



The Meaning of Customer Loyalty in the Era of Digital Marketing: An Analysis of By Zhanum's Strategy through the CRM–AISAS Model from the Perspective of Islamic Business Ethics

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Abstract: This study examines the concept of customer loyalty in the digital marketing era by analyzing the strategy of ByZhanum Online Shop through the CRM–AISAS model, viewed from the perspective of Islamic Business Ethics. The research aims to explain how integrated marketing communication on platforms such as Instagram and Facebook fosters long-term customer relationships while upholding ethical integrity. Employing a qualitative descriptive approach, data were gathered through in-depth interviews, observation, and documentation, then analyzed using an interactive model. The findings reveal that the AISAS process (Attention–Interest–Search–Action–Share) effectively maps the digital customer journey. Engaging visuals and consistent content attract attention and spark interest, while interactive communication encourages both action and sharing. The CRM cycle (Acquisition–Retention–Loyalty–Advocacy) complements this by emphasizing the continuity of relationships through trust and responsiveness. When aligned with Islamic ethical principles—*ṣidq* (honesty), *‘adl* (fairness), and *amānah* (trustworthiness)—these strategies foster sustainable loyalty that transcends mere satisfaction, cultivating a morally grounded connection. The study concludes that digital marketing, when guided by Islamic Business Ethics, transforms customer loyalty from a transactional pattern into a value-based relationship marked by sincerity, justice, and enduring trust.

Keywords: CRM–AISAS Model, Customer Loyalty, Digital Marketing, Islamic Business Ethics, ByZhanum

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Abstrak: Penelitian ini mengkaji makna loyalitas pelanggan pada era digital marketing dengan menganalisis strategi *ByZhanum Online Shop* melalui model CRM–AISAS dalam perspektif Etika Bisnis Islam. Tujuan penelitian ini adalah untuk menjelaskan bagaimana komunikasi pemasaran terpadu melalui Instagram dan Facebook mampu membangun hubungan jangka panjang dengan pelanggan sekaligus menjaga integritas etika. Penelitian ini menggunakan metode deskriptif kualitatif dengan pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi yang dianalisis secara interaktif. Hasil penelitian menunjukkan bahwa proses AISAS (Attention–Interest–Search–Action–Share) secara efektif menggambarkan perjalanan pelanggan digital, di mana konten visual dan interaksi yang konsisten mampu menarik perhatian dan minat pelanggan serta mendorong tindakan dan berbagi informasi. Siklus CRM (Acquisition–Retention–Loyalty–Advocacy) melengkapi analisis ini dengan menekankan pentingnya kepercayaan dan responsivitas dalam mempertahankan hubungan pelanggan. Ketika diintegrasikan dengan nilai-nilai Etika Bisnis Islam seperti *sidq* (kejujuran), *adl* (keadilan), dan *amanah* (tanggung jawab), strategi ini menghasilkan loyalitas yang berkelanjutan dan bermakna secara moral. Penelitian ini menyimpulkan bahwa digital marketing yang selaras dengan Etika Bisnis Islam mampu mentransformasi loyalitas pelanggan dari perilaku transaksional menjadi hubungan bernilai yang dilandasi kejujuran, keadilan, dan kepercayaan jangka panjang.

Keywords: Model CRM–AISAS, Loyalitas Pelanggan, Pemasaran Digital, Etika Bisnis Islam, ByZhanum



Introduction

The advancement of digital technology has fundamentally transformed the way people engage in economic and business activities. This transformation has created a new paradigm in marketing practices, where digital marketing has become the primary means of reaching consumers rapidly, broadly, and interactively. (Pires et al., 2025) Explain that customer experience in online shopping is now a key factor in determining consumer satisfaction and loyalty. In this context, customer loyalty no longer reflects repeat purchasing behavior, but also emotional attachment and trust in the brand, built through continuous digital interaction. (Ly, 2025).

The high level of interactivity on social media further shapes changes in consumer behavior in the digital world. (Aisya & Syamsu, 2024; Syamsu et al., 2025; Villar-Guevara et al., 2025) State that the digital environment requires businesses to adapt to the dynamics of virtual communication and active consumer participation. In this regard, compelling content strategies, two-way communication, and emotional engagement are critical in fostering customer loyalty. (Andrade et al., 2025; A. S. Sofyan et al., 2022; S. Sofyan et al., 2023) Add that electronic word of mouth (eWOM) and content marketing strategies play a significant role in strengthening customer attachment to brands through platforms such as Instagram and Facebook.

