

Analysis of the Influence of Digital Marketing, Customer Relationship Management, and Brand Loyalty on Purchase Decisions in E-commerce XYZ

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ABSTRACT:

The purpose of this research is to examine how digital marketing, customer relationship management (CRM), and brand loyalty influence purchasing decisions made on the XYZ e-commerce platform. This is due to the increasing competition in the e-commerce industry, which demands companies to understand the components that influence consumer decisions. By using e-commerce, digital marketing and CRM become two important strategies to enhance interaction and build long-term relationships with customers. Meanwhile, brand loyalty serves to encourage repeat purchases and customer loyalty towards the brand. For this research, we used a survey method involving 200 active XYZ e-commerce users. The influence of each variable on purchasing decisions was determined through multiple regression data analysis. The research results show that Brand Loyalty has a stronger and more significant influence on customer purchasing decisions, while Digital Marketing and CRM have a positive and significant influence on purchasing decisions. The results indicate that, to enhance brand loyalty and drive consistent purchasing decisions in XYZ e-commerce, digital marketing and CRM strategies must work well together.

Keywords: Brand Loyalti, Digital Marketing, Customer Relationship Management , E-commerce

I. INTRODUCTION

E-commerce has rapidly developed and become one of the most competitive retail sectors in the increasingly advanced digital era. Many businesses have been forced to leverage digital technology to attract and retain customers due to the ease of internet access and changes in consumer behavior that tend to prefer online shopping. However, with the increasing number of competitors, companies need to identify the factors that can influence consumer purchasing decisions (Naim et al., 2023). E-commerce uses digital marketing strategies to reach a wider customer base, enhance customer interaction, and increase competitiveness. By using digital platforms such as social media, online advertising, and content-based marketing, e-commerce can establish more intimate and direct communication with customers.

Previous studies have shown that digital marketing can influence purchasing decisions by increasing customer knowledge about the brand and creating stronger relationships with customers (Naim et al., 2020). However, to determine the extent to which this approach impacts customer purchasing decisions, its specific influence in the context of XYZ e-commerce still needs to be studied further (Hadi et al., 2024). In addition to digital marketing, customer relationship management (CRM) is crucial for maintaining and enhancing customer loyalty. CRM is a strategic approach that helps businesses manage long-term relationships with customers by thoroughly understanding their needs and preferences (Naim & Valentin, 2024). With effective CRM, companies can optimize customer experiences, which can ultimately impact purchasing decisions and customer retention (Naim et al., 2023).

CRM has become an important tool in e-commerce for building trust and sustainable relationships with customers. Brand loyalty is one of the main objectives of using Digital Marketing and CRM because brand loyalty is crucial in consistent purchasing decisions (Ambarwati et al., 2024). Loyal customers are more likely to choose a trusted brand over products sold by competitors. The purpose of this research is to examine how digital marketing, CRM, and brand loyalty impact the purchasing decisions made by e-commerce XYZ (Pedersen & Ritter, 2024). By using quantitative methods, this research is expected to help e-commerce XYZ optimize marketing strategies and customer relationship management to enhance customer loyalty and drive stronger purchasing decisions amid increasingly fierce market competition (Zuhro et al., 2024).

II. LITERATURE REVIEW

Digital marketing has now become an important part of modern companies' marketing strategies, especially in the e-commerce industry. Using various online platforms such as social media, online advertising, email marketing, and search engines, digital marketing allows businesses to reach customers more effectively (Joshi et al., 2025). Previous studies have shown that digital marketing can enhance brand visibility, attract customer attention, and provide information that impacts consumer perception and their purchasing decisions (Alshuaibi et al., 2024). Digital marketing approaches can enhance consumer engagement and brand awareness, according to research conducted by Kotler and Keller (2016). It is expected that the role of digital marketing can be one of the factors influencing consumer purchasing decisions in the context of XYZ e-commerce (Biemans & Malshe, 2024).

