



The Impact of Sales Information Systems and IMC Strategies on Customer Loyalty with Brand Ambassador Mediation

Maria Maghfiroh Agustian Laili^{1*}, Sukesi²

^{1,2}University of Dr. Soetomo, Indonesia

*Corresponding author: marialexa222@gmail.com |

Received: 30 March 2022 | Revised: 22 April 2022 | Published: 16 May 2022

Abstract

Purpose: This research examines the impact of sales information systems and IMC strategies on brand ambassadors and customer loyalty, analyzing their effects directly and through the mediating role of brand ambassadors at PT Arwinda Tour and Travel in Sidoarjo from 2021 to 2023.

Research Methodology: A quantitative, causal approach was used, employing survey research. A purposive sampling technique was applied, selecting 75 customers who used PT Arwinda's services between 2021 and 2023. Data were collected via questionnaires and analyzed using the Partial Least Squares (PLS) method with SmartPLS 4.0 software.

Results: Sales information systems and IMC strategies significantly and positively affect the role of brand ambassadors. They also positively influence customer loyalty, both directly and through the mediating role of brand ambassadors among PT Arwinda's customers in Sidoarjo from 2021 to 2023.

Conclusions: Sales Information Systems and IMC strategies positively influence brand ambassadors and customer loyalty, with brand ambassadors playing a crucial mediating role at PT Arwinda Tour and Travel (2021–2023).

Limitations: This study is limited by the sample size of 75 customers and focuses on one company, which may not fully reflect broader industry trends.

Contributions: The study provides valuable insights into how sales information systems and IMC strategies affect customer loyalty, emphasizing the role of brand ambassadors as a mediator, and offers practical recommendations for improving customer loyalty strategies in the tourism industry.

Keywords: Brand Ambassador, Customer Loyalty, Integrated Marketing Communication (IMC) Strategies, Sales Information System

How to Cite: Laili, M. M. A., & Sukesi, S. (2022). The Impact of Sales Information Systems and IMC Strategies on Customer Loyalty with Brand Ambassador Mediation. *Jurnal Bisnis, Ekonomi, Manajemen, dan Kewirausahaan (JBEMK)*, 2(1), 14–23.

<https://doi.org/10.52909/jbemk.v4i2.183>

1. Introduction

In today's world, we are confronted with a fundamental human need: the desire to bring thoughts into various forms. Among these thoughts are those that cater to our spiritual and psychological needs. People often seek entertainment and refreshing experiences to break free from the monotony and stress of their daily lives. This need manifests in many ways, whether it is visiting natural attractions, exploring historical sites or museums, spending time at the zoo, going on pilgrimage tours, or traveling both domestically and internationally, including sacred journeys to places like Mecca (Stone & Nyaupane, 2019; Strawn & Gioielli, 2020). Consequently, the tourism industry, particularly in the form of Tour and

Travel businesses, is thriving.

The Tour and Travel sector serves consumers by facilitating journeys to specific destinations and holds a prestigious position compared to other types of businesses (Aprillita & Perkasa, 2021; Paulino et al., 2021; Tonino, 2020). This status is not arbitrary; it stems from the sector's wide market appeal and the ongoing demand for entertainment. It is evident that the Tour and Travel business is flourishing, leading to significant competition as companies vie for the attention of potential customers. To stand out, businesses must craft effective marketing strategies that encompass segmentation, targeting, and positioning, each of which plays a crucial role in capturing consumer interest (Anggraini, 2021; Tong et al., 2020).

To truly succeed and expand in the Tour and Travel landscape, companies need to do more than just offer quality products, excellent service, and competitive pricing (Chen et al., 2021; Rosário & Raimundo, 2021). They must also effectively communicate what they provide through various marketing channels. This communication is vital; it opens doors and offers consumers the information they need, ultimately leaving them satisfied and informed (Darmawan & Grenier, 2021; Hole et al., 2018). Below is a recap of the visitor data for PT Arwinda Tour and Travel:

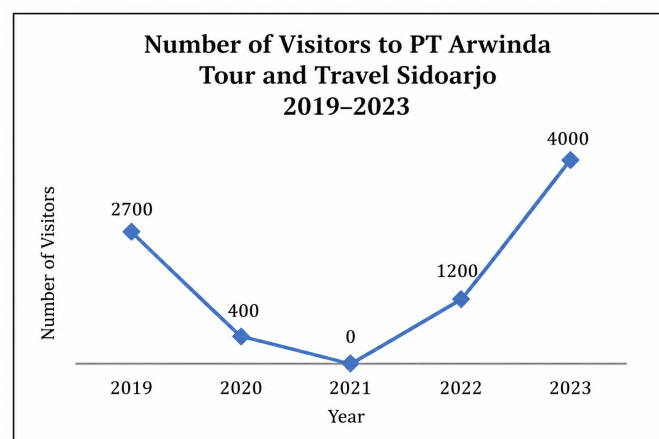


Figure 1. Visitor Data for PT. Arwinda Tour and Travel Sidoarjo 2019-2023

Based on Figure 1, the number of visitors to PT. Arwinda Tour and Travel fluctuated, indicating the need for the company to evaluate its relationship with customers. In 2021, the company faced a shutdown due to the COVID-19 pandemic, highlighting the potential lack of customer satisfaction with its offerings (Rapaccini et al., 2020; Satria, 2021; Srivastava & Kumar, 2021). Good service is crucial for transforming casual consumers into loyal customer (Abdullah, 2021; Jung & Jeon, 2021). Building customer loyalty should be the primary objective of every sales interaction or communication with potential buyers.

According to Solihin (2021) and Sukesu (2013), a customer is considered loyal when they demonstrate consistent purchasing behavior or when certain conditions compel them to make at least two purchases within a specified timeframe. Satisfied customers tend to become more loyal and continue their patronage to the brand (Anyasor & Njelita, 2020; Arslan, 2020; Fathihani & Nasution, 2021). However, it is essential to understand that customers who frequently buy products are not always the most loyal. Customer satisfaction can be measured based on the customers' own experiences and the perceived value of the product or service (Bruhn & Schnebelen, 2017; Fathihani, 2021; Porcu et al., 2017).

The increasing utilization of the Internet correlates directly with marketing practices, making online marketing increasingly popular alongside the rise in Internet use (Ayuningtyas & Iman, 2021; Rizqi &

Sakinah, 2021). Integrated Marketing Communication (IMC) is defined by experts as the ratio of benefits to costs for consumers, reflecting what they receive compared to what producers offer. Brand ambassadors play a significant role in facilitating marketing activities both locally and globally (Bruhn & Schnebelen, 2017; Ikhsani et al., 2021; Wahyuningsih et al., 2021). Companies employ brand ambassadors to influence consumer purchasing decisions, ensuring that products resonate with potential buyers and fostering interest in advertised products (Isibor et al., 2021; Syahrial & Sudono, 2021; Wardhani & Ullly, 2021). The selection of a brand ambassador is often based on their positive image, which the company hopes will symbolize the desires and needs of prospective consumers. This strategy aids companies in gaining recognition and effectively conveying product value (Berlian Rms & Wahyuningsih, 2021).

Given these insights, the author is particularly interested in exploring customer loyalty. The findings of this research are presented in this paper entitled "The Influence of Sales Information Systems and Integrated Marketing Communication (IMC) Strategies on Customer Loyalty with the Role of Brand Ambassador as a Mediating Variable at PT. Arwinda Tour and Travel Sidoarjo."

2. Literature Review

2.1 Sales Information Systems and Their Role in Marketing Performance

Sales Information Systems (SIS) are integrated digital platforms that support the collection, processing, and distribution of sales-related data to improve managerial decision-making (Courchesne et al., 2019; Li & Zhang, 2017). These systems enable organizations to monitor customer behavior, track purchasing patterns, and optimize sales strategies in real time. By providing accurate and timely information, SIS enhances responsiveness to market changes and improves the effectiveness of customer relationship management. In the context of customer loyalty, SIS contributes by enabling personalized services, faster problem resolution, and more efficient communication between firms and customers (Dehghanpouri et al., 2020; Pham-Singer et al., 2021).

