



DAFTAR PUSTAKA

- Abekah-Nkrumah, G., Antwi, M., Braimah, S., dan Ofori, C. (2020). Customer Relationship Management and Patient Satisfaction and Loyalty in Selected Hospitals in Ghana. *International Journal of Pharmaceutical and Healthcare Marketing*, 15(2), 251-268
- Aksoy, M. dan Yilmaz, O. (2022). Consumer Complaints and Complaint Management in The Tourism Sector. *Contemporary Studies in Economic and Financial Analysis*, 108, 95-111
- Alam, M., Al Karim, R., dan Habiba, W. (2021). The Relationship Between CRM and Customer Loyalty: The Moderating Role of Customer Trust. *International Journal of Bank Marketing*, 39 (7), 1248-1272
- Al-Azzam. (2016). The Impact of Customer Relationship Management on Hotels Performance in Jordan. *International Journal of Business and Social Science*, 7(4), 201-202
- Al-Karim, M., Alam, M., dan Al-Balushi, M. (2023). The Nexus Between CRM and Competitive Advantage: The Mediating Role of Customer Loyalty. *Nankai Business Review International*.
- Askalidis, G. dan Malthouse, E.C. (2016). The Value of Online Customer Reviews. *Proceedings of The 10th ACM Conference on Recommender Systems*, 155-158
- Bang, H. dan Wojdynski, B.W. (2016). Tracking Users' Visual Attention and Responses to Personalised Advertising Based on Task Cognitive Demand. *Computers in Human Behavior*, 55, 867-876
- Bhat dan Darzi. (2015). Customer Relationship Management. *International Journal of Bank Marketing*, 34(3), 388-410
- Bhatia, A. (2019). Drivers and Barriers of Permission-Based Marketing. *Journal of research in Interactive Marketing*, 14(1), 51-70
- Buehler dan Maas. (2017). Consumer Empowerment in Insurance. *International Journal of Bank Marketing*, 36(6), 1073-1097
- Chuang, S.C., Cheng, Y.H., Chang, C.J., dan Yang, S.W. (2012). The Effect of Service Failure Types and Service Recovery on Customer Satisfaction: A Mental Accounting Perspective. *The Service Industries Journal*, 32 (2), 257-271
- Cooper, D., dan Schindler, P. (2019). *Business Research Methods* (13th Edit). McGraw-Hill
- Cu Le. (2023). Inducing AI-Powered Chatbot Use for Customer Purchase: The Role of Information Value and Innovative Technology. *Journal of Systems and Information Technology*, 25(2), 219-241.



- Dah, H., Blomme, R., Kil, A., dan Honyenuga, B. (2023). Customer Orientation, CRM Organization, and Hotel Financial Performance: The Mediating Role of Customer Satisfaction. *Advances in Hospitality and Leisure*, 18, 113-135.
- Dehghanpouri, H., Soltani, Z., dan Rostamzdeh, R. (2020). The Impact of Trust, Privacy and Quality of Service on The Success of E-CRM: The Mediating Role of Customer Satisfaction. *Journal of Business & Industrial Marketing*, 35(11), 1831-1847
- Dovaliene, A. dan Virvilaite, R. (2008). Customer Value and It's Contribution To The Longevity of Relationship With Service Provider: The Case of Theatre Industry. *Inzirene Ekonomika-Engineering Economics*, 1. 66-73
- Gupta, A. (2014). E-Commerce : Role of E-Commerce in Today's Business. *International Journal of Computing and Corporate Research*, 4(1), 1-7
- Han, X., Fang, S., Xie, L., dan Yang, J. (2019). Service Fairness and Customer Satisfaction: Mediating Role of Customer Psychological Empowerment. *Journal of Contemporary Marketing Science*, 2(1), 50-62
- Harris, L., Fisk, R., dan Sysalova, H. (2015). Exposing Pinocchio Customers: Investigating Exaggerated Services Stories. *Journal of Services Management*, 27(2), 63-90
- Hooley, G., Piercy, N., Nicolaud, B., dan Rudd, J.M . (2017). *Marketing Strategy & Competitive Positioning*. Pearson Education Limited, United Kingdom
- Joe, S. & Choi, C. (2019). The Effect of Fellow Customer on Complaining Behaviors: The Moderating Role of Gender. *International Journal of Contemporary Hospitality Management*, 31(8), 3116-3133
- Koo, Dong-Moo. (2015). The Strength of No Tie Relationship in an Online Recommendation: Focused on Interactional Effects of Valence, Tie Strength, and Type of Service. *European Journal of Marketing*, 49(7/8), 1163-1183
- Koppenhafer, L., Scott, K., Weaver, T., dan Mulder, M. (2023). The Service Empowerment Model: A Collaborative Approach to Reducing Vulnerability. *Journal of Services Marketing*.
- Kordzadeh, N. (2019). Investigating Bias in The Online Physician Reviews Published on Healthcare Organizations' Websites. *Decision Support Systems*, 118, 70-82
- Kotler dan Keller. (2016). *Marketing Management*. England: Pearson
- Krafft, M., Arden, C.M., dan Verhoef, P.C. (2017). Permission Marketing and Privacy Concerns – Why Do Customers (Not) Grant Permissions?. *Journal of Interactive Marketing*, 39, 39-54
- Kurnia, Pepey. Achsan Permas., dan Martinus Sulistio Rusli. (2012). *New Customer Relationship Management untuk Memenangkan Persaingan*. PPM, Jakarta Pusat



