to maintain good relations to generate more profit tall. An organization needs commitment in running CRM because the commitment will implement CRM become more attention and sustainability.

## 2) Communication

Communication is one of the fundamental characteristics of a company ongoing relationship. Good communication reflects the relationship the good one. Related communication in CRM is information gathering between the company and the customer. According to Lombard and Plessis in Iriandini (2015: 4) suggests that the collection of customer information can be done when there is a direct conversation or question and answer, focuses on a particular customer group and observes or searches for know about purchases made by customers. According to Tjiptono in Febrianingtyas (2014: 4) to realize effective organizational communication. Effectively, five essential skills are needed, namely listening (listening), giving and receiving feedback (feedback skills), showing assertiveness, handling conflict (resolving conflict), and solve problems (problem-solving). The five skills needed to realize the ideal communication between the company and the customers are making it easier to run CRM.

## 3) Quality of service

Kotler and Keller in Iriandini (2015: 4) explain that quality is the key to creating value and customer satisfaction. Service quality is one of the essential elements in implementing CRM. Service quality is one of the weapons in winning customers' hearts so that with effective and efficient service quality will certainly make customers satisfied and make it easier to establish a close relationship between the organization and its customers.

#### **2.1.4 Customer Loyalty**

Behavior after purchasing a product is determined by satisfaction or dissatisfaction with a product at the end of the sales process company. For example, what is the behavior in making repeat purchases, customers' attitude in expressing products that have been worn, and other behaviors that reflect customer reactions to a product that has been experienced? As is known, the purpose of a business is to make customers feel satisfied.

According to Tjiptono in Kartika Imasari, the creation of satisfaction can provide several benefits, including the relationship between the company and its customers become harmonious to provide a sound basis for repurchase and design of loyalty to brand and make a recommendation by word of mouth (word of mouth) which is profitable for the company.

According to Ali Hasan, customer loyalty is defined as people who buy, especially those who believe regularly and repeatedly. A customer is persistent and repeats time to come to the same place to satisfy his desire by owning a product or obtaining a service and paying for a product or service. And the marketing efforts have the potential to cause behavioral changes.

Loyal means loyal, or loyalty can be interpreted as loyalty. This loyalty arises without coercion but arises from self-awareness in the past. Efforts made to create consumer satisfaction are more likely to influence consumers' attitudes. While the concept of consumer loyalty emphasizes their buying behavior.

Marketing experts and business practitioners often use the term loyalty. Loyalty is a seemingly straightforward concept spoken of in everyday contexts, but it becomes more complicated when analyzed the meaning. Customer loyalty is one of the core goals pursued in modern marketing. This is because with it is hoped that the company will get long-term benefits from the mutualism relationship that exists over some time certain.

Loyalty is a response to buying behavior that can be revealed continuously by decision makers by paying attention to one or more alternative products from several similar products and is a function of psychological processes. It should be emphasized with this repeat buyer behavior, customer loyalty includes aspects of feelings do not involve practical elements in it.

Kotler and Keller also define loyalty customers as “the long term success of the particular brand are not based on the number of customers who purchase it only once, but on the number who become repeat purchase.” Through this definition, Kotler and Keller wants to explain that consumers will be loyal to be measured in three ways, they are: Word of mouth: recommending others to buy or refer others. Reject another: reject the use of other products or demonstrate immunity to pulling from competitors. Repeat purchasing: how often to make a purchase repeat.

The success or failure of a company in creating customers loyal is very dependent on the company's ability to generate value and continually seek to improve it. To increase satisfaction, companies must add value that can make their customers get what they pay for or more than they expected so that they can endure and leads to repeat purchases, recommendations and recommendations which increases.

Griffin argues that loyal customers are customers who are very satisfied with a particular product or service so that they have enthusiasm to introduce him to anyone he knows. A loyal customer has specific prejudices about what to buy and from whom.

His purchase was not a random event. Besides that, loyalty denotes a condition of time duration and requires that action less than twice.

#### **2.1.4.1 Indicator of Customer Loyalty**

In measuring customer loyalty, this study uses the dimensions of (Griffin, 2012), namely:

1) Make repeat purchases

This means that consumers have used a product twice or more.

They, for example, use the same product twice or buy two kinds of the same effect on two occasions.

2) Buying other products and services with the same producer means using all the goods or services they need. They use it regularly, and the relationship with this type of consumer is solid and long-lasting, which makes them unaffected by competitors' products.

3) Recommend to others

This means using the goods or services offered by the company and what they need and making purchases regularly. In addition, they encourage friends to use the company's goods or services or recommend the company to others so that they indirectly do marketing for the company and bring consumers to the company.