However, the rapid development of digital technology also brings serious challenges related to moral values and ethical conduct in business communication. (Barna et al., 2025; S. Sofyan et al., 2023) Emphasize the importance of corporate social responsibility and ethical principles in the management of digital marketing strategies. This aligns with the broader concept of Corporate Social Responsibility (CSR), which has been integrated into marketing practices to preserve public trust and long-term sustainability. In the Islamic context, business ethics serve not only as guidelines for economic behavior but also as a moral obligation to uphold justice (*'adl*), honesty (*ṣidq*), and trustworthiness (*amānah*) in market interactions. (Al-Qaradawi, 2007; Masood & Zaidi, 2023). As such, ethical digital marketing is part of the effort to preserve *barakah* (blessing) in trade.

The Customer Relationship Management (CRM) and AISAS (Attention, Interest, Search, Action, Share) models provide valuable frameworks for understanding how customer loyalty is formed in digital environments. According to Tegambwage & Kasoga (2025), CRM focuses on building and maintaining long-term customer relationships through trust and relational value. Meanwhile, Méndez-Lazarte et al. highlight that the AISAS model represents the digital consumer's behavior in stages—from attention and interest to information search, action, and experience sharing. The integration of these two models is particularly relevant for analyzing how



digital marketing strategies on social media can build loyalty through emotional and interactive experiences.

Although previous studies have explored the relationship between digital marketing and customer loyalty, most have focused primarily on technological and behavioral dimensions, often neglecting moral and spiritual values. (Ahmed et al., 2025; Diwanji, 2026). (Ahmed et al., 2025) Note that the adoption of social media marketing among MSMEs is primarily driven by technological factors rather than social or ethical values. Meanwhile, (Diwanji, 2026) Finds that while virtual influencers can affect consumer trust, issues of authenticity and ethical standards are frequently overlooked. These gaps indicate the need for an approach that integrates modern marketing models with the ethical principles of Islamic business practices.

From an Islamic economic perspective, customer loyalty is not solely the result of material satisfaction but is also shaped by spiritual and ethical experiences within buyer-seller relationships. This principle aligns with the views of (Al-Qaradawi, 2007), who assert that ethical economic activity must balance individual benefit with collective welfare. Therefore, this study combines the CRM–AISAS model with the perspective of Islamic Business Ethics to gain a deeper understanding of the meaning of customer loyalty in the era of digital marketing, focusing on the practices of ByZhanum Online Shop as a case study.

Based on the above discussion, the research problem can be formulated as follows: *What is the meaning of customer loyalty in the era of digital marketing as viewed through ByZhanum's strategy using the CRM–AISAS model within the framework of Islamic Business Ethics?* The objective of this study is to analyze how ByZhanum's digital marketing strategy fosters customer loyalty, and how Islamic ethical principles are applied in interactive seller–consumer relationships within the digital space.

Method

This research employed a qualitative descriptive approach to explore the meaning of customer loyalty in the digital marketing era through a case study of ByZhanum Online Shop in Palu City, Indonesia. The qualitative method was chosen to understand participants' lived experiences and perspectives on digital marketing practices and their impact on customer loyalty. An interpretive design was applied, focusing on how ByZhanum builds long-term customer relationships through digital strategies implemented on Instagram and Facebook.

The study adopts a combined framework of Customer Relationship Management (CRM) and the AISAS model (Attention, Interest, Search, Action, Share), which together offer a relevant



lens for examining digital consumer behavior and the formation of loyalty on online platforms (Méndez-Lazarte et al., 2025; Tegambwage & Kasoga, 2025).

Data were collected through in-depth interviews, observation, and documentation. Interviews were conducted with the owner of ByZhanum and several loyal customers, selected purposively based on their active engagement with the brand's social media accounts. The interview questions were designed to capture customer perceptions, emotional connections, and satisfaction levels influenced by digital marketing content. Observations focused on ByZhanum's social media presence, analyzing content creation, posting frequency, and customer interaction as indicators of loyalty-building strategies. Documentation included promotional posts, customer testimonials, and digital engagement records. These methods were triangulated to enhance the validity of findings. (Miles & Huberman, 1994).

Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), comprising three stages: data condensation, data display, and conclusion drawing/verification. The process involved coding interview transcripts, identifying key themes related to customer engagement, and interpreting findings through the CRM–AISAS framework. The "Attention" and "Interest" stages were analyzed by evaluating how visual content and storytelling captured audience attention. In contrast, the "Action" and "Share" stages were assessed through behavioral indicators such as purchase frequency, reposts, and positive social media feedback. (Ly, 2025; Pires et al., 2025).

The results were further interpreted through the lens of Islamic Business Ethics, emphasizing that effective marketing must be grounded in moral principles such as *ṣidq* (honesty), *ʿadl* (fairness), and *amānah* (trustworthiness) (Al-Qaradawi, 2007). This ethical framework guided the analysis of how ByZhanum's marketing strategies seek not only to drive sales but also to foster sustainable, trustworthy relationships with customers. As (Barna et al., 2025) Argue that ethical responsibility is a fundamental component of digital marketing that sustains long-term brand credibility and public trust. Similarly, (Villar-Guevara et al., 2025) Highlight the necessity for marketers to balance commercial goals with ethical communication in an increasingly interactive digital environment.

