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The Traditional Role of CRM and Social Media Marketing in Increasing Customer Loyalty Mediated by Commitment, Trust, and Purchase Satisfaction: Online Cosmetics and Skincare

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Abstract: This study was conducted with the aim of examining the effect of Traditional CRM and Social Media Marketing on Customer Loyalty both directly and indirectly through Commitment, Satisfaction and Trust. The type of research used is hypothesis testing by taking samples using purposive sampling, namely respondents who have worked and made purchases of cosmeceuticals and skin care with the number of samples collected as many as 221. The analytical tool used is SEM-PLS. The findings show Traditional CRM is proven to have a positive effect on Customer Loyalty directly while Social Media Marketing is not proven to have a direct effect on Customer Loyalty. Commitment is proven to mediate the positive influence of Traditional CRM and Social Media Marketing on Customer Loyalty. Satisfaction is not proven to mediate the positive effect of Traditional CRM and Social Media Marketing on Customer Loyalty. Trust is proven to mediate the positive effect of Traditional CSM and Social Media Marketing on Customer Loyalty.

Keyword: Customer Loyalty, Traditional CRM, Social Media Marketing, Commitment, Satisfaction, Trust.

INTRODUCTION

Customer loyalty is a crucial foundation for the long-term viability and profitability of a business. Loyal customers not only transact frequently, but also voluntarily become information disseminators through personal recommendations. In a situation of intense business competition, companies must balance efforts to acquire new customers with maintaining the loyalty of existing customers. Wijaya (2023) states that customer-centric marketing strategies have a significant impact on customer loyalty and the ability to retain customers. This is because the method succeeds in building personal value and strong emotional relationships between consumers and companies. This view is reinforced by research conducted by Maharani & Albari (2023), which shows that customer loyalty has a significant role in reducing marketing costs.

Facts in the field show that retaining existing customers is much more efficient than attracting new customers. Thus, building and maintaining customer loyalty is not only a strategy

of choice, but also an urgent need in the midst of highly dynamic market changes. Loyalty from customers is an important factor to maintain business sustainability and growth, especially in sectors that have a high level of competition. Loyal customers not only make regular purchases, but also contribute to reducing promotional costs because they recommend our products or services to others. A study conducted by Malki et al. (2024) indicates that aspects of CRM and social media have a positive impact on customer loyalty both directly and indirectly.

Social Media Marketing Activities (SMMA) are interdisciplinary and cross-functional activities that use social media, often in combination with other communication channels, to achieve organizational goals by creating value for stakeholders (Banerji & Singh, 2024). Along with the development, the general public can now easily share opinions using social media, one of which is to buy the desired item without having to visit the store. The internet and social media today have enabled businesses to take advantage of digital marketing opportunities (Haeruddin et al., 2023). Digital marketing through social media is starting to become a global trend, because it allows potential customers to learn more quickly and easily about the various types of goods supplied, as well as the use of digital marketing which is considered very efficient and prospective. Digital marketing through social media is an activity of introducing products, promotions, and target markets through online digital media while using various social networks and E-Commerce tools (Haeruddin et al., 2023). Social media is not only a communication tool, but also an integral part of e-commerce marketing strategies. With the right strategy, utilizing social media can help expand the market, increase engagement, and strengthen customer loyalty (Supradono & Hanum, 2011).

While social media utilization did not have a significant direct impact on loyalty, the indirect effect through satisfaction was found to be statistically significant. These findings corroborate the relationship marketing theoretical framework that emphasizes the importance of ongoing relationships, rewarding interactions, and the creation of experiences for customers as the basis for building loyalty. In this case, social media acts as a channel that strengthens communication, increases openness, and offers opportunities for customers to be actively involved in value co-creation (Arora et al., 2021; Potra et al., 2016). Therefore, the combination of an organized CRM strategy and the use of digital social platforms is an important requirement in creating long-lasting customer loyalty in today's competitive age.

The purpose of this study is to empirically examine the effect of Traditional CRM and Social Media Merketing (SMM) on Customer Loyalty both directly and indirectly through Commitment, Satisfaction and Trust.

Hypotheses Development

Customer Loyalty

Loyalty is a deep commitment to continue to repurchase or reuse a preferred product or service consistently in the future, thus causing repeat purchase behavior of the same brand or group of brands, even though situational influences and marketing efforts have the potential to cause switching behavior (Banerji & Singh, 2024). Customer loyalty is often the ultimate goal of CRM and has an important role in increasing profits and business sustainability (Malki et al., 2024). Customer loyalty reflects their level of satisfaction with the services provided by the company. The indirect link between customer relationships and customer satisfaction, as well as customer loyalty, supports relational marketing (Malki et al., 2024). CRM requires managing relationships with customers to create trust and loyalty. Loyalty can be aimed at providing happiness to consumers. Happiness increases customer benefits, which affect customer loyalty. states that the benefits obtained by consumers affect loyalty, and loyalty has an impact on intention to buy (Gazi et al., 2024).

Traditional CRM

Traditional CRM (Customer Relationship Management) can be defined as a step in managing all interactions between companies and consumers, including all contacts, interaction processes, and communication aspects involved (Malki et al., 2024). CRM is a method or strategy implemented by companies to build, maintain, and strengthen long-term relationships with customers. CRM also focuses on developing and maintaining long-term relationships that bring benefits to companies and customers (Gazi et al., 2024). CRM is an ongoing process in which companies regularly assess their goals to influence customer actions, with the aim of reducing costs, increasing customer satisfaction and loyalty, attracting new customers, and increasing sales and profits. The concept of CRM is concerned with retaining customers, purchases made by customers, and interactions with clients (Malki et al., 2024).

The influence between Traditional CRM on Customer Loyalty

Research conducted by Malki et al. (2024) shows that traditional CRM (TCRM) has a direct positive effect on CL (Customer Loyalty). The study conducted by Gazi et al. (2024) found that CRM contributes to increased customer satisfaction, which in turn has a positive effect on customer loyalty. According to the results of research conducted by Alnassar et al. (2025), it was found that E-CRM and its dimensions (enjoyment, usability, and ease of use) have a positive impact on customer loyalty. Therefore, the following hypothesis is proposed:
H1: There is a positive influence between Traditional CRM on Customer Loyalty

Social Media

Social media (SM) is seen as the tool that has the most significant impact on an organization's interaction with customers and society. One of the main reasons that encourages organizations to use social media is the large number of users who are active on these platforms (Malki et al., 2024). Social media is a technology used to interact through interactive websites (Almohaimmeed, 2019). This technology is changing the way customers behave and marketing methods, especially in emerging markets. Social media can serve as a significant tool for companies to realize promises in the concepts of advertising, market orientation, and relationship marketing by providing a means to improve Customer Service (CS) and increase interaction with customers which in turn has an impact on Customer Loyalty (CL) (Malki et al., 2024). In this case, companies that establish more effective communication with their customers through social media not only gain insight into customers but also increase their satisfaction and loyalty (Almohaimmeed, 2019).

The Effect of Social Media on Customer Loyalty

Research findings by Almohaimmeed (2019) show that social media has a significant and positive influence on brand loyalty. Another study by Suharto et al. (2022) shows that marketing through social media has a significant positive impact on consumer satisfaction in e-commerce, and that marketing has a significant influence on loyalty. Research by (Banerji & Singh, 2024) shows that CRQ significantly acts as an intermediary in the relationship between perceived SMMA and CL. Thus, the following hypothesis is presented:
H2: There is a positive influence between Social media and Customer Loyalty.

Commitment

CRQ (customer relationship quality) tercermin melalui komitmen, kepercayaan, dan kepuasan (Banerji & Singh, 2024). Komitmen mengacu pada keinginan konsumen untuk mempertahankan hubungan jangka panjang (Banerji & Singh, 2024). Komitmen konsumen dapat membantu mereka mengembangkan sikap positif dan loyalitas. Kepercayaan menghasilkan sikap positif dan dapat menghasilkan pembentukan CL (Gazi et al., 2024).

The influence between Traditional CRM and Social media on Commitment

Research conducted by Gazi et al. (2024) resulted in the finding that CRM has an effect on commitment which in turn has a significant impact on customer loyalty, both directly and indirectly. Research conducted by Banerji & Singh (2024) also resulted in the finding that commitment significantly mediates the relationship between perceived social media and customer loyalty. Based on the results that have been found, the following hypothesis is presented:

H3: There is a positive influence between Traditional CRM on Customer Loyalty through Commitment

H4: There is a positive influence between Social media on Customer Loyalty through Commitment

Satisfaction

Satisfaction is considered as a customer's evaluation of the perceived performance of a product or service according to their expectations, as well as the level of satisfaction resulting from the fulfillment of consumption needs (Malki et al., 2024). Satisfied customers tend to make repurchases and share their positive experiences with others (Gazi et al., 2024). Thus, companies must understand the relationship between customer satisfaction (CS) and customer loyalty (CL) in order to distribute marketing efforts between efforts to increase satisfaction and strategies to build loyalty (Malki et al., 2024). Customer satisfaction relates to how satisfied they are when using products and services.

The influence between Traditional CRM and Social media on Satisfaction

Findings from Malki et al. (2024) and Gazi et al. (2024) state that CRM and social media affect customer loyalty indirectly through customer satisfaction. Based on the results that have been found, the following hypothesis is presented:

H5: There is a positive influence between Traditional CRM on Customer Loyalty through Satisfaction

H6: There is a positive influence between Social media on Customer Loyalty through Satisfaction

Trust

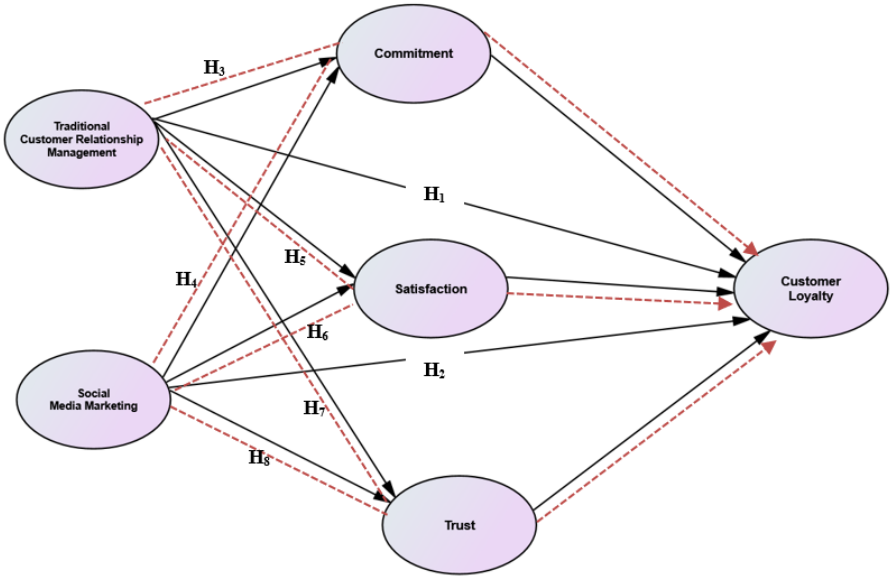
Trust is the readiness of ordinary consumers to trust the brand's capability to fulfill the promised function (Gazi et al., 2024). Trust can lead to a positive attitude towards the company and can ultimately contribute to the formation of CL (Gazi et al., 2024). Customer trust is a crucial factor that is considered the main requirement in handling this situation. Although a company gains the trust of its consumers, some of them may not provide benefits, and the company may not be prepared to keep its loyal customers. A good experience reinforces confidence in the product or service offered by the organization, which in turn increases the chances of repurchase (Banerji & Singh, 2024).

The influence between Traditional CRM and Social media on Trust

The results of research by Gazi et al. (2024) show that customer relationship management (CRM) systems have an impact on customer loyalty indirectly through the level of customer trust. Findings by Banerji & Singh (2024) show that social media has an effect on customer loyalty indirectly through the trust that customers have. Based on the findings that have been obtained, the following hypothesis is presented as follows:

H7: There is a positive influence between Traditional CRM on Customer Loyalty through Trust

H8: There is a positive influence between Social media on Customer Loyalty through Trust



Source: Research Results

Figure 1.Conceptual Framework

METHOD

Nature and Type of Research

This research is associative with the type of research using hypothesis testing. Associative research is research that connects two or more variables, while the hypothesis testing method is carried out to test the effect of one variable on another either directly or indirectly by using certain mediating variables (Sugiyono, 2016). This research was adopted from the article Malki et al. (2024) and Banerji & Singh (2024) which aims to examine the effect of traditional CRM and social media on Customer Loyalty mediated by Commitment, Trust and Satisfaction. The unit of analysis used is consumers who buy products online through social media. The analytical tool used in the research is the Structural Equation Model (SEM) which processes the measurement model and structural model at once.

Variables and Measurements

The variables used in the study consist of 2 independent variables (Traditional CRM and Social Media Marketing), 3 mediating variables (Commitment, Trust and Satisfaction) and 1 dependent variable, namely Customer Loyalty with the measurement of each variable can be seen in table 1.

Table 1. Research Variables and Measurements

Variable	Simbol	Measurement Indicator	Source
Traditional Customer Relationship Management	TCRM1	The company understands my needs, expectations and preferences	Iriana and Buttle (2008)
	TCRM2	This brand provides the ability to collaborate with it	
	TCRM3	The company provides time and resources to meet customer needs and successfully serve customers	
	TCRM4	My relationship with this company/brand is deep	
Social media	**Dimensions: Interaction**		Banerji dan Singh (2023)
	INTACT1	It is easy to express my opinion about e-commerce through social media.	
	INTACT2	It is possible to have two-way interaction with e-commerce through social media.	

Variable	Simbol	Measurement Indicator	Source
	INTACT3	It is possible to share information about e-commerce with other users through social media.	
	Dimention : Word-of-Mouth (WOM)		
	WOM1	I want to share my e-commerce purchase experience with my friends and acquaintances using social media.	
	WOM2	I would like to post my e-commerce purchase experience on my social media account.	
	WOM3	I would recommend my e-commerce experience to my friends and acquaintances through social media.	
	Dimentions : Trendy		
	TREND1	Content seen on social media is the latest trend.	
	TREND2	Using social media is trendy/current.	
	TREND3	Whatever is trendy/current is available on social media.	
	Dimention : Entertainment		
	ENTER1	The e-commerce content found on	
	ENTER2	social media seems interesting. Using social media is fun.	
	ENTER3	It's fun to use social media.	
	Dimensions: Customization		
	CUSTOMI1	Social media offers customized e-commerce product information search.	
	CUSTOMI2	Social media makes e-commerce product purchase recommendations according to my needs.	
	CUSTOMI3	Social media platforms can be accessed anytime anywhere.	
Commitment	COM1	I am proud to be a member of a social media account.	Banerji and Singh (2024)
	COM2	I feel like I own social media.	
	COM3	I care about the long-term success of the social media platform.	
Satisfaction	SAT1	I am satisfied using social media.	Banerji and Singh (2024
	SAT2	I enjoy using social media.	
	SAT3	I am happy with the experience of using my social media accounts	
TRUST	TR1	The performance of the social media platform always meets my expectations.	Banerji and Singh (2024
	TR2	Social Media platforms are trustworthy	
	TR3	Social Media platforms are reliable	
Customer Loyalty	CL1	I consider myself very loyal to this brand	Nyadzayo and Khajehzadeh (2016)
	CL2	I would recommend this brand to friends	
	CL3	This brand is my first choice	

Population and Sample

The population in this study were respondents who bought cosmetic and skincare products through social media. The sampling method uses purposvie sampling, namely the sample is taken using the criteria that the respondent is already working and purchases cosmetic and online products through social media platforms such as Tiktok, Instangram. Facebook. Determination of the number of samples using the criteria of Hair et al. (2022), namely that the minimum sample size is 5 times the number of indicators used. This study uses 31 indicators so that the minimum sample size used is 31 x5 = 155. The results of data collection via google

form obtained a sample size of 221 respondents, which means that it meets the minimum sample size required.

Analysis Method

The analytical tool used in this research is Structural Equation Model Partial Least Square (SEM-PLS) with stages

1. Instrument Testing which consists of
   a. Convergent validity testing
      Performed using outer loading criteria where it is said to be valid if outer loading> 0.6 and AVE criteria where convergent validity is met if the AVE value> 0.5
   b. Discriminant validity testing
      Performed using cross loading and HTMT where discriminant validity is met if the outer loading value of the indiactor that forms a construct is higher than if it is used to measure other constructs and the HTMT value of the variables used in the study <0. 9
   c. Reliability testing
      Performed using composite reliability where a variable is said to be reliable if it has a composite reliability value> 0.7

2. Model fit testing

Performed using the VIF criteria (the VIF value of each variable is less than 10), the coefficient of determination (close to 1)

3. Testing the theoretical hypothesis

Theoretical hypothesis testing is carried out with the aim of measuring the effect of each independent variable on the dependent variable

RESULTS AND DISCUSSION

Descriptive Statistics

The results of the descriptive statistical calculation of the research variables are shown in table 2. Descriptive statistics of Traditional CRM variables produce an average value of 4.057. The standard deviation value of 0.6437 shows that the variation in respondents' answers from one another is relatively homogeneous. When viewed from the responses to the measurement indicators of traditional CRM variables, the TRCM1 indicator produces the highest average answer of 4.1357 and the TRCM4 indicator produces the lowest response of 3.7738. Descriptive statistics for Soicial Media Marketing variables produce good responses as indicated by the average answer value of 4.1399. The standard deviation value of 0.5109 shows that the variation in respondents' answers to the Social Media Marketing variable is quite homogeneous. The Costomization dimension of the Social Media Marketeing variable provides the highest response as shown by the average value of 4.2338 and the lowest dimension is Word of Mouth with an average value of 3.9291. Descriptive statistics for the Commitement variable also produced a good response with the average value of respondents' answers of 4.0090. The standard deviation value of 0.831 shows that the variation in respondents' answers to the commitment variable is quite homogeneous.The Satisfaction variable produces an average answer value of 4.1584 which shows that the satisfaction of the respondents is good and relatively homogeneous as shown by the standard deviation value of 0.6026. The Trust variable produces a fairly good response as indicated by the average answer value of 3.9729 and the respondent's answer is quite heterogeneous as indicated by the standard deviation value of 0.7053. The Customer Loyalty variable produces a fairly good response as indicated by the average value of respondents' answers of 3.8492 and is relatively heterogeneous with a standard deviation value of 0.7180.

Validity testing for research variables can be seen in table 2 and table 3. The results of processing validity testing for Traditional CRM variables consisting of four indicators resulted in the conclusion that all indicators were proven valid because they produced outer loading> 0.5. The four indicators are interconnected in forming the Traditional CRM variable because they produce an AVE value of 0.568> 0.5. Reliability testing produces a Composite reliability value of 0.840> 0.7, which means that it is proven that the four measurement indicators are reliable (consistent). This all indicators of Traditional CRM variables are valid and reliable.

The processing results of validity testing for Social Media variables consisting of fifteen indicators from five dimensions resulted in the conclusion that all indicators were proven valid because they produced outer loading> 0.5. The fifteen indicators of the five dimensions are also interconnected in forming the Social Media variable because they produce an AVE value of> 0.5. Reliability testing produces a Composite reliability value> 0.7, which means that it is proven that the fifteen indicators from the five dimensions of measurement are reliable (consistent). This all indicators of Social Media variables are valid and reliable.

The results of processing validity testing for the Commitment variable which consists of three indicators resulted in the conclusion that there was one invalid indicator, namely HAW8 and it was proven that after removing the indicator all indicators were proven valid because they produced outer loading> 0.5. The three indicators are also interconnected in forming the Commitment variable because they produce an AVE value of 0.564> 0.5. Reliability testing produces a Composite reliability value of 0.794> 0.7, which means that it is proven that the three measurement indicators are reliable (consistent). This all indicators of the Commitment variable are valid and reliable.

The results of processing validity testing for the Satisfaction variable which consists of three indicators resulted in the conclusion that all indicators were proven valid because they produced outer loading> 0.5. The three indicators are also interconnected in forming the Satisfaction variable because they produce an AVE value of 0.591> 0.5. Reliability testing produces a Composite reliability value of 0.812> 0.7, which means that it is proven that the three measurement indicators are reliable (consistent). This all indicators of the Satisfaction variable are valid and reliable,

The results of processing validity testing for the Trust variable which consists of three indicators resulted in the conclusion that all indicators were proven valid because they produced outer loading> 0.5. The three indicators are also interconnected in forming the Trust variable because they produce an AVE value of 0.644> 0.5. Reliability testing results in a Composite reliability value of 0.844> 0.7, which means that it is proven that the three measurement indicators are reliable (consistent). This all indicators of the Trust variable are valid and reliable.

The results of processing validity testing for the Customer Loyalty variable which consists of three indicators resulted in the conclusion that all indicators were proven valid because they produced outer loading> 0.5. The three indicators are also interconnected in forming the Customer Loyalty variable because they produce an AVE value of 0.648> 0.5. Reliability testing results in a Composite reliability value of 0.847> 0.7 which means that it is proven that the three measurement indicators are reliable (consistent).

Table 2. Descriptive Statistics of Research Variables and Instrument Testing

Code	Measurement Indicator	Descriptive Statistics		Validity Test ing	
		Mean	Stdev	Outer loading	AVE
Variable : Traditional CRM		4.0057	0.6437		
TCRM1	The company understands my needs, expectations and preferences	4.1357	0.8088	0.802	0.568
TCRM2	This brand provides the ability to collaborate with it	3.9910	0.8527	0.735	
TCRM3	The company provides time and resources to meet customer needs and successfully	4.1222	0.8303	0.722	

Code	Measurement Indicator	Descriptive Statistics		Validity Test ing	
		Mean	Stdev	Outer loading	AVE
	serve customers				
TCRM4	My relationship with this company/brand is deep	3.7738	0.9261	0.751	
Variable : Social Media		4.1388	0.5109		
Dimentions : Interaction		4.0980	0.6046		
DSM11	It is easy to express my opinion about e-commerce through social media.	4.0860	0.8564	0.796	
DSM12	It is possible to have two-way interaction with e-commerce through social media.	4.0452	0.8408	0.672	0.520
DSM13	It is possible to share information about e-commerce with other users through social media.	4.1629	0.8205	0.690	
Dimenntions : Word-of-Mouth (WOM)		3.9291	0.7166		
DSM21	I want to share my e-commerce purchase experience with my friends and acquaintances using social media.	4.0181	0.8144	0.789	
DSM22	I would like to post my e-commerce purchase experience on my social media account.	3.8281	1.0345	0.713	0.588
DSM23	I would recommend my e-commerce experience to my friends and acquaintances through social media.	3.9412	0.9444	0.794	
Dimentions : Trendy		4.2157	0.5793		
DSM31	Content seen on social media is the latest trend.	4.2172	0.7310	0.789	
DSM32	Using social media is trendy/current.	4.1946	0.7938	0.757	0.569
DSM33	Whatever is trendy/current is available on social media.	4.2353	0.7797	0.715	
Dimentions : Entertainment		4.2172	0.6081		
DSM41	The e-commerce content found on	4.2308	0.7723	0.758	
DSM42	social media seems interesting. Using social media is fun.	4.2217	0.7866	0.733	0.592
DSM43	It's fun to use social media.	4.1991	0.8125	0.814	
Dimensions of Customization		4.2338	0.5989		
DSM51	Social media offers customized e-commerce product information search.	4.2081	0.7932	0.799	
DSM52	Social media makes e-commerce product purchase recommendations according to my needs.	4.2127	0.7891	0.740	0.602
DSM53	Social media platforms can be accessed anytime anywhere.	4.2805	0.7342	0.789	
Variable : Commitment		4.0407	0.6202		
COM1	I am proud to be a member of a social media account.	4.0090	0.8089	0.831	
COM2	I feel like I own social media.	4.0814	0.8216	0.657	
COM3	I care about the long-term success of the social media platform.	4.0317	0.8495	0.756	
Variable : Satisfacation		4.1584	0.6026		
SAT1	I am satisfied using social media.	4.1765	0.8149	0.817	
SAT2	I enjoy using social media.	4.0995	0.7857	0.679	0.591
SAT3	I am happy with the experience of using my social media accounts	4.1991	0.7545	0.803	
Variable :Trust		3.9050	0.7053		
TR1	The performance of the social media platform always meets my expectations.	4.0090	0.7919	0.829	
TR2	Social Media platforms are trustworthy	3.7330	0.9799	0.760	0.644
TR3	Social Media platforms are reliable	3.9729	0.8682	0.817	
Variable : Customer Loyalty		3.8492	0.7180		
LOY1	I consider myself very loyal to this brand	3.9186	0.8648	0.821	0.648

