



The Influence of Customer Relationship Management and Social Media on Customer Loyalty in E-Commerce with Brand Image as a Moderator

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ABSTRACT

This study was conducted to test the effect of customer relationship management and social media on customer loyalty with brand image as a moderator. This study shows that customer loyalty has a strong relationship with customer relationship management, social media, and brand image. This study describes how relationships with customers can be managed well so that customer loyalty is achieved. The sample that has been tested is 155 people who have shopped in e-commerce. This research was carried out by utilizing the structural equation modeling analysis method on Smart PLS (Partial Least Square) software. The results presented that Customer Relationship Management has a positive and significant effect on Customer Loyalty, Social Media has a positive and significant effect on Customer Loyalty, Brand Image has a positive and significant effect on Customer Loyalty, Brand Image Moderation strengthens the positive and significant effect of Customer Relationship Management on Customer Loyalty, Brand Image Moderation weakens the positive and significant effect of Social Media on Customer Loyalty. It is hoped that further research can add new variables to make it better.

Keywords: Customer Relationship Management, Social Media, Brand Image, Customer Loyalty.

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INTRODUCTION

The current era of technology and digitalization has entered every industry, one of which is the e-commerce industry which has shown an increase in its utilization. This transformation from the conventional world to digitalization has also changed people's

habits in fulfilling their needs. E-commerce is an option for many people, so it is important for e-commerce companies to focus their priorities on retaining their customers (Sholihah, 2021). Revisiting the competitive competition in the current business situation, companies need to pay attention to the implementation of their digital marketing strategies which will be a factor in supporting the success of e-commerce companies. Digital marketing is a way of advertising products and services by utilizing technology and digital platforms. This is done in an effort so that potential customers have an interest in what is offered, as well as establish a strong relationship with customers (Sudirjo et al., 2023).

As well as based on survey data conducted by online survey platforms in 2021, presenting reports related to customer loyalty to several e-commerce platforms such as Shopee, Lazada, Tokopedia and others. In the report, the results were found to be Tokopedia 49%, Shopee 42%, Lazada 32%, Bukalapak 32%, JD.ID 32%, seeing that in the data Tokopedia occupies a high position where the loyalty of its customers is large compared to its competitors. Center of Innovation and Digital Economy Indef researcher Nailul Huda explained his assessment that Tokopedia was able to rank because they support their e-commerce platform with more values than their competitors, one of the advantages offered by Tokopedia is the free shipping program in collaboration with Go-Jek, a program that of course targets customer interest in their e-commerce so as to cause customer loyalty in the program.

Looking at previous research, it was found in the study Pratiwi & Dermawan (2021) that customer relationship management has a positive effect but is not significant. On the findings Ayang & Sugiati (2022) customer relationship management has a positive and significant effect on customer loyalty. The findings conducted by Sandhi & Brabo (2023) Social media has a positive and significant effect on customer or consumer loyalty. On the findings Octavian (2020) also states that social media has a significant effect on customer loyalty. Then in the results of the research Ulfah et al (2020) Brand image has a significant effect on customer loyalty.

Relying on research blanks related to the relationship between brand image, social media, and customer loyalty. Then a new variable is arranged, namely customer relationship management, social media, customer loyalty, brand image as a moderator. Examining the findings of previous research, it was reviewed that there was no similar existence related to research that contained brand image as a variable moderating between the variables customer relationship management, social media, and customer loyalty. Therefore, in the research that is currently being carried out, the author seeks to develop a research model that exerts brand image as a moderating variable and will be tested on its influence on customer loyalty. Other tests such as whether its performance as a variable moderating able to be a moderator or the absence of vaiabel influence customer relationship management and social media to customer loyalty.

Problems related to e-commerce in the current technological era are currently popular. Therefore, the purpose of this study is to explain and explain whether there is an influence customer relationship management and social media to customer loyalty with brand image as a moderator. This research is expected to be adequate in increasing customer loyalty by utilizing strategies customer relationship management and social media as a forum for interaction that attracts customer interest and brand image that bridges the occurrence of influence. Based on the information related to the update in this

study, the research was determined by explaining the influence of customer relationship management and social media to customer loyalty with brand image as a moderator.

LITERATURE REVIEW

Social Exchange Theory

Social exchange theory focuses on social relations. The perspective from social exchange theory is that of exchange relations. Where in this theory everyone can influence each other and in this circle of theory there is a reward. In other words, a person's behavior can be formed based on calculations. For example, when in the business sphere, when customers receive rewards in the form of good service from an e-commerce when they want to buy something, this action will be repeated because the customer already feels the reward (Mighfar, 2015).

Customer Relationship Management

Customer relationship management (CRM) is one of the customer-centric strategies in reviewing their needs and recognizing customers, so that companies can make decisions in adjustments to provide the best service with the aim of maintaining a good relationship for a long period of time with customers (Syakila & Ardoyo, 2021).

Social Media

Social media is an online forum that allows users to participate and interact, social media includes blogs, virtual worlds, and others. Types of social media can be video sharing, microblogs, social networks like Facebook, professional social networks like LinkedIn, and more (Liedfray et al., 2022).

Brand Image

Brand image is one of the aspects that encourage customers to shape purchasing decisions, because brand image is a customer's perception of the information obtained about the brand (Ani et al., 2022).

Customer Loyalty

Customer loyalty is one of the goals that will be achieved in the implementation of modern marketing. Because it is expected that profits will always occur with the presence of loyal customers in the long term (Putri et al., 2021).

Hypothesis Development

The Effect of Customer Relationship Management on Customer Loyalty

In the theory of social exchange, customer relationships can be established when customers feel that they get great benefits from the seller ranging from the service to the product. When they find these benefits, they are likely to establish loyalty as a customer.

Customer Relationship Management (CRM) is a marketing activity carried out by the company by focusing on customer needs, archiving customer data, and prioritizing any engagement that occurs with customers and sellers, CRM systems are considered meticulous to boost customer loyalty (Kifti & Swaradana, 2020). Based on findings Bintarto et al. (2021) that the better the CRM is implemented, the

level of customer loyalty will peak, so the findings say that CRM has a positive and significant effect on customer loyalty. Also explained in the findings Promanjoe (2021) that when CRM is not implemented as a whole, it will trigger the impact of repurchases by customers at a low level or in other words fewer repeat purchases. So, according to him, CRM needs to be managed optimally and appropriately so that it can connect customers with sellers in a short period of time, based on his findings, it is also said that CRM has a significant positive effect on customer loyalty.

On the findings Auliaurrahman & Kusumahadi (2022) A loyal attitude can be obtained by sellers when they implement a CRM that can meet customer needs and expectations so that it will trigger customer satisfaction, from this point the seller will find a loyal attitude from his customers. So in his findings, CRM has a positive effect on customer loyalty. Looking at the previous findings and the underlying arguments, the first hypothesis was obtained, namely H₁: Customer Relationship Management has a positive effect on Customer Loyalty

The Influence of Social Media on Customer Loyalty

In the theory of social exchange, social media can be a place for customers to be able to interact with sellers or with fellow customers, from this interaction can trigger perceived feedback. For example, customers get an overview of the product they want to buy based on the results of the interaction Review from other customers, so that such interactions can be beneficial for him to make a purchase decision.

Social media can be a forum for growing a business or even establishing the existence of the business (Herdiyani et al., 2022). Building on findings Octavian (2020) It is said that the level of attractiveness of content or other strategies that can be implemented on social media can bring customer interest and attention to the seller's e-commerce, so in the findings it is stated that social media has a significant effect on customer loyalty. Then Sandhi & Brabo (2023) In his findings, it is stated that the level of depth of social media run by the seller can provide a strong boost to customer loyalty, so in his findings social media has a positive and significant effect on customer or consumer loyalty. Social media can also be a digital-based marketing forum carried out by sellers to be more effective in reaching the public in the current era. In a study conducted by Talumepa et al (2023) It was found that promotions carried out on social media have a significant effect on customer loyalty. Looking at the previous findings and the underlying arguments, a second hypothesis is obtained, namely H₂: Social Media has a positive and significant effect on Customer Loyalty

The Influence of Brand Image on Customer Loyalty

In the theory of social exchange, the responsibility of an e-commerce can be one aspect of its brand image. When an e-commerce shows a strong attitude to meet customer needs and maintain customer trust, it can boost the view of the e-commerce in the eyes of the customer.

Brand image is the understanding and impression of customers or society on an e-commerce (Fauzi & Asri, 2020). On the findings Ulfah et al (2020) It is stated that the better the image of a brand can increase customer loyalty, so in the findings it is said that the brand image has a significant effect on customer loyalty. If you look at the findings Sapitri et al (2020) It is explained that brand image and quality are two roles that go hand

in hand in triggering customer satisfaction which can affect customer loyalty. Then not only that, in his finding, the brand image affects customer loyalty.

Next on the findings Sombolinggi et al (2021) It is stated that brand image has a significant effect on customer loyalty. In his findings, it is said that brand image has a big role for an e-commerce to reach its destination point. Looking at the previous findings and the underlying arguments, a third hypothesis is obtained, namely H₃: Brand Image has a significant effect on Customer Loyalty

Brand Image Moderation on the Influence of Customer Relationship Management on Customer Loyalty

Brand image is the understanding and impression of customers or society on an e-commerce (Fauzi & Asri, 2020). On the findings Ulfah et al (2020) It is stated that the better the image of a brand can increase customer loyalty. Customer Relationship Management (CRM) is a marketing activity carried out by the company by focusing on customer needs, archiving customer data, and prioritizing any engagement that occurs with customers and sellers, CRM systems are considered meticulous to boost customer loyalty (Kifti & Swaradana, 2020).

So brand image has a role in bridging the influence of CRM on customer loyalty. In other words, when the brand image of an e-commerce in public perception shows positive, it can boost the influence of CRM on customer loyalty for the better. Looking at the previous findings and the underlying arguments, a fourth hypothesis is obtained, namely H₄: Brand Image Moderation Strengthens Influence Customer Relationship Management to Customer Loyalty

Brand Image Moderation on the Influence of Social Media on Customer Loyalty

On the findings Sapitri et al (2020) It is explained that brand image and quality are two roles that go hand in hand in triggering customer satisfaction which can affect customer loyalty. Social media can be a forum for growing a business or even establishing the existence of the business (Herdiyani et al., 2022).

Brand image is one of the foundations where it can trigger customer loyalty, when the brand image of an e-commerce is well known. So customer trust in e-commerce can increase, as social media plays its role in encouraging higher customer loyalty with attractive marketing content. branding, interaction, and others, These aspects can support high customer loyalty. Looking at the previous findings and the underlying arguments, the fifth hypothesis is obtained, namely H₅: Brand Image Moderation Strengthens the Influence of Social Media on Customer Loyalty.

RESEARCH METHOD

The research method carried out is a quantitative method with structural equation modelling (SEM). Models SEM relevant to be lived because the variables to be carried out have variable measurement indicators and have moderating effect. The research model consists of four variables. First, Customer Relationship Management. Second, Social Media. Third, brand image. Fourth, customer loyalty.

The investigation consisted of several stages. First, the presentation of the description of the demographic data of the respondents, the forecast of the research respondents can be

known. Second, it explained the descriptive statistics regarding the response by respondents to the research questionnaire. Descriptive statistics present related research data from mean, minimum, maximum and standard deviation. Descriptive statistics are used to describe the level of relevance in the field of each variable conducted by the research. Third, the validity test to conduct tests on the research questionnaire used, whether it is valid or not represents the variables carried out by the research.

Validity is measured by numbers derived through the loading factor. If the number shows > 0.5 , the questionnaire can be declared valid. Then if the number shows > 0.7 , then Fourth, the reliability test is used in testing the reliability of research data, as well as in testing the consistency of responses by respondents. The data is said to be reliable and credible if the numbers obtained through rho, cronbach alpha, and composite reliability are > 0.7 each. Fifth, test the hypothesis and attach a description of the conclusions related to the hypothesis accepted or the hypothesis rejected. The research hypothesis uses one tailed, if the statistical t-value is > 1.65 and the p-value is < 0.05 , then the hypothesis will be accepted. Sixth, it displays regression adjustments that are the results and interpretations. This interpretation will later be clarified regarding the value of the influence coefficient and the relevance of the strategy. Seventh, provide an explanation of the value of the determination coefficient which is the result of the research model.

RESULTS AND DISCUSSION

In the study carried out, a sample of 155 respondents was used which was sourced from female respondents amounting to 97 people with a percentage of 62.58% and male respondents amounting to 58 with a percentage of 37.42%. Furthermore, looking at this study, age is broken down into 5 elements, namely the age of < 20 years with a quantity of 23 people (14.84%), 20 – 25 years with a quantity of 81 people (52.26%), 26 – 30 with a quantity of 44 people (28.39%), 31 – 35 years with a quantity of 6 people (3.87%) and finally > 35 years old with a quantity of 1 person (0.65%). Looking at the last education taken by respondents at the Senior High School/Vocational level of 26 people (16.77%), D3 Students and Graduates of 5 people (3.23%), S1 Students or Graduates of 77 people (49.68%), S2 Students or Graduates of 42 people (27.10%), S3 Students or Graduates of 0 people (0%), others 5 (3.23%). This study runs Partial Least Square (PLS) in conducting a quality test of the results of the data, to understand and analyze the relationship between related variables and make an appropriate prediction model, the author uses this PLS as an analysis technique. Software carried out in this study is Smart PLS.

Smart PLS Descriptive Statistical Test

The use of descriptive statistics is an in-depth approach with the aim of being able to present data clearly (Handayani, 2024). The technique carried out in this study refers to the minimum, maximum, mean, and standard deviation values of each variable, namely Customer Relationship Management, Social Media, Brand Image, and Customer Loyalty.

Variabel	N	Minimum	Maximum	Mean	Standard Deviation	Percentage
Customer Relationship Management	155	1	5	3.94	1.027	788,00%
Social Media	155	1	5	4.08	1.014	816,00%
Brand Image	155	1	5	4.07	1.004	814,00%
Customer Loyalty	155	1	5	4.21	0.932	842,00%

Relying on the Descriptive Statistical Test Results were found in their entirety as follows:

1. Referring to the results of descriptive statistical analysis produced through the variable (X1) Customer Relationship Management, the minimum value is said to be 1. However, the maximum value is said to be 5. As well as a mean of 3.94 and a standard deviation of 1.027 or in line with 788.00%.
2. Referring to the results of descriptive statistical analysis produced through the Social Media variable (X2), the minimum value is said to be 1. However, the maximum value is said to be 5. As well as a mean of 4.08 and a standard deviation of 1.014 or in line with 816.00%.
3. Referring to the results of descriptive statistical analysis produced through the Brand Image variable (Z), the minimum value is said to be 1. However, the maximum value is said to be 5. As well as a mean of 4.07 and a standard deviation of 1.004 or in line with 814.00%.
4. Referring to the results of descriptive statistical analysis produced through the variable (Y) Customer Loyalty, the minimum value is said to be 1. However, the maximum value is said to be 5. As well as the mean is 4.21 and the standard deviation is said to be 0.932 or in line with 842.00%.

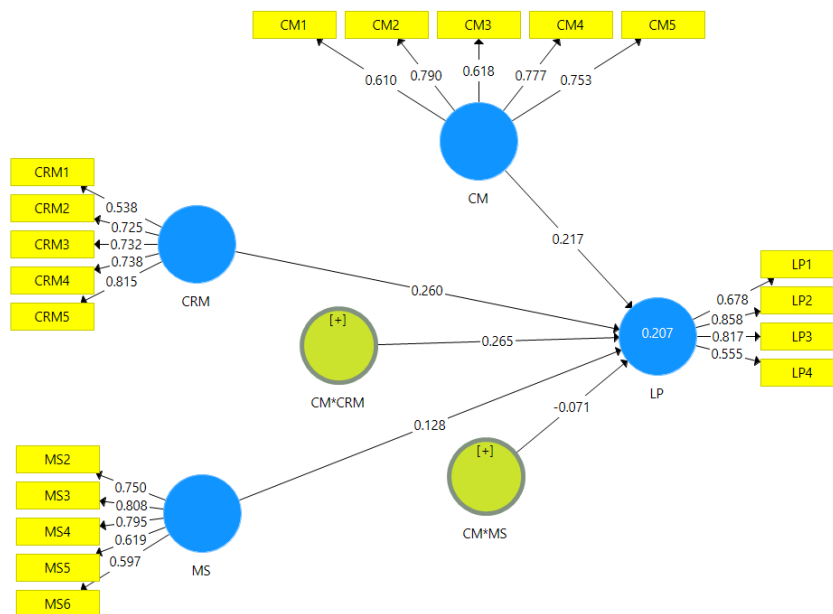


Figure 1. Loading Factor Results

Leaning on the presentation of results loading factor above indicates that the overall number is positioned above 0.5. Looking at this, it can be said that all indicators are valid. So it produces a conclusion where the indicators in this research variable are said to be valid as a whole.

Validity and Reliability Tests

The validity test is carried out to prove the validity of the device to be tested in this study. Meanwhile, the reliability test is carried out specifically on statements that have been tested valid (Kusuma & Waluyo, 2023). The validity and reliability test is a result based on testing to prove that the indicators contained in this study are reliable and valid (Sayyida, 2023). This research can be said to be reliable if the choice of the individual on the statement submitted is fixed and stable. The Validity and Reliability Test is carried out by various methods, namely:

- Cronch's Alpha: this method has a function in investigating the stipulations on a questionnaire submitted to the research. In this case, a number that reaches > 0.7 is said to be accepted.
- Composite Reliability: this method has a function in investigating the measurement of tightness on a questionnaire submitted to the research. In this case, a number that reaches > 0.7 is said to be accepted.
- Average Variance Extracted (AVE): this method has a function to describe the reliability of the research. In this case, a number that reaches > 0.5 is said to be accepted.

Table 2. Validity and Reliability Tests

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CRM	0,771	0,820	0,838	0,512
MS	0,781	0,813	0,841	0,517
CM	0,780	0,810	0,837	0,509
LP	0,709	0,746	0,822	0,543
CM*CRM	1,000	1,000	1,000	1,000
CM*MS	1,000	1,000	1,000	1,000

Description: Customer Relationship Management, Social Media, Brand Image, Customer Loyalty

Validity and Reliability Test reveals results Average Variance Extracted (AVE), Composite Reliability, Cronbach's Alpha shown in the table is considered a value. Therefore, based on this, a conclusion has been found, namely AVE explains that the variable Customer Relationship Management, Social Media, Brand Image, Customer Loyalty > 0.5. Looking at these results, it can be interpreted as evidence that states that the variable can be said to be valid or discriminant validity good. Then the value Composite

Reliability and Validity and Cronbach’s Alpha that meets the > scale of 0.7. So looking at these results, the test carried out can be said to be credible.

Linear regression, this method plays a role in exploring the level of effectiveness when decoding large amounts of data using R-Square. The value that R-Square has is 0 and 1, or in other words, the higher the value that R-Square has, the better. Relying on that source, the R-Square value in the Customer Loyalty variable is 0.207. The results contained in the existing description refer to the large percentage of the Brand Image by influence Customer Relationship Management, Social Media. Then the brand image is stated to be 20.7% and it is known that the R-Adjust value is 0.180 or 18.0%. Based on this statement, it is stated to be in the category of poor because the R-Adjust obtained is below 50%.

The values listed in F-Square influence the other variables by effect size, F-Square values 0.01 (small), 0.04 (medium), 0.06 (large). Then the variables that have an effect size large at the > 0.06 benchmark seen on the Customer Relationship Management which contains a value of 0.030 < 0.06.

Relying on the data obtained from the moderating effect, two hypotheses are outlined, namely: (1) Brand Image Moderation on the influence of Customer Relationship Management on Customer Loyalty has a significant influence. (2) Brand Image Moderation on the influence of Social Media on Customer Loyalty has a significant influence.

Hypothesis Test

The internal model analysis is used to predict and test causal relationships in variables and assemble a better and usable research system. The analysis of the inner model is proven to be significant if the T-statistic has a value greater than 1.65. Next, look at the other method by paying attention to the P – Value if it is less than 0.05. Below is a table describing the results of the study obtained after the test with the use of PLS to help see significant data and insignificant data.

Table 3. Hypothesis Test

	Hypothesis	Coefficient Value	T-Statistic	P-Values	Verdict
H1	Customer Relationship Management > Customer Loyalty	0,260	1,814	0,050	Accepted
H2	Social Media > Customer Loyalty	0,128	1,887	0,044	Accepted
H3	Brand Image > Customer Loyalty	0,217	2,749	0,010	Accepted

H4	Brand Image* Customer Relationship Management > Customer Loyalty	0,265	3,478	0,003	Accepted
H5	Brand Image* Social Media > Customer Loyalty	-0,071	0,967	0,178	Rejected

Source: Smart PLS Data Processing Results, 2024.

DISCUSSION

Based on the data described, it can be concluded that the hypothesis test that has been obtained is a hypothesis test among the five hypotheses proposed in this study, there are four accepted hypotheses.

Proving the First Hypothesis of the Influence of Customer Relationship Management on Customer Loyalty

The test in the first hypothesis that refers to the elaboration of the table above presents that the value of T – Statistic relationship between Customer Relationship Management Customer Loyalty is as high as $1.814 > 1.65$ and P Value $0.050 > 0.05$. Referring to this, it was revealed that the first hypothesis was accepted and there was a significant influence on the first hypothesis. So it can be interpreted that Customer Relationship Management have a close relationship with Customer Loyalty. There are four indicators on the variable customer relationship management (CRM) namely, Technology, Processes, Knowledge and Understanding, People (human resources). Technology can be useful for business strategies to research customer behavior patterns and collect all customer information that can later be used in providing consumer needs so that CRM can be maintained. The process in CRM is the steps and stages that a business runs in managing its relationship with customers, this process involves customer interaction and satisfaction. Knowledge and Understanding are two things needed by employees of a business to help meet questions and confusion asked by consumers about the products owned by the business, if the employees can answer these questions, then CRM can be maintained with customer satisfaction. Furthermore, People (human resources) in CRM is to place competent people who will deal directly with customers. Therefore, based on the above statement, it is found that the implementation of these four indicators can be the foundation in the formation of customer loyalty. This research is in line with the statements of previous researchers (Auliaurrahman & Kusumahadi, 2022; Bintarto et al., 2021; Promanjo, 2021).

Proving the Second Hypothesis of the Influence of Social Media on Customer Loyalty

The test in the second hypothesis that refers to the elaboration of the table above presents that the value of the T-Statistic relationship between Social Media and Customer Loyalty is equal to $1.887 > 1.65$ and P Value $0.044 < 0.05$. Referring to this, it was revealed that the second hypothesis was accepted and there was a significant influence on the second hypothesis. So it can be interpreted that Social Media has a close relationship with Customer Loyalty. There are six indicators in the social media variable, namely the

existence of interesting and entertaining content, the interaction between consumers and sellers, the interaction between consumers and other consumers, the ease of searching for product information, the ease of communicating information to the public, and the level of trust in social media. The existence of interesting and entertaining content on a business's social media can attract consumers, for example, if the content is according to their tastes and coupled with quality products will generate customer loyalty itself. The interaction between consumers and sellers on social media can give consumers a sense of trust in the seller's products. The existence of interaction between consumers and other consumers, for example, in social media, other consumers provide Review related to the product of a business, then the other consumer feels helped by Review and he began to ask about several things about the product so that it caused a feeling of security in buying the same product, because the consumer had pocketed an indirect assessment of the product he was going to buy. The ease of searching for product information can be one of the reasons consumers can be loyal to a business, for example, if a consumer wants to buy a product, he will try to find information from the product or search for the product in e-commerce and it turns out that the product is easy to get. This makes consumers feel efficient with their time. The ease of communicating information to the public, this is not much different from the previous discussion. For example, a business provides detailed information on its social media and the business does not cover up information related to the product, this will provide a sense of trust and ease to consumers so that consumers will not hesitate to buy the product. The level of trust in social media, a business can provide information as it is about their products so that consumers can set the same expectations when reading product-related information on social media as when they have received the product. Therefore, based on the above statement, it is found that the implementation of these six indicators can be the foundation in the formation of customer loyalty. This research is in line with the statements of previous researchers (Octavian, 2020; Sandhi & Brabo, 2023; Talumepa et al., 2023).