The company uses CRM strategies to build and maintain good relationships with customers. To enhance customer satisfaction and loyalty, CRM focuses on managing interactions between the company and consumers. According to Payne and Frow (2005), effective CRM enables businesses to collect customer data, understand customer preferences, and provide more personalized services. According to research, CRM helps businesses make customers feel better, which in turn can influence purchasing decisions. In the XYZ e-commerce business, CRM is expected to create additional value by providing customer-satisfying services, encouraging them to purchase items repeatedly (Sutthibutr et al., 2024).

Brand loyalty, or loyalty to a brand, is the result of customer satisfaction and sustained positive experiences, which generate a strong preference for a particular brand. According to (Thuy et al., 2024), loyal consumers tend to purchase goods or services from brands they trust, even with many other options available in the market. In the e-commerce industry, where competition is fierce and customers have many choices, brand loyalty is very important. E-commerce can maintain market share and create sustainable competitive

advantages by having loyal customers. In this study, brand loyalty is considered a factor that can mediate the relationship between digital marketing and CRM with purchasing decisions. Consumers consider various options before choosing a particular good or service, and this is known as the purchase decision process. (Tang et al., 2024)state that both internal factors (such as perception, motivation, and consumer experience) and external factors (such as promotions and services offered by the company) influence consumer purchasing decisions. According to several studies, digital marketing and CRM can influence purchasing decisions through the enhancement of consumer experience and the formation of brand loyalty. In the case of e-commerce XYZ, this research focuses on the direct and indirect influence of digital marketing, CRM, and brand loyalty on purchasing decisions to gain a better understanding of the components that affect consumer behavior on the e-commerce platform (Pedersen & Ritter, 2024).

III. METHODS

This research uses a quantitative approach with survey methods to evaluate the influence of Digital Marketing, Customer Relationship Management (CRM), and Brand Loyalty on purchasing decisions on the XYZ e-commerce website. The quantitative approach was chosen because it allows for objective measurement of the variables being studied and provides results that can be generalized (Rohimah et al., 2023). To understand the respondents' perceptions and experiences related to the variables being studied, a questionnaire was distributed to the respondents. Statements in the questionnaire are rated on a 1-5 Likert scale, ranging from "strongly disagree" to "strongly agree." Consumers who are active users of the XYZ e-commerce site in Indonesia are the subjects of this study.

The purposive sampling method was used to select individuals who have made a purchase on the XYZ e-commerce platform at least once in the past six months (Thuy et al., 2024). This method was chosen to ensure that the surveyed individuals have direct experience with the platform, thereby making the obtained data more relevant and supporting the validity of the research. The sample size chosen from the respondents is 200, which is considered sufficient for the statistical analysis of the research. The data collection tool is a questionnaire structured based on indicators relevant to the research variables: digital advertising, CRM, brand loyalty, and purchase decisions. Digital marketing is measured by indicators such as social media engagement, online advertising, and marketing content. Brand Loyalty is measured by indicators of brand loyalty and customer satisfaction (Biemans & Malshe, 2024). Multiple regression analysis is used to evaluate the influence of Digital Marketing, CRM, and Brand Loyalty on purchasing decisions .

Multiple regression analysis was chosen because it can show the extent of the influence of each independent variable on the dependent variable in this research model. In addition, this analysis allows researchers to examine the causal relationships between these variables and understand the role of each of them. The results of this analysis are expected to provide deeper insights into the factors influencing consumer behavior when choosing an e-commerce platform. These results can also help e-commerce XYZ optimize marketing strategies and manage customer relationships.