- Lacap, J., Plaza, M., Caballero, J., dan Cruz, M. (2023). Factors Effecting Consumer Attitude and Loyalty: Evidence from a Philippine Chain of Fast-Food Restaurants's Smart Retailing Technology. *Journal of Science and Technology Policy Management*.
- Lozada-Contreras, F., Orengo-Serra, K., dan Sanchez-Jauregui, M. (2021). Adaptive Customer Relationship Management Contingency Model Under Disruptive Events. *Journal of Advances in Management Researches*, 19(2), 198-219
- Mishra, S., Malhotra, G., Arora, V., dan Mukhopadyay, S. (2021). Omnichannel Retailing: Does it Empower Consumers and Influence Patronage ?. *International Journal of Retail & Distribution Management*, 50 (2), 229-250
- Nyheim, P., Xu, S., Zhang, L., dan Mattila, A. (2015). Predictors of Avoidance Towards Personalization of Restaurant Smartphone Advertising: A Study from The Millenials' Perspective. *Journal of Hospitality and Tourism Technology*, 6(2), 145-159
- Romano dan Munnia. (2021). Shifting Paradigsm in Modern Marketing. *Digital Transformation Management for Agile Organization*, 71-96
- Saadat dan Nas. (2013). Impact of Customer Relationship on Customer Loyalty in Cellular Industry: Evidence From KPK, Pakistan. *Asian Journal of Management Sciences and Education*, 2(3), 20-30
- Schlebbe, K. (2022). Uses and Gratifications of a Tablet Computer for Children: An Analysis of Online Customer Reviews. *Online Information Review*
- Shen, (2013). Recommendations as Personalized Marketing: insights from customer experiences. *Journal of Services Marketing*, 28(5), 414-427
- Sofi, M.R., Bashir, I., Parry, M.A, dan Dar, A. (2020). The Effect of Customer Relationship Management (CRM) Dimensions on Hotel Customer's Satisfaction in Kashmir. *International Journal of Tourism Cities*, 6(3), 601-620
- Strycharz, J., van Noort, G., Helberger, N., dan Smith, E. (2018). Contrasting Perspectives-Practitioner's Viewpoint on Personalised Marketing Communication. *European Journal of marketing*, 53 (4), 635-660
- Swain, S., Jebarajakirthy, C., Maseeh, H., Saha, R., Gupta, N., dan Grover, R. (2023). Permission Marketing: A Systematic Review of 22 Years of Research. *Marketing Intelligence & Planning*, 41(3), 310-328
- Vesanen, J. (2007). What is Personalization? A Conceptual Framework. *European Journal of Marketing*, 41 (5/6), 409-418
- Xie, L., Li, D., dan Keh., H. (2019). Customer Participation and Well-Being: The Roles of Service Experience, Customer Empowerment and Social Support. *Journal of Service Theory and Practice*, 30(6), 557-584.



ANALISIS PENERAPAN CUSTOMER RELATIONSHIP MANAGEMENT PADA PT DAWAM LESTARI

JAYA

Muhammad Dary Rafif, Slamet Santoso Sarwono, MBA., Ph.D,

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS
GADJAH MADA