Code	Measurement Indicator	Descriptive Statistics		Validity Test ing	
		Mean	Stdev	Outer loading	AVE
LOY2	I would recommend this brand to friends	3.7647	0.9623	0.774	
LOY3	This brand is my first choice	3.8643	0.8526	0.819	

Source: data processed

Table 3. Reliability Testing

Variabel/Dimensi	Compostie Reliability	Simpulan
Traditional CRM	0.840	Reliabel
Dimensions of interacdtion	0.764	Reliabel
Dimensions Word-of-Mouth (WOM)	0.810	Reliabel
Dimensions Trendy	0.798	Reliabel
Dimenstons Entertainment	0.813	Reliabel
Dimensions Customization	0.819	Reliabel
Commmitment	0.794	Reliabel
Satisfaction	0.812	Reliabel
Trust	0.844	Reliabel
Customer Loyalty	0.648	Reliabel

Source: data processed

Interpretation of the PLS SEM model

The PLS SEM model used in the study as shown in the following figure 2

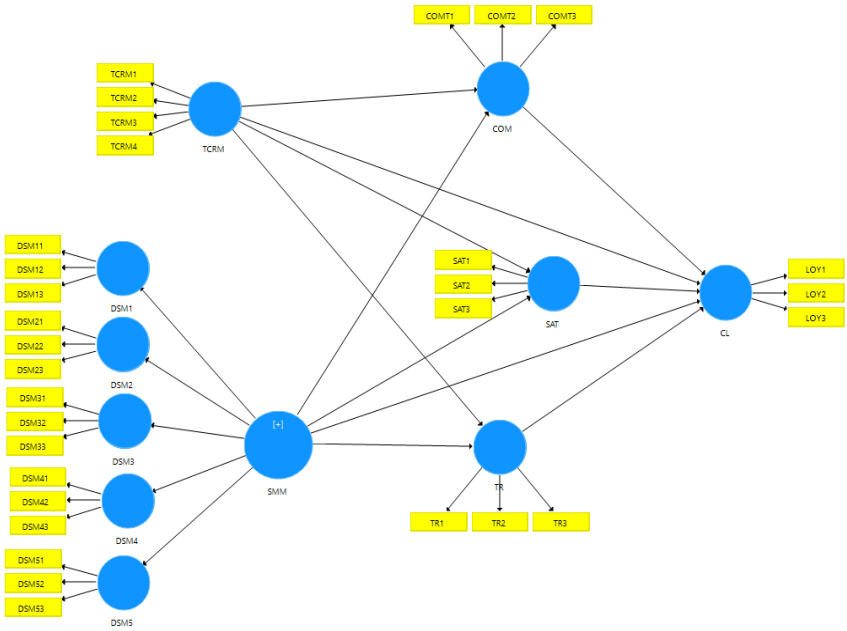
Model Fit Testing

Multicollinearity Testing

Multicollinearity testing is used to test that the independent variables in the research model should not be interconnected. The processing results for multicollinearity testing can be seen in table 4.

Processing results show:

1. For the Commitment regression model with 2 independent variables, namely Traditional CRM and Social media, the VIF value is <10, which indicates that there is no multicollinearity of these variables.
2. For the Satisfaction regression model with 2 independent variables, namely Traditional CRM and Social media, the VIF value is < 10, which indicates that there is no multicollinearity of these variables.
3. For the Trust regression model with 2 independent variables, namely Traditional CRM and Social media, the VIF value < 10 indicates that there is no multicollinearity of these variables.
4. For the Customer Loyalty regression model with 5 independent variables, namely Traditional CRM, Social media, Commitment, Satisfaction and Trust, the VIF value < 10 indicates that there is no multicollinearity of these variables.