Throughout the analysis, findings from interviews and observations were cross-verified and triangulated across various data sources to ensure accuracy and depth. This multi-perspective approach allowed the study to capture how ByZhanum's digital marketing reflects key principles of customer engagement (Andrade et al., 2025) and the interactive nature of contemporary social media marketing (Méndez-Lazarte et al., 2025). The integration of the CRM–AISAS model with



Islamic ethical principles thus provides a comprehensive framework for understanding the modern meaning of customer loyalty in digital business settings that strive to uphold both effectiveness and integrity.

Discussion

This section presents a comprehensive analysis and interpretation of the findings related to ByZhanum Online Shop's digital marketing strategy. The discussion is structured around three key analytical frameworks — the AISAS model, Customer Relationship Management (CRM), and Islamic Business Ethics — to elucidate how ByZhanum has effectively cultivated customer loyalty through its social media presence, particularly on Instagram and Facebook.

Interpretation of Findings through the AISAS Framework

The findings reveal that ByZhanum's customers follow a distinct digital customer journey as outlined in the AISAS model (Attention, Interest, Search, Action, Share).

In the **Attention** stage, customers are initially drawn to the shop through its visually appealing aesthetics, narrative-driven captions, and consistent daily posts. This aligns with what (Pires et al., 2025) 'The term "online experience effect" emphasizes the importance of visual consistency and design clarity in shaping strong first impressions and fostering initial trust.

During the Interest and Search stages, customers begin actively engaging with the brand by exploring product offerings, commenting, and initiating direct messages. ByZhanum's frequent content updates and interactive posts encourage ongoing customer involvement, supporting the argument by (Villar-Guevara et al., 2025) That digital interactivity sustains consumer interest through participatory engagement.

At the Action stage, purchases are often prompted by promotional discounts and positive testimonials. This reflects (Ly, 2025) View that loyalty in digital contexts is both emotional and psychological, rooted in perceived convenience and authenticity.

Finally, in the Share stage, satisfied customers contribute to brand visibility and credibility by reposting content, sharing testimonials, and offering personal recommendations. This behavior reinforces the cycle of digital engagement. It supports the findings of Andrade, Rospigliosi, and Zarco (2025), who emphasize the pivotal role of electronic word-of-mouth (eWOM) in strengthening consumer loyalty and online brand trust.



Integration with Customer Relationship Management (CRM)

Beyond initial customer attraction, ByZhanum effectively integrates elements of the Customer Relationship Management (CRM) model, emphasizing the cyclical process of Acquisition → Retention → Loyalty → Advocacy. The shop's owner plays a central role in this process by personally managing communications, ensuring that each transaction feels both personalized and trustworthy. This approach reflects what Tegambwage and Kasoga (who identify as the foundation of relational quality—anchored in trust, satisfaction, and commitment—which is essential for fostering loyalty in small and medium-sized enterprises.

ByZhanum strengthens customer retention through prompt, responsive communication, transparent pricing, and even personal delivery services. These practices help convert one-time buyers into repeat customers. Participants in this study reported experiencing emotional comfort and a sense of familiarity in their interactions with the seller, which deepens the relational bond and enhances long-term loyalty.

This case further illustrates that the CRM and AISAS models are not isolated but mutually reinforcing. While the AISAS model facilitates initial digital engagement and behavioral responses, the CRM framework ensures the continuity of these relationships by cultivating sustained trust and emotional connection.

Comparative Analysis of Instagram and Facebook

The research also highlights the distinct yet complementary roles of Instagram and Facebook within the integrated CRM–AISAS framework. **Table 1** illustrates how each platform contributes uniquely to different stages of the customer journey and relationship cycle.

Table 1: Comparative Roles of Instagram and Facebook in the CRM–AISAS Framework

Aspects of Comparison	Instagram	Facebook
Follower Demographics	Younger audience (18–30 years)	Wider range (18–45+, families)
Type of Interaction	Likes, comments, reels, and stories	Live sessions, marketplace chats, community groups
Content Focus	Fashion aesthetics, visual storytelling	Trust, familiarity, and product discussions
Promotional Strength	Discounts, seasonal offers, trend updates	Loyalty reinforcement and direct communication
Conversion Pattern	Attracts new customers rapidly	Retains and strengthens relationships
Emotional Appeal	Visual and aspirational	Familiar and relationship-based



Platform Function	Brand awareness and engagement	Long-term loyalty and advocacy
Overall Contribution	Captures customer attention and interest	Builds retention, repeat purchase, and trust

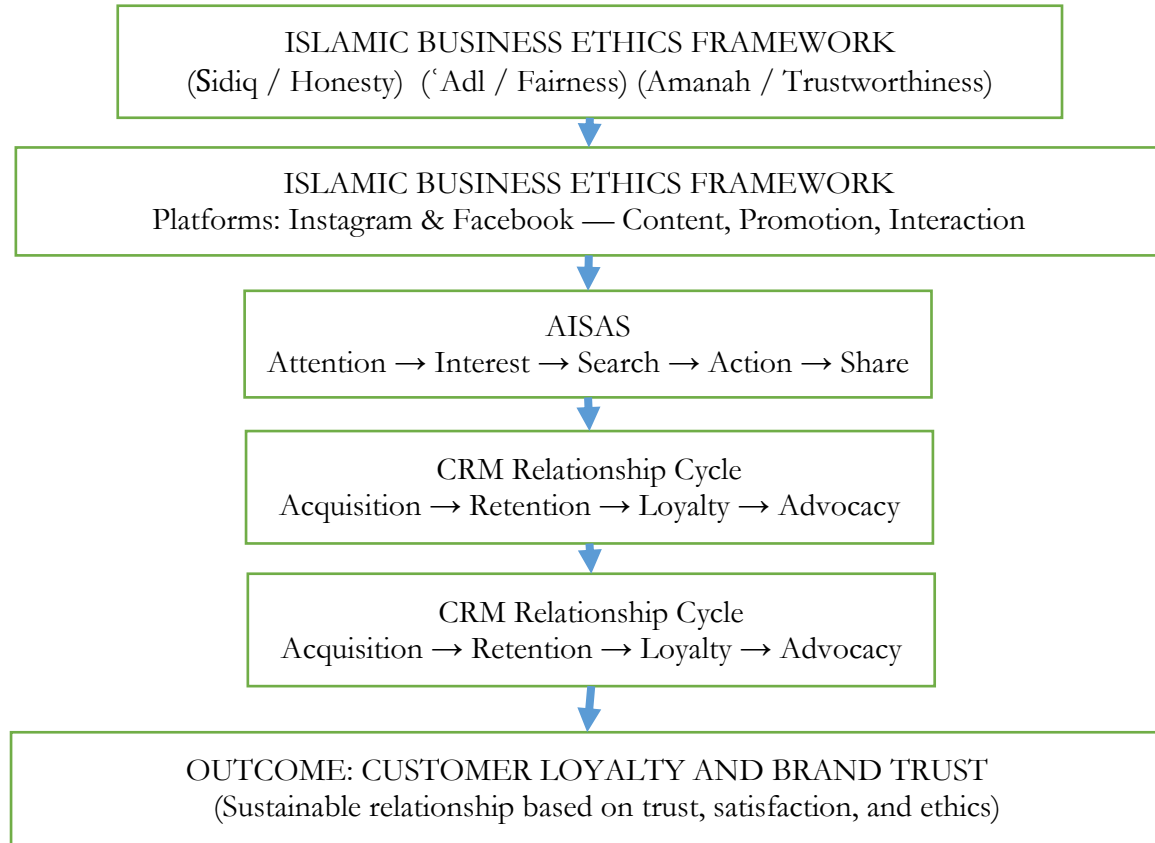
Source: Adapted from field findings of ByZhanum Online Shop (2025) and interpreted through the AISAS and CRM frameworks (Gutiérrez-Sánchez et al., 2025; Ly, 2025; Pires et al., 2025; Tegambwage & Kasoga, 2025).

This table highlights the complementary roles of Instagram and Facebook within the CRM–AISAS framework. Instagram drives early-stage engagement (Attention, Interest, Search) through visual content appealing to younger users. At the same time, Facebook supports later stages (Retention, Loyalty, Advocacy) by fostering trust and communication with a broader, more mature audience. Together, they form a dual-channel strategy that effectively engages diverse customer segments.

Integrative Model of CRM–AISAS within Islamic Business Ethics Framework

To illustrate the link between digital marketing, customer engagement, and ethical business practices, this study presents an integrative model. It combines the AISAS framework and CRM cycle under the guidance of Islamic Business Ethics, showing how ethical values shape content, interaction, and lasting customer loyalty. This integration is shown in the following diagram:

Figure 1: Integrated Framework of Islamic Business Ethics, AISAS Model, and CRM Cycle in Building Customer Loyalty and Brand Trust



Source: Developed by the author based on the integration of Islamic Business Ethics principles, AISAS model (Méndez-Lazarte et al., 2025), and CRM cycle (Tegambwage & Kasