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APPENDIX

Attachment 1

Personal Identity

Biodata

Name : Andi Amar Maruf Sulaiman
Place, Date of Birth : Makassar, 13 November 1998
Sex : Male
Religion : Islam
Home Adress : Jl. A.P. Pettarani Komp IDI Blok GA 11 No. 23 A
Phone Number : 081242194147
E-mail : andi91surv@gmail.com

Educational Background

2004-2007 : SD Sudirman IV
2007-2010 : SD Islam Athirah
2010-2013 : SMP Negeri 6 Makassar
2013-2018 : Pondok Modern Darussalam Gontor Ponorogo
Kampus I

Organizational Experience

1. Ketua Bidang 3 HIPMI PT UNHAS
2. Ketua IESPA Sulawesi Selatan

Makassar, 28/08/2022

Andi Amar Ma'ruf Sulaiman

Attachment 2

To: Respondents

List of Questions Questionnaire

In Place

Yours Faithfully,

In connection with the preparation of a thesis at the Department of Management, Faculty of Economics and Business, Hasanuddin University, entitled "The Impact of Digital Marketing and Customer Relationship Management in Achieving Customer's Loyalty (An Analytical Study of Unilever Shampoo Head & Shoulders Customers of Student Economic and Business Faculty in Hasanuddin University Makassar)" I:

Name : Andi Amar Ma'ruf Sulaiman

NIM : A021181808

Requesting the willingness of Hasanuddin University students who often use Head & Shoulders Shampoo products. This research is expected to be a reference for studying problems related to customer loyalty in using Head & Shoulders Shampoo products. The information you provide is guaranteed to be confidential and for academic purpose only. I thank you for your willingness love.

Makassar, 28/08/2022

Andi Amar Ma'ruf Sulaiman

The Impact of Digital Marketing and Customer Relationship Management in Achieving Customer's Loyalty (An Analytical Study of Unilever Shampoo Head & Shoulders Customers of Student Economic and Business Faculty in Hasanuddin University Makassar)

I. General Data of Respondents

1. Name :
2. NIM :
3. Are you a S1 Student of Hasanuddin University

Yes

No

1. Do you use Head & Shoulders Shampoo products :

Yes

No

2. Accustomed to making transactions online

Yes

No

II. Questions List

Please read carefully each of the questions presented by this questionnaire. Keep in mind that in this questionnaire there are no right or wrong answers so you can fill out this questionnaire honestly according to the circumstances of yourself. Put a mark (√) on the answer that is considered to best suit your circumstances.

Information:

- Sangat Tidak Setuju (STS)
- Tidak Setuju (TS)
- Netral (N)
- Setuju (S)
- Sangat Setuju (SS)

Digital Marketing Effectivity (X_1)

No	List of Statements	STS	TS	N	S	SS
1.	Digital dissemination of Head & Shoulders information makes it easier for me to communicate with Head & Shoulders product providers					
2.	Digital dissemination of Head & Shoulders information makes it easier for me to know the product					
3.	Information and benefits provided by Head & Shoulders according to my needs					
4.	Information about Head & Shoulders is quite familiar on Social media					
5.	Information about Head & Shoulders tends to be positive so I am interested in using it					

Customer Relationship Management (X_2)

No	List of Statements	STS	TS	N	S	SS
1.	I am happy to use Head & Shoulders products so want to buy again					
2.	Head & Shoulders information and virtues are in line with my previous expectations					
3.	Head & Shoulders products have good product quality					

Customer Loyalty (Y)

No	List of Statements	STS	TS	N	S	SS
1.	I always buy Head & Shoulders products					
2.	I always buy various other products from Head & Shoulders					
3.	I always advise friends to wear Head & Shoulders					

Attachment 3

Frequencies (X1)
Statistics Test
Statistics

X1.1		X1.2	X1.3	X1.4	X1.5	Digital Marketing	
N	Valid	100	100	100	100	100	
	Missing	0	0	0	0	0	
Mean		3.73	3.93	3.94	3.86	3.80	19.26
Std. Error of Mean		.081	.074	.074	.073	.078	.337
Median		4.00	4.00	4.00	4.00	4.00	20.00
Mode		4	4	4	4	4	20
Std. Deviation		.815	.742	.736	.725	.778	3.374
Variance		.664	.551	.542	.526	.606	11.386
Range		3	2	3	3	3	13
Minimum		2	3	2	2	2	12
Maximum		5	5	5	5	5	25
Sum		373	393	394	386	380	1926

Frequency Table

X1.1

Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0
3	29	29.0	36.0
4	48	48.0	84.0
5	16	16.0	100.0
Total	100	100.0	

X1.2

Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	31	31.0	31.0
4	45	45.0	76.0
5	24	24.0	100.0
Total	100	100.0	

X1.3

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	24	24.0	24.0	26.0
	4	52	52.0	52.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X1.4

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	31	31.0	31.0	32.0
	4	49	49.0	49.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

X1.5

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	30	30.0	30.0	34.0
	4	48	48.0	48.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Digital Marketing
Frequency

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	12	3	3.0	3.0	3.0
	13	1	1.0	1.0	4.0
	14	3	3.0	3.0	7.0
	15	12	12.0	12.0	19.0
	16	7	7.0	7.0	26.0
	17	4	4.0	4.0	30.0
	18	8	8.0	8.0	38.0
	19	8	8.0	8.0	46.0
	20	18	18.0	18.0	64.0
	21	8	8.0	8.0	72.0