Source: data processed

Figure 2. Model SEM -PLS Penelitian

Table 4. Multicollinearity Testing

	COM	SAT	TR	CL
TCRM	1.672	1.672	1.672	2.022
SMM	1.672	1.672	1.672	3.001
COM				2.886
SAT				2.390
TR				1.893

Source : data processed

Coefficient determination (R-Square)

Model fit testing for the SEM-PLS model is indicated by the coefficient of determination where the processing results are shown in table 5. The table can be explained as follows

Table 5. Coefficient of Determination

	R Square	R Square Adjusted
COM	0.550	0.546
SAT	0.480	0.476
TR	0.354	0.348
CL	0.722	0.715

Source : data processed

a. For the Commitment model, the adjusted R square value is 0.546, which means that the variation or behavior of the independent variables, namely Traditional CRM and Social media, is able to explain the variation in the dependent variable, namely Commitment, by 54.6%, while the remaining 45.4% is the variation of other independent variables that affect Commitment but are not included in the model. These results indicate that the Commitment model has a good fit model.

b. For the Satisfaction model, the adjusted R square value is 0.476, which means that the variation or behavior of the independent variables, namely Traditional CRM and Social media, is able to explain the variation of the dependent variable, namely Satisfaction, by 47.6%, while the remaining 52.4% is the variation of other independent variables

that affect Satisfaction but are not included in the model. These results indicate that the Satisfaction model has a good fit model.

c. For the Trust model, the adjusted R square value is 0.348, which means that the variation or behavior of the independent variables, namely Traditional CRM and Social media, is able to explain the variation of the dependent variable, namely Trust, by 34.8% while the remaining 65.2% is the variation of other independent variables that affect Trust but are not included in the model. These results indicate that the Trust model has a good fit model.Hypotesis Testing\

d. For the Customer Loyalty model, the adjusted R square value is 0.715, which means that the variation or behavior of the independent variables, namely Traditional CRM, Social media, Commitment, Satisfaction and Trust, is able to explain the variation of the dependent variable, namely Customer Loyalty by 71.5% while the remaining 28.5% is the variation of other independent variables that affect Customer Loyalty but are not included in the model. These results indicate that the Customer Loyalty model has a good fit model.

Hypothesis testing

The processing results for testing the research hypothesis are shown in Table 5.

Hypothesis 1 was carried out with the aim of testing Traditional CRM has a positive impact on Customer Loyalty. The processed results are shown with an estimated coefficient value of 0.118, which means that decreasing Traditional CRM will decrease Customer Loyalty and conversely increasing Traditional CRM will increase Customer Loyalty. The t-statistic value of 1.859 produces a p-value of 0.032 <0.5, which means that Ho is rejected and Ha is accepted, which means that the Traditional CRM hypothesis has a positive impact on Customer Loyalty is proven. This is in line with the research of Gazi et al. (2024) which states that CRM affects customer loyalty indirectly,

Table 6. Research Hypothesis Testing

Hipotesis		Koefisien	Tstatistik	P-value	Decision
H1	Traditional CRM has a Positive Effect on Customer Loyalty	0.118	1.859	0,032**	Supported
H2	Social media has a Positive Effect on Customer Loyalty	-0.023	0.358	0.360	not Supported
H3	Traditional CRM has a Positive Effect on Customer Loyalty mediated by Commitment	0.023	1.651	0.049**	Supported
H4	Social media has a Positive Effect on Customer Loyalty mediated by Commitment	0.076	1.913	0.028**	Supported
H5	Traditional CRM has a Positive Effect on Customer Loyalty mediated by Satisfaction	-0.001	0.141	0.443	not Supported
H6	Social media has a Positive Effect on Customer Loyalty mediated by Satisfaction	0.022	0.550	0.291	not Supported
H7	Traditional CRM has a Positive Effect on Customer Loyalty mediated by Trust	0.291	5.385	0.000**	Supported
H8	Social media has a Positive Effect on Customer Loyalty mediated by Trust	0.157	2.502	0.006**	Supported

Hipotesis	Koefisien	Tstatistik	P-value	Decision	Discussion

Source : data processed

Hypothesis 2 was carried out with the aim of testing social media has a positive impact on Customer Loyalty. The processed results are shown with an estimated coefficient value of -0.023, which means that decreasing social media will increase Customer Loyalty and conversely increasing social media will decrease Customer Loyalty. The t-statistic value of 0.358 produces a p-value of 0.360> 0.5 which means Ho is accepted, which means that the social media hypothesis has a positive impact on Customer Loyalty is not proven. This finding is consistent with previous research conducted by Almohaimmeed (2019) which describes the relationship between social media and Customer Loyalty.

Hypothesis 3 was conducted with the aim of testing Traditional CRM has a positive impact on Customer Loyalty mediated by Commitment. The processed results are indicated by the estimated coefficient value of 0.023, which means that decreasing Traditional CRM will reduce Customer Loyalty mediated by Commitment and conversely increasing Traditional CRM will increase Customer Loyalty mediated by Commitment. The t-statistic value of 1.651 produces a p-value of 0.049 <0.5 which means Ho is rejected and Ha is accepted, which means that the Traditional CRM hypothesis has a positive impact on Customer Loyalty mediated by Commitment is proven, this is in line with Banerji & Singh's research (2024), which focuses on the effect of Traditional CRM on Customer Loyalty through customer commitment.

Hypothesis 4 was carried out with the aim of testing Social media has a positive impact on Customer Loyalty mediated by Commitment. The processed results are shown with an estimated coefficient value of 0.076, which means that decreasing Social media will reduce Customer Loyalty mediated by Commitment and conversely increasing Social media will increase Customer Loyalty mediated by Commitment. The t-statistic value of 1.913 produces a p-value of 0.028 <0.5, which means Ho is rejected and Ha is accepted, which means that the Social media hypothesis has a positive impact on Customer Loyalty mediated by Commitment is proven. The results of this test are in line with Gazi et al. (2024), which shows that there is an effect of commitment on CRM performance and has an impact on increasing customer loyalty.

Hypothesis 5 was conducted with the aim of testing Traditional CRM has a positive effect on Customer Loyalty mediated by Satisfaction. The processed results are shown with a coefficient estimate value of -0.001 which means that a decrease in Traditional CRM will increase Customer Loyalty mediated by Satisfaction and conversely an increase in Traditional CRM will decrease Customer Loyalty mediated by Satisfaction. The t-statistic value of 0.141 produces a p-value of 0.443> 0.5 which means Ho is accepted, which means that the hypothesis Traditional CRM has a positive effect on Customer Loyalty mediated by Satisfaction is not proven. These results are in line with the research of Malki et al. (2024) which shows the effect of CRM on customer loyalty through customer satisfaction.

Hypothesis 6 was carried out with the aim of testing social media has a positive impact on Customer Loyalty mediated by Satisfaction. The processed results are indicated by the estimated coefficient value of 0.022, which means that decreasing social media will reduce Customer Loyalty mediated by Satisfaction and conversely increasing social media will increase Customer Loyalty mediated by Satisfaction. The t-statistic value of 0.550 produces a p-value of 0.291> 0.5 which means Ho is accepted, which means that the social media hypothesis has a positive impact on Customer Loyalty mediated by Satisfaction is not proven, this is consistent with research conducted by Malki et al. (2024) on the relationship between customer satisfaction which affects customer loyalty due to the impact of social media.

Hypothesis 7 was conducted with the aim of testing Traditional CRM has a positive impact on Customer Loyalty mediated by Trust. The processed results are shown with an estimated coefficient value of 0.291, which means that decreasing Traditional CRM will reduce Customer Loyalty mediated by Trust and conversely increasing Traditional CRM will increase Customer Loyalty mediated by Trust. The t-statistic value of 5,385 produces a p-value of 0.000 <0.5 which means Ho is rejected and Ha is accepted, which means that the Traditional CRM hypothesis has a positive impact on Customer Loyalty mediated by Trust is proven, this is consistent with research conducted by Banerji & Singh (2024) which examines the relationship of Traditional CRM to customer loyalty through customer trust.

Hypothesis 8 was carried out with the aim of testing Social media has a positive impact on Customer Loyalty mediated by Trust. The processed results are shown with an estimated coefficient value of 0.157, which means that decreasing Social media will reduce Customer Loyalty mediated by Trust and conversely increasing Social media will increase Customer Loyalty mediated by Trust. The t-statistic value of 2.502 produces a p-value of 0.006 <0.5, which means that Ho is rejected and Ha is accepted, which means that the Social media hypothesis has a positive impact on Customer Loyalty mediated by Trust is proven. These findings are in line with research conducted by Gazi et al. (2024) which shows the relationship between social media and customer trust through customer loyalty that has been formed.

CONCLUSION

The results of the research findings show Traditional CRM is proven to have a direct effect on Customer Loyalty while Social Media Marketing is not proven to have a direct effect on Customer Loyalty. Commitment and Trust mediate the effect of Traditional CRM and social media Markering on Customer Loyalty while Customer Satisfaction is not proven to mediate the effect of Traditional CRM and Social Media Marketing on Customer Loyalty.

The managerial implications of these findings indicate Traditional CRM is proven to directly increase Customer Loyalty so that management should continue to develop and strengthen conventional CRM strategies such as service personalization, responsive customer service, and long-term relationship-based loyalty programs. Commitment and Trust are proven as mediators in the influence of CRM (both Traditional and SMM) on Customer Loyalty so that to continue to improve the company needs to prioritize the creation of emotional relationships and long-term trust by implementing strategies in the form of policies which include transparency in providing information related to cosmetic and skincare products marketed and consistency in providing sales services so that the company always produces added value from the products produced so that the business processes carried out can be sustainable.

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