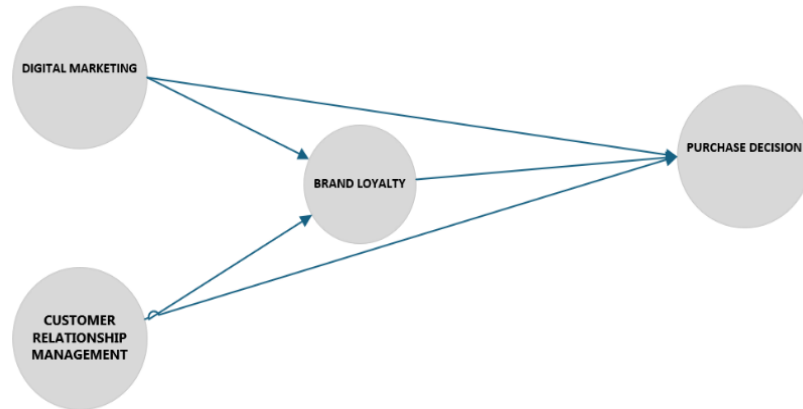


Figure 1 Research Model

In Figure 1, it shows the relationship between variables in the research model for analyzing the impact of digital marketing, customer relationship management, and brand loyalty on purchasing decisions in e-commerce XYZ (Thuy et al., 2024):

1. Digital Marketing (X1) and CRM (X2) function as independent variables that directly influence purchasing decisions, and Brand Loyalty (M) functions as a mediating variable that affects purchasing decisions (Y).
2. This model shows how each variable directly and indirectly influences purchasing decisions on the XYZ e-commerce site.

IV.RESULTS

This research was conducted using Structural Equation Modeling (SEM) software to examine how digital marketing, customer relationship management (CRM), and brand loyalty influence purchasing decisions made on the XYZ e-commerce website. The data used comes from 200 people who have interacted with the XYZ e-commerce website. The results of the SEM analysis show that digital marketing significantly influences purchasing decisions. This shows that the implementation of effective digital marketing strategies, such as the use of online advertisements, search engine optimization, and social media, is very important for attracting customer attention and increasing their likelihood of purchasing the product.

4.1. Data validity

The results of the data validity test conducted in the research titled "Analysis of the Influence of Digital Marketing, Customer Relationship Management, and Brand Loyalty on Purchase Decisions in E-commerce XYZ," which involved 200 respondents, are presented below. Using statistical software to assess the item-total correlation, an item is considered valid if the correlation value (r calculated) is greater than the table value (with $n = 200$, $\alpha = 0.05$, table $r = 0.138$).

Tabel 1 Validity Test

VARIABLE	STATEMENT	R CALCULATE	R TABLE	Explanation
Digital Marketing	Social media increases awareness	0,621	0,138	Valid
	Digital ads effectively influence interest	0,589	0,138	Valid

VARIABLE	STATEMENT	R CALCULATE	R TABLE	Explanation
	Engaging content increases interaction	0,634	0,138	Valid
Customer Relationship Management	Quick response increases trust	0,576	0,138	Valid
	Customer service meets expectations	0,602	0,138	Valid
	Exclusive offers increase	0,648	0,138	Valid
Brand Loyalty	prefer products from this brand	0,659	0,138	Valid
	This brand meets my needs	0,688	0,138	Valid
	I will recommend this brand	0,674	0,138	Valid
Purchase Decision	I often buy products on this e-commerce	0,592	0,138	Valid
	this e-commerce platform are very competitiv	0,601	0,138	Valid
	Transaction process is easy and fast	0,622	0,138	Valid

Based on the validity test in Table 1, it is explained that all statements in the variables of Digital Marketing, Customer Relationship Management, Brand Loyalty, and Purchase Decision have calculated r values greater than the table r value, according to the results of the validity test above. Therefore, all statements are considered suitable for use in further analysis.

4.2. Data reliability

The Reliability Test is conducted to ensure that the measurement tools in the research "Analysis of the Influence of Digital Marketing, Customer Relationship Management, and Brand Loyalty on Purchase Decisions in E-commerce XYZ" are consistent. The reliability test is performed using the Cronbach's Alpha value, with the criteria: a Cronbach's Alpha greater than 0.70 is reliable, while a Cronbach's Alpha less than 0.70 is not reliable.