22	11	11.0	11.0	83.0
23	6	6.0	6.0	89.0
24	4	4.0	4.0	93.0
25	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Frequencies (X2)
Statistics

X2.1		X2.2		X2.3		Customer Relationship Management
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.56	3.57	3.51		10.64
Std. Error of Mean		.072	.078	.080		.204
Median		4.00	4.00	3.00		10.50
Mode		4	4	3		9
Std. Deviation		.715	.782	.798		2.043
Variance		.512	.611	.636		4.172
Range		3	3	3		9
Minimum		2	2	2		6
Maximum		5	5	5		15
Sum		356	357	351		1064

Frequency Table

X2.1

Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0
3	42	42.0	47.0
4	45	45.0	92.0
5	8	8.0	100.0
Total	100	100.0	

X2.2

Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0
3	40	40.0	47.0
4	42	42.0	89.0
5	11	11.0	100.0
Total	100	100.0	

X2.3

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	2	8	8.0	8.0	8.0
	3	44	44.0	44.0	52.0
	4	37	37.0	37.0	89.0
	5	11	11.0	11.0	100.0
Total	100		100.0	100.0	

Customer Relationship Management

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	6	2	2.0	2.0	2.0
	7	5	5.0	5.0	7.0
	8	4	4.0	4.0	11.0
	9	23	23.0	23.0	34.0
	10	16	16.0	16.0	50.0
	11	12	12.0	12.0	62.0
	12	18	18.0	18.0	80.0
	13	12	12.0	12.0	92.0
	14	6	6.0	6.0	98.0
	15	2	2.0	2.0	100.0
Total	100		100.0	100.0	

Frequencies (Y)

Statistics

Y1		Y2	Y3	Customer Loyalty
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.07	4.19	4.20
Std. Error of Mean		.070	.071	.065
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.700	.706	.651
Variance		.490	.499	.424
Range		2	2	2
Minimum		3	3	3
Maximum		5	5	5
Sum		407	419	420

Frequency Table
Y1

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	3	21	21.0	21.0	21.0
	4	51	51.0	51.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Y2

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	3	17	17.0	17.0	17.0
	4	47	47.0	47.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Y3

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	3	13	13.0	13.0	13.0
	4	54	54.0	54.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Customer Loyalty

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	9	7	7.0	7.0	7.0
	10	7	7.0	7.0	14.0
	11	16	16.0	16.0	30.0
	12	29	29.0	29.0	59.0
	13	6	6.0	6.0	65.0
	14	14	14.0	14.0	79.0
	15	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Correlations
Validity (X1)

Correlations

X1.1		X1.2	X1.3	X1.4	X1.5	Digital Marketing	
X1.1	Pearson Correlation	1	.704**	.731**	.739**	.854**	.911**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.704**	1	.640**	.827**	.727**	.875**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.731**	.640**	1	.628**	.772**	.848**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.739**	.827**	.628**	1	.737**	.882**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.854**	.727**	.772**	.737**	1	.924**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100
Digital Marketing	Pearson Correlation	.911**	.875**	.848**	.882**	.924**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Validity (X2)

Correlations

			X2.2	X2.3	Customer Relationship Management
X2.1					
X2.1	Pearson Correlation	1	.670**	.698**	.879**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	100	100	100	100
X2.2	Pearson Correlation	.670**	1	.695**	.889**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	100	100	100	100
X2.3	Pearson Correlation	.698**	.695**	1	.901**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	100	100	100	100
Customer Relationship Management	Pearson Correlation	.879**	.889**	.901**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Validity (Y)

Correlations

			Y2	Y3	Customer Loyalty
Y1					
Y1	Pearson Correlation	1	.688**	.722**	.898**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	100	100	100	100
Y2	Pearson Correlation	.688**	1	.707**	.894**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	100	100	100	100
Y3	Pearson Correlation	.722**	.707**	1	.898**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	100	100	100	100
Customer Loyalty	Pearson Correlation	.898**	.894**	.898**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.824	6

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.859	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

Regression

Variables Entered/ Removed ^a

Model	Variables Entered	Variables Removed	Method
1	Customer Relationship Management, Digital Marketing ^b	.	Enter

Dependent Variable: Customer Loyalty

All requested variables entered.

Coefficient Determinant R²Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.718 ^a	.516	.506	1.297	.516	51.643	2	97	<.001	1.235

Predictors: (Constant), Customer Relationship Management, Digital Marketing

Dependent Variable: Customer Loyalty

Simultaneous Test Results (F Test)

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.705	2	86.853	51.643	<.001 ^b
	Residual	163.135	97	1.682		
	Total	336.840	99			

Dependent Variable: Customer Loyalty

Predictors: (Constant), Customer Relationship Management, Digital Marketing

T-Test

Coefficients ^a

Unstandardized Coefficients

Model		B	Std. Error	Standardized Coefficients	Sig.	Collinearity Statistics		
						Beta	Tolerance	VIF
1	(Constant)	4.881	.773		6.314	<.001		
	Digital Marketing	.161	.061	.295	2.654	.009	.405	2.469
	Customer Relationship Management	.421	.100	.466	4.195	<.001	.405	2.469

a. Dependent Variable: Customer Loyalty