4) Demonstrate immunity from the attractiveness of competitors' products. This means that it is not easy to be attracted to similar product offerings produced by competitors.

Based on the explanation above, the indicators used to measure customer loyalty variables in this study are:

- 1) Using the same product twice or more
- 2) Using the same product at different times
- 3) Using other products offered by the same manufacturer
- 4) Recommend to others
- 5) Not easily attracted to competitors' product offerings

## 2.2 Relevant Research

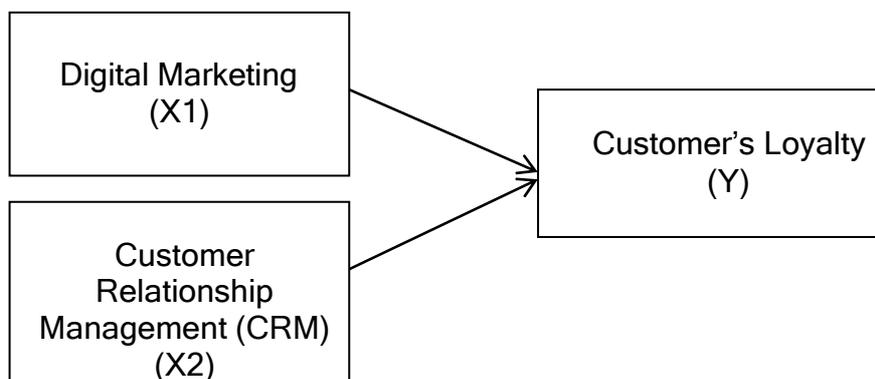
**Table 2. 1 Relevant Research**

<b>JOURNAL MAPPING</b>				
<b>No</b>	<b>Author</b>	<b>Title</b>	<b>Variable</b>	<b>Results</b>
1	Manjurul Hossain Reza (2020)	The Sustainable Unilever Marketing Strategy	a. Unilever And Their Marketing Strategy (X1) b. Effectiveness of Digital Marketing (X2) Customer Satisfaction (Y)	Unilever does have a sustainable Marketing Strategy judging by their goals in 2020 and how they positioned brand's potential using improved Marketing Strategy.
2	Nur Utami Baharuddin (2018)	The Effectiveness of Digital Marketing in Increasing Consumer Loyalty Chocolicious Indonesia	a. Effectiveness of Digital Marketing (X) b. Increase Consumer Loyalty (Y)	There is an influence on the effectiveness of digital marketing in increasing consumer loyalty of Chocolicious Indonesia. This is obtained from the results of research which shows the value of $t$ table with a significance level of 5% obtained a value of 1.987 and $t$ count has a value of 4.178, meaning that the X variable affects the Y variable because the value of $t$ count $>$ $t$ table.
3	Geilano Mengerbang (2018)	The Effectiveness of Promotional Strategies through Online Advertising on Consumer Buying Interest: The Case with Traveloka	a. Service Quality (X) b. Customer Satisfaction (Y)	Based on the results of the CRI analysis, Travelok a advertisements that are displayed through Youtube, Instagram, Facebook, Twitter, and Google Plus can be effective because each stage's value as exceeded 50 percent. Of the five steps, wareness shows the highest value, 99 percent, which means consumers are aware of

JOURNAL MAPPING				
No	Author	Title	Variable	Results
				Traveloka ads broadcast through Youtube, Instagram, Facebook, Twitter, and Google Plus. The lowest value of the five stages is intention. This is because some respondents have used other online travel agent applications.
4	Gian Fulgoni (2016)	The Maximize Return on Investment in Digital Marketing	a. Service Quality (X1) b. Price (X2) c. Effectiveness of Digital Marketing (Y1) d. Customer Satisfaction (Y2)	With using Digital Marketing, We need to focus on the Click rate, The Cookie of the web, Ad Targeting and Also Ad View Ability to Maximize ROI in a Brand

### 2.3 Research Framework

Figure 2 1 Research Framework



### 2.4 Research Hypothesis

Understanding the hypothesis, according to Sugiyono (2012: 93), is a temporary answer to the research formulation where the research problem formulation has been stated in statement form. A hypothesis is a provisional

guess that may be true and maybe wrong, so that it can be considered or seen as a conclusion or temporary conclusions during the rejection or acceptance of a the hypothesis depends on the results of research on the factors that collected, then a determination is drawn. Based on the unraveled theoretical basis along with previous research, the authors formulate the hypothesis of this research as follows:

- H1: Digital Marketing has a significant effects on Unilevers customer loyalty in Makassar.
- H2: Customer relationship management has a significant effects on Unilevers customer loyalty in Makassar
- H3: Digital marketing and customer relationship management simultaneously affecting Unilevers customer loyalty in Makassar.