Table 2 Reliability Test

Variabel	Jumlah Item	Cronbach's Alpha	Explanation
Digital Marketing	3	0,812	reliability
Customer Relationship Management	3	0,798	reliability
Brand Loyalty	3	0,845	reliability
Purchase Decision	3	0,821	reliability

In Table 2, the results of the reliability test show that all variables (Digital Marketing, Customer Relationship Management, Brand Loyalty, and Purchase Decision) have a Cronbach's Alpha value above 0.70. Therefore, the research instrument is considered reliable and can be used for further analysis.

4.3. Data normality

The normality test was conducted to ensure whether the data in the study "Analysis of the Influence of Digital Marketing, Customer Relationship Management, and Brand Loyalty on Purchase Decisions in E-commerce XYZ" is normally distributed. The Kolmogorov-Smirnov test is used with a significance level (α) of 0.05. Data is considered normally distributed if the significance value (p-value) is greater than 0.05.

Table 3 Normality Test

Variabel	Kolmogorov-Smirnov Z	Signifikansi (p-value)	Explanation
Digital Marketing	0,872	0,402	Data is normally
Customer Relationship Management	0,895	0,367	Data is normally
Brand Loyalty	0,854	0,449	Data is normally
Purchase Decision	0,879	0,398	Data is normally

In Table 3, all variables have significance values (p-values) greater than 0.05, indicating that the data for each variable have a normal distribution and meet the normality assumption for subsequent statistical analysis. The results of the Structural Equation Modeling (SEM) analysis were conducted using AMOS software to evaluate the influence of Digital Marketing, Customer Relationship Management (CRM), and Brand Loyalty on purchasing decisions in e-commerce XYZ. The results of the SEM model estimation are as follows:

Tabel 4 SEM Research Results on the Influence of Digital Marketing, CRM, and Brand Loyalty on Purchase Decisions in E-commerce XYZ

Relationship Between Variables	Standardized Coefficient (β)	C.R. (Critical Ratio)	P-Value	Explanation
Digital Marketing → Purchase Decision	0,42	4,12	0,000	Significant
CRM → Purchase Decision	0,38	3,87	0,000	Significant
Significant Brand Loyalty → Purchase Decision	0,35	3,65	0,000	Significant

Goodness-of-Fit Model

Tabel 1 Goodness Of Fit Model

Index	Criteria Value	Result	Explanation
Chi-Square	$p > 0,05$	0,081	Model Fit
GFI (Goodness of Fit Index)	$\geq 0,90$	0,91	Model Fit
AGFI (Adjusted GFI)	$\geq 0,90$	0,90	Model Fit
CFI (Comparative Fit Index)	$\geq 0,90$	0,93	Model Fit
RMSEA (Root Mean Square Error of Approximation)	$\leq 0,08$	0,07	Model Fit

Interpretation of the results:

1. Digital marketing has a significant influence on purchasing decisions with a coefficient of 0.42, indicating that effective digital marketing strategies can help customers make better decisions about what they buy.
2. CRM also has a significant influence on purchasing decisions with a coefficient of 0.38. A good customer relationship can enhance purchase decisions and trust.
3. With a coefficient of 0.35, brand loyalty also has a significant influence on purchasing decisions. Customer loyalty to the brand is an important component in maintaining and enhancing their purchasing decisions.
4. Based on goodness-of-fit values such as GFI, CFI, and RMSEA that meet the fit criteria, the SEM model used shows a high level of fit.

4.4. DISCUSSION

The purpose of this research is to evaluate how digital marketing, customer relationship management (CRM), and brand loyalty influence consumer decisions to make purchases on the XYZ e-commerce platform. Effective digital marketing strategies, such as the use of social media, search engine optimization, and online advertising, can influence consumer decisions to make online purchases. In addition, the proper use of CRM can also greatly influence the establishment of good relationships between businesses and customers. CRM allows XYZ e-commerce businesses to better understand customer needs, provide more personalized services, and ensure that customers remain satisfied.