2.2 Integrated Marketing Communication (IMC) Strategies in Building Customer Relationships

Integrated Marketing Communication (IMC) refers to the strategic coordination of promotional tools such as advertising, public relations, direct marketing, and digital communication to deliver a consistent brand message (Al-Hawary & Alhajri, 2020; Cavaliere et al., 2021). IMC has evolved from a tactical communication approach to a customer-centric strategy that emphasizes engagement and relationship building. Effective IMC strategies help organizations create unified brand experiences across multiple channels, which strengthens customer trust and emotional attachment. Consistency in messaging and interaction plays a key role in influencing consumer perceptions and encouraging long-term loyalty (Foroudi et al., 2017; Manser Payne et al., 2017).

2.3 Customer Loyalty as a Key Marketing Outcome

Customer loyalty is defined as the commitment of customers to continue purchasing or supporting a brand over time despite competitive alternatives (Närvänen et al., 2020). It is influenced by satisfaction, trust, perceived value, and emotional attachment to the brand. Loyal customers are more likely to repurchase, recommend the brand, and resist switching to competitors. In modern competitive markets, customer loyalty is not only driven by product quality but also by the overall customer experience created through integrated systems and communication strategies (Hadi et al., 2019; Izogo, 2017).

2.4 Brand Ambassador as a Mediating Factor in Consumer Behavior

Brand ambassadors play a significant role in bridging communication between brands and consumers by representing the values, personality, and identity of a brand (Sadrabadi et al., 2018). They enhance credibility and relatability, which can positively influence consumer attitudes and purchase intentions. In

digital marketing environments, brand ambassadors—especially influencers—serve as trusted sources of information that shape consumer perceptions. As a mediating variable, brand ambassadors strengthen the relationship between marketing strategies (such as SIS and IMC) and customer loyalty by increasing engagement and emotional connection (Andersson, 2019; Smith et al., 2018).

2.5 The Relationship Between SIS, IMC, Brand Ambassador, and Customer Loyalty

The integration of Sales Information Systems and IMC strategies creates a strong foundation for effective customer engagement. SIS provides data-driven insights that support personalized communication, while IMC ensures consistent messaging across platforms. When combined with brand ambassador involvement, these strategies become more persuasive and emotionally appealing to consumers. Brand ambassadors amplify marketing messages and humanize brand communication, thereby enhancing trust and loyalty. Consequently, the synergy among SIS, IMC, and brand ambassadors is expected to significantly strengthen customer loyalty (Hollebeek & Macky, 2019).

3. Methodology

This research employs a quantitative approach, specifically using explanatory research aimed at elucidating the cause-and-effect relationships between the study variables and hypothesis testing (Nasution et al., 2017). This study was conducted at PT Arwinda Tour and Travel in Sidoarjo Regency. The criteria for sample selection included customers who had utilized the services of PT. Arwinda Tour and Travel between 2021 and 2023. A total of 75 samples were collected for this study. Data were collected using a questionnaire method, with sampling techniques based on probability sampling. After the samples were collected, the next step involved data analysis using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using SmartPLS 4.0 software.

4. Results and Discussion

Model analysis using partial least squares (PLS) with the Smart PLS program yielded the following results:

4.1 Results

4.1.1 Hypothesis Test

Table 1. Data Analysis Results

Variable Relationship	Original Sample	Sample Mean	t-statistic	P Values	Results
Sales Information System (X1) -> Role of Brand Ambassador (Z)	0.110	0.806	8,786	0,010	Significant
IMC Strategy (X2) -> Role of Brand Ambassador (Z)	0.056	0.607	6,232	0.040	Significsnt
Sales Information System (X1) -> Customer Loyalty (Y)	0.119	0.505	6,318	0.035	Significant
IMC Strategy (X2) -> Customer Loyalty (Y)	0.012	0.045	7,265	0.034	Significant

Variable Relationship	Original Sample	Sample Mean	t-statistic	P Values	Results
Sales Information System (X1)*IMC Strategy (X2) -> Role of Brand Ambassador (Z) -> Customer Loyalty (Y)	0.155	0.188	8,211	0.018	Significant

4.2 Discussion

4.2.1 The Influence of Sales Information Systems on the Role of Brand Ambassador

This study shows that the p-value for the relationship between the sales information system and the role of the brand ambassador at PT Arwinda Tour and Travel in Sidoarjo for the year 2021–2023 is 0.010, which is less than 0.05. Additionally, the T-statistic is 8.786, exceeding the critical value of 1.96, with a coefficient value of 0.110. This suggests that the sales information system has a direct positive and significant impact on the role of brand ambassadors. This finding aligns with that of [Keke et al. \(2021\)](#) and [Nasution et al. \(2017\)](#), who concluded that sales information systems influence brand ambassadors.

4.2.2 The Influence of Integrated Marketing Communication (IMC) Strategies on the Role of Brand Ambassador

The findings further reveal that the p-value for the relationship between IMC strategies and the role of the brand ambassador at PT Arwinda Tour and Travel is 0.040, again, less than 0.05. The T-statistic is 6.323, which is greater than 1.96, with a coefficient of 0.056. This indicates that IMC strategies have a direct positive and significant effect on the role of brand ambassadors. This result is consistent with [Agusinta et al. \(2021\)](#) and [Brestilliani and Suhermin \(2020\)](#) study, which asserts that IMC strategies positively and significantly affect the role of brand ambassadors.

4.2.3 The Influence of Sales Information Systems on Customer Loyalty

The analysis shows that the p-value for the relationship between the sales information system and customer loyalty at PT Arwinda Tour and Travel is 0.035, which is less than 0.05. The T-statistic is 6.318, exceeding 1.96, with a coefficient of 0.119. This indicates that the sales information system has a direct positive and significant effect on customer loyalty. This finding is supported by [Nur \(2021\)](#), [Prijono et al. \(2021\)](#), [Saputra and Kusnadi \(2021\)](#), and [Suyanto et al. \(2021\)](#), who indicated that sales information systems positively and significantly influence consumer loyalty.

4.2.4 The Influence of Integrated Marketing Communication (IMC) Strategies on Customer Loyalty

This study also found that the p-value for the relationship between IMC strategies and customer loyalty at PT Arwinda Tour and Travel was 0.034, below the 0.05 threshold. The T-statistic stands at 7.265, greater than 1.96, with a coefficient of 0.012. This suggests that IMC strategies have a positive and significant direct influence on customer loyalty. This aligns with [Nunuh and Wulandari \(2021\)](#), [Nur \(2021\)](#), [Saputra and Soleha \(2021\)](#), and [Sumaryadi and Kusnadi \(2021\)](#), who confirmed the positive and significant impact of IMC strategies on customer loyalty.

4.2.5 The Influence of Sales Information Systems and IMC Strategies on Customer Loyalty through the Role of Brand Ambassador

Finally, the results indicate that the p-value for the relationship between sales information systems and IMC strategies on customer loyalty through the role of the brand ambassador is 0.018, which is less than 0.05 ([Heriyanto, 2021](#); [Ricardianto et al., 2021](#); [Setyawati & Aristiyanto, 2021](#)) The T-statistic is

8.211, exceeding 1.96, with a coefficient of 0.155. This indicates that both sales information systems and IMC strategies positively and significantly influence customer loyalty through the role of the brand ambassador. This finding is in line with the research conducted by [Brestilliani and Suhermin \(2020\)](#) and [Kuncoro and Harahap \(2021\)](#) and [Hapsari \(2019\)](#), which states that sales information systems and IMC strategies have a positive and significant effect on customer loyalty through the role of the brand ambassador.

5. Conclusions

Based on the data analysis and discussion, several conclusions can be drawn. The Sales Information System and Integrated Marketing Communication (IMC) strategies have a positive and significant impact on the role of brand ambassadors at PT Arwinda Tour and Travel in Sidoarjo. Furthermore, both the Sales Information System and IMC strategies positively and significantly influenced customer loyalty at PT Arwinda Tour and Travel during the period of 2021–2023. Additionally, in terms of the mediating variable, the Sales Information System and IMC strategies positively and significantly affected customer loyalty through the role of the brand ambassador among consumers of PT Arwinda Tour and Travel in Sidoarjo from 2021 to 2023.