Proving the Third Hypothesis of the Influence of Brand Image on Customer Loyalty

The test in the third hypothesis that refers to the elaboration of the table above presents that the value of $T - \text{Statistic}$ of the relationship between Brand Image and Customer Loyalty is equal to $2.749 > 1.65$ and $P \text{ Value } 0.010 < 0.05$. Referring to this, it was revealed that the third hypothesis was accepted and there was a significant influence on the third hypothesis. So it can be interpreted that Brand Image has a close relationship with Customer Loyalty. There are four indicators in the brand image variable, namely, recognition, reputation, attractiveness, loyalty. Recognizing is that consumers need to have information that they can remember so as to provide an experience for consumers. If the experience is positive, it can lead to customer loyalty. Reputation is very important in a business, because consumers tend to choose products with a good reputation. Attractiveness is one of the aspects in attracting consumer interest to buy products, attraction can be in the form of services and others. Then loyalty, when a business can provide a positive image, consumers will put a sense of loyalty to their products. Therefore, based on the above statement, it is found that the implementation of these four indicators can be the foundation in the formation of customer loyalty. This research is in line with the statements of previous researchers (Sapitri et al., 2020; Sombolinggi et al., 2021; Ulfah et al., 2020).

Proving the Fourth Hypothesis of Brand Image Moderation on the Influence of Customer Relationship Management on Customer Loyalty

The test in the fourth hypothesis that refers to the elaboration of the table above presents that the value of T – Statistic the relationship between the moderation of the Brand Image over the influence of the Customer Relationship Management Customer Loyalty is as high as $3.478 > 1.65$ and P Value $0.003 < 0.05$. Referring to this, it was revealed that the fourth hypothesis was accepted. In other words, brand image is the foundation in managing CRM or consumer-seller relationships. If the brand image always displays and gives a positive view, then consumers will not hesitate to always shop in that place so that this will trigger customer loyalty.

Proving the Fifth Hypothesis of Brand Image Moderation on the Influence of Social Media on Customer Loyalty

The test in the fifth hypothesis that refers to the elaboration of the table above presents that the T-Statistic value of the relationship between Brand Image moderation and the influence of Social Media on Customer Loyalty is as high as $0.967 < 1.65$ and P Value $0.178 > 0.05$. Referring to this, it was revealed that the fifth hypothesis was rejected. In other words, brand image cannot moderate the influence of social media on customer loyalty because when the image of the brand is excessive, it causes high expectations by customers. However, in reality, the brand image does not match what customers get.

CONCLUSION

Sourced from the tests that have been carried out from the results of this research. First, he revealed that customer relationship management significantly affect customer loyalty or acceptance. Second, social media has a significant effect on customer loyalty or acceptance. Third, brand image has a significant effect on customer loyalty or acceptance. Fourth, moderation of brand image over influence customer relationship management Customer loyalty has a significant impact. Fifth, the moderation of brand image over the influence of social media on customer loyalty does not have a significant effect.

Leading to the research, it can be found that the challenge faced in this study is the existence of stubbornness in the questionnaire so that it is feared to cause bias. Based on the research that has been compiled, there are several suggestions. To academics and students, this research can help students' understanding, especially students who focus on the business world related to relationships with consumers and loyalty, brand image to social media. To the next researcher, it is hoped that the next research can add new variables to make them better. To the public, it is hoped that this research can be useful in helping businesses to determine business strategies in fostering customer loyalty.

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