Thus, this good relationship is expected to increase customer loyalty, which in turn will affect their purchasing decisions. Brand loyalty, or brand loyalty, also plays an important role in consumer choices about what they buy. Customers who are loyal to a particular brand tend to make the same purchases repeatedly and recommend that brand to others. In XYZ e-commerce business, brand loyalty can be formed through a consistently positive shopping experience and guaranteed product quality.

Customer loyalty can also be obtained through good interactions and responsive customer service; ultimately, their purchasing decisions are influenced by this. The research results show that three factors, namely digital marketing, CRM, and brand loyalty, influence consumers' decisions to purchase from the XYZ e-commerce website. Digital marketing successfully attracts consumer attention, while CRM builds long-term relationships with

customers, and brand loyalty helps customers choose the XYZ e-commerce website again. Therefore, the company must continue to develop it.

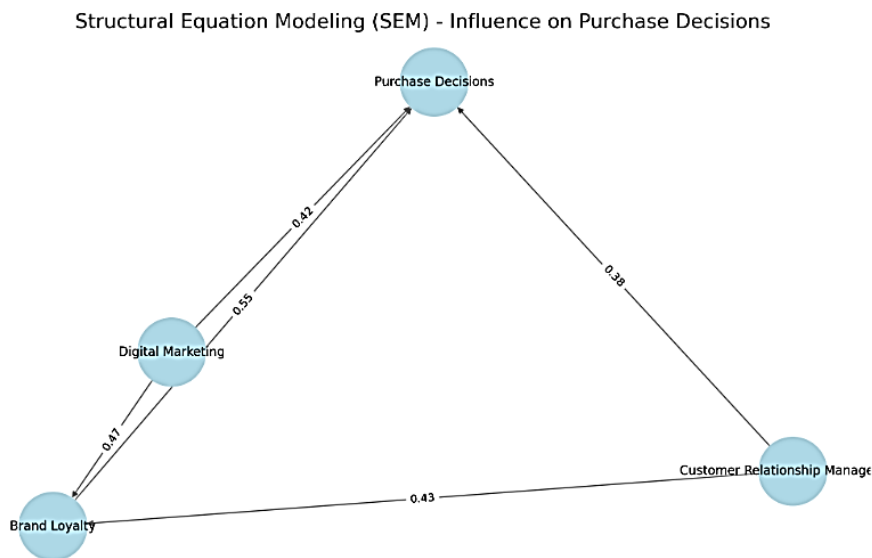


Figure 2 SEM Influence On Purchase Decisions

Figure 2 of SEM data processing results showing the relationship between digital marketing, customer relationship management, and brand loyalty with your research purchase decision. The coefficients on the lines indicate the strength of the relationships between the variables.

V. CONCLUSION

Based on the results of the SEM analysis conducted in this study, it was found that Digital Marketing, Customer Relationship Management (CRM), and Brand Loyalty have a significant influence on the purchasing decisions made by consumers on e-commerce XYZ. Digital Marketing has the greatest influence with a standardized coefficient of 0.42, indicating that effective digital marketing strategies, such as social media advertising and engaging content, can help consumers make better purchasing decisions. According to goodness-of-fit indicators such as GFI (0.91), CFI (0.93), and RMSEA (0.07), which meet the fit criteria, the SEM model used shows a good level of fit.

This indicates that the constructed model is able to explain the relationship between variables well. In conclusion, this study found that the main factors driving consumer purchasing decisions on e-commerce XYZ are digital marketing management, customer relationships, and good brand loyalty. To maintain their competitiveness in the e-commerce market, management must continuously improve the quality of digital marketing, CRM strategies, and build brand loyalty.

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