Acknowledgements

We would like to thank PT Arwinda Tour and Travel for their support and cooperation in providing data for this study. Our gratitude also goes to the University of Dr. Soetomo for their guidance and resources throughout this research process.

Author Contributions

MA conceptualized the study, conducted data collection, and performed data analysis. S provided critical feedback and contributed to data interpretation. Both authors reviewed and approved the final manuscript.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

References

- Abdullah, M. A. F. (2021). Analysis of consumer motives in purchasing decisions and the use of instant cooking seasonings. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(1), 27–35. <https://doi.org/10.52909/jbemk.v1i1.24>
- Agusinta, L., Nugroho, A. E., Fachrial, P., & Suryawan, R. F. (2021). Assessment model of employee competence, ground support equipment effectiveness, and satisfaction on service quality. *Jurnal Transportasi, Logistik, dan Aviassi*, 1(1), 55–69. <https://doi.org/10.52909/jtla.v1i1.37>
- Al-Hawary, S. I. S., & Alhajri, T. M. S. (2020). Effect of electronic customer relationship management on customers' electronic satisfaction of communication companies in kuwait. *Calitatea*, 21(175), 97–102.
- Andersson, R. (2019). Employees as ambassadors: Embracing new role expectations and coping with identity-tensions. *Corporate Communications: An International Journal*, 24(4), 702–716. <https://doi.org/10.1108/CCIJ-04-2019-0038>
- Anggraini, D. (2021). The impact of covid-19 on stock price changes. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(1), 1–18. <https://doi.org/10.52909/jbemk.v1i1.22>
- Anyasor, M. O., & Njelita, C. (2020). Customer loyalty and patronage of quick service restaurant in nigeria [BJMS]. *British Journal of Marketing Studies*.
- Aprillita, D., & Perkasa, D. H. (2021). The impact of the covid-19 pandemic on consumer purchasing power in the online retail sectors. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(1), 19–26. <https://doi.org/10.52909/jbemk.v1i1.23>
- Arslan, I. K. (2020). The importance of creating customer loyalty in achieving sustainable competitive advantage. *Eurasian Journal of Business and Management*, 8(1), 11–20. <https://doi.org/10.15604/ejbm.2020.08.01.002>
- Ayuningtyas, B., & Ilman, S. (2021). Ip camera surveillance system using an android application based on arduino. *Jurnal Teknik Dan Informatika*, 1(1), 1–18. <https://doi.org/10.52909/jti.v1i1.6>
- Berlian Rms, A., & Wahyuningsih, E. (2021). Analysis of frictional energy generation between train wheels and rails. *Jurnal Teknik Dan Informatika*, 1(1), 46–61. <https://doi.org/10.52909/jti.v1i1.10>
- Brestilliani, L., & Suhermin, S. (2020). Pengaruh brand awareness, brand ambassador, dan harga terhadap keputusan pembelian online pada marketplace shopee (studi pada mahasiswa stiesia). *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 9(2).
- Bruhn, M., & Schnebelen, S. (2017). Integrated marketing communication—from an instrumental to a customer-centric perspective. *European Journal of Marketing*, 51(3), 464–489. <https://doi.org/10.1108/EJM-08-2015-0591>
- Cavaliere, L. P. L., Khan, R., Sundram, S., Jainani, K., Bagale, G., Chakravarthi, M. K., et al. (2021). The impact of customer relationship management on customer satisfaction and retention: The mediation of service quality. *Turkish Journal of Physiotherapy and Rehabilitation*, 32(3), 22107–22121.
- Chen, Y., Kwilinski, A., Chygryn, O., Lyulyov, O., & Pimonenko, T. (2021). The green competitiveness of enterprises: Justifying the quality criteria of digital marketing communication channels. *Sustainability*, 13(24), 13679. <https://doi.org/10.3390/su132413679>
- Courchesne, A., Ravanans, P., & Pulido, C. (2019). Using technology to optimize customer relationship management: The case of cirque du soleil. *International Journal of Arts Management*, 83–93.
- Darmawan, D., & Grenier, E. (2021). Competitive advantage and service marketing mix. *Journal of Social Science Studies*, 1(2), 75–80.
- Dehghanpouri, H., Soltani, Z., & Rostamzadeh, R. (2020). The impact of trust, privacy and quality of service on the success of e-crm: The mediating role of customer satisfaction. *Journal of Business & Industrial Marketing*, 35(11), 1831–1847. <https://doi.org/10.1108/JBIM-07-2019-0325>

- Fathihani, F. (2021). Empirical analysis of factors influencing stock prices of lq 45-listed companies (2016-2018). *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(2), 71–82. <https://doi.org/10.52909/jbemk.v1i1.30>
- Fathihani, F., & Nasution, I. H. (2021). The influence of capital structure, company growth, profitability, and firm size on earnings management. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(2), 59–70. <https://doi.org/10.52909/jbemk.v1i1.29>
- Foroudi, P., Dinnie, K., Kitchen, P. J., Melewar, T. C., & Foroudi, M. M. (2017). Imc antecedents and the consequences of planned brand identity in higher education. *European Journal of Marketing*, 51(3), 528–550. <https://doi.org/10.1108/EJM-08-2015-0527>
- Hadi, N. U., Aslam, N., & Gulzar, A. (2019). Sustainable service quality and customer loyalty: The role of customer satisfaction and switching costs in the pakistan cellphone industry. *Sustainability*, 11(8), 2408. <https://doi.org/10.3390/su11082408>
- Hapsari, I. N. (2019). Pengaruh sistem informasi penjualan strategi integrated marketing communications (imc) dan peran brand ambassador terhadap loyalitas pelanggan produk oriflame di indonesia. *Jurnal Manajemen Pemasaran*.
- Heriyanto, D. (2021). The impact of service quality and compensation on crew satisfaction in manning companies. *Jurnal Transportasi, Logistik, dan Aviassi*, 1(1), 31–41. <https://doi.org/10.52909/jtla.v1i1.35>
- Hole, Y., Pawar, S., & Bhaskar, M. P. (2018). Service marketing and quality strategies. *Periodicals of Engineering and Natural Sciences*, 6(1). <https://doi.org/10.21533/pen.v6.i1.1703>
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45(1), 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Ikhsani, K., Widayati, C. C., & Wuryandari, N. E. R. (2021). Effect of risk perception, promotion, and brand trust on purchase intention post-covid-19 era. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(2), 83–93. <https://doi.org/10.52909/jbemk.v1i1.31>
- Isibor, N. J., Ewim, C. P. M., Ibeh, A. I., Adaga, E. M., Sam-Bulya, N. J., & Achumie, G. O. (2021). A generalizable social media utilization framework for entrepreneurs: Enhancing digital branding, customer engagement, and growth. *International Journal of Multidisciplinary Research and Growth Evaluation*, 2(1), 751–758. <https://doi.org/10.54660/IJMRGE.2021.2.1.751-758>
- Izogo, E. E. (2017). Customer loyalty in telecom service sector: The role of service quality and customer commitment. *The TQM Journal*, 29(1), 19–36. <https://doi.org/10.1108/TQM-10-2014-0089>
- Jung, K. J., & Jeon, B. H. (2021). The negative effect of the covid-19 pandemic on the acceleration of startup innovation in the retail supply chain. *Journal of Distribution Science*, 19(9), 79–90. <https://doi.org/10.15722/jds.19.9.202109.79>
- Keke, Y., Tobing, N. G. L., & Tanjung, I. (2021). The effect of occupational safety and health on employee performance at pt. angkasa kargo. *Jurnal Transportasi, Logistik, dan Aviassi*, 1(1), 42–54. <https://doi.org/10.52909/jtla.v1i1.36>
- Kuncoro, H., & Harahap, V. (2021). Effect of electronic flight bag usage and safety culture on flight safety performance at pt. garuda indonesia. *Jurnal Transportasi, Logistik, dan Aviassi*, 1(1), 18–30. <https://doi.org/10.52909/jtla.v1i1.34>
- Li, Y., & Zhang, Y. (2017). A big data services platform framework towards cloud manufacturing system. *International Journal of Service and Computing Oriented Manufacturing*, 3(1), 71–89. <https://doi.org/10.1504/IJSCOM.2017.087991>
- Manser Payne, E., Peltier, J. W., & Barger, V. A. (2017). Omni-channel marketing, integrated marketing communications and consumer engagement: A research agenda. *Journal of Research in Interactive Marketing*, 11(2), 185–197. <https://doi.org/10.1108/JRIM-08-2016-0091>

- Närvänen, E., Kuusela, H., Paavola, H., & Sirola, N. (2020). A meaning-based framework for customer loyalty. *International Journal of Retail & Distribution Management*, 48(8), 825–843. <https://doi.org/10.1108/IJRDM-05-2019-0153>
- Nasution, M. I., Prayogi, M. A., & Nasution, S. M. A. (2017). Analisis pengaruh bauran pemasaran terhadap volume penjualan. *Jurnal Riset Sains Manajemen*, 1(1), 1–12. <https://doi.org/10.5281/zenodo.1012560>
- Nunuh, N., & Wulandari, A. (2021). Payroll model for academic staff: A real options approach in a private campus. *Journal of Economics, Management, Entrepreneurship, & Business*, 1(2), 148–156. <https://doi.org/10.52909/jemeb.v1i2.58>
- Nur, W. (2021). Analisis peran integrated marketing communication (imc) terhadap loyalitas pelanggan di industri furnitur. *e-Prosiding Seminar Nasional Teknologi Industri VIII*.
- Paulino, I., Lozano, S., & Prats, L. (2021). Identifying tourism destinations from tourists' travel patterns. *Journal of Destination Marketing & Management*, 19, 100508. <https://doi.org/10.1016/j.jdmm.2020.100508>
- Pham-Singer, H., Onakomaiya, M., Cuthel, A., De Leon, S., Shih, S., Chow, S., & Shelley, D. (2021). Using a customer relationship management system to manage a quality improvement intervention. *American Journal of Medical Quality*, 36(4), 247–254. <https://doi.org/10.1177/1062860620953214>
- Porcu, L., Del Barrio-García, S., & Kitchen, P. J. (2017). Measuring integrated marketing communication by taking a broad organisational approach: The firm-wide imc scale. *European Journal of Marketing*, 51(3), 692–718. <https://doi.org/10.1108/EJM-08-2015-0587>
- Prijono, B., Kusnadi, K., Arafah, W., & Lukman, B. (2021). Effect of strategic planning, budgeting, and resource-based view on performance mediated by organizational commitment in tni units. *Journal of Economics, Management, Entrepreneurship, & Business*, 1(2), 76–95. <https://doi.org/10.52909/jemeb.v1i2.54>
- Rapaccini, M., Saccani, N., Kowalkowski, C., Paiola, M., & Adrodegari, F. (2020). Navigating disruptive crises through service-led growth: The impact of covid-19 on italian manufacturing firms. *Industrial Marketing Management*, 88, 225–237. <https://doi.org/10.1016/j.indmarman.2020.05.017>
- Ricardianto, P., Sakti, R. F. J., Sembiring, H. F. A., & Abidin, Z. (2021). Safety performance analysis of state and commercial ships in accordance with solas 1974. *Journal of Economics, Management, Entrepreneurship, & Business*, 1(1), 1–14. <https://doi.org/10.52909/jemeb.v1i1.2>
- Rizqi, A., & Sakinah, N. A. (2021). The effect of transformational leadership on turnover intention through job satisfaction and organizational commitment. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(2), 94–107. <https://doi.org/10.52909/jbemk.v1i1.32>
- Rosário, A., & Raimundo, R. (2021). Consumer marketing strategy and e-commerce in the last decade: A literature review. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 3003–3024. <https://doi.org/10.3390/jtaer16070164>
- Sadrabadi, A. N., Saraji, M. K., & MonshiZadeh, M. (2018). Evaluating the role of brand ambassadors in social media. *Journal of Marketing Management and Consumer Behavior*, 2(3), 54–70.
- Saputra, T. D., & Kusnadi, K. (2021). Effect of strategic human resources competency and logistic management on performance mediated by strategic leadership. *Journal of Economics, Management, Entrepreneurship, & Business*, 1(2), 96–117. <https://doi.org/10.52909/jemeb.v1i2.55>
- Saputro, A., & Soleha, I. (2021). Analysis of the performance of extraction-condensing turbine unit 1 at bablean power plant. *Jurnal Teknik Dan Informatika*, 1(1), 62–79. <https://doi.org/10.52909/jti.v1i1.11>
- Satria, B. (2021). The effect of transformational leadership and work motivation on employee performance at pt. xyz. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(1), 36–47. <https://doi.org/10.52909/jbemk.v1i1.25>

- Setyawati, A., & Aristiyanto, F. K. (2021). Improving discipline through apron movement control (amc) at pt angkasa pura i adi soemarmo airport. *Jurnal Transportasi, Logistik, dan Aviassi*, 1(1), 1–17. <https://doi.org/10.52909/jtla.v1i1.33>
- Smith, B. G., Kendall, M. C., Knighton, D., & Wright, T. (2018). Rise of the brand ambassador: Social stake, corporate social responsibility and influence among the social media influencers. *Communication Management Review*, 3(1), 6–29. <https://doi.org/10.22522/cmr20180127>
- Solihin, A. (2021). The effect of workload, compensation, and career development on employee loyalty at pt. abc. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(1), 48–58. <https://doi.org/10.52909/jbemk.v1i1.26>
- Srivastava, A., & Kumar, V. (2021). Hotel attributes and overall customer satisfaction: What did covid-19 change? *Tourism Management Perspectives*, 40, 100867. <https://doi.org/10.1016/j.tmp.2021.100867>
- Stone, L. S., & Nyaupane, G. P. (2019). The tourist gaze: Domestic versus international tourists. *Journal of Travel Research*, 58(5), 877–891. <https://doi.org/10.1177/0047287518781890>
- Strawn, B. D., & Gioielli, C. D. (2020). Spiritual practices are boring: A psychoanalytic understanding of spiritual ennui. *Pastoral Psychology*, 69(5), 509–522. <https://doi.org/10.1007/s11089-020-00926-1>
- Sukei. (2013). *Loyalitas pelanggan produk terasi rebon*. Smartekindo.
- Sumaryadi, S., & Kusnadi, K. (2021). Influence of strategic planning and competence on performance mediated by compliance management in tni service. *Journal of Economics, Management, Entrepreneurship, & Business*, 1(2), 135–147. <https://doi.org/10.52909/jemeb.v1i2.56>
- Suyanto, S., Kusnadi, K., & Arafah, W. (2021). Effect of mis and knowledge management on msme performance mediated by organizational commitment in majalengka. *Journal of Economics, Management, Entrepreneurship, & Business*, 1(2), 118–134. <https://doi.org/10.52909/jemeb.v1i2.57>
- Syahrial, E., & Sudono, R. H. (2021). Cooling load analysis of a new building at pmi bogor hospital using the cltd method. *Jurnal Teknik Dan Informatika*, 1(1), 34–45. <https://doi.org/10.52909/jti.v1i1.9>
- Tong, S., Luo, X., & Xu, B. (2020). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48(1), 64–78. <https://doi.org/10.1007/s11747-019-00693-3>
- Tonino, P. (2020). The digital revolution in the travel and tourism industry. *Information Technology & Tourism*, 22(3), 455–476. <https://doi.org/10.1007/s40558-019-00160-3>
- Wahyuningsih, E., Widodo, S., & Rahmanto, R. (2021). Prototype manufacture of the arjuno autobost covid-19 robot. *Jurnal Teknik Dan Informatika*, 1(1), 19–33. <https://doi.org/10.52909/jti.v1i1.8>
- Wardhani, P. I., & Uly, L. R. R. (2021). The effect of competence and staff placement on performance with job satisfaction as a mediating variable. *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 1(2), 108–119. <https://doi.org/10.52909/jbemk.v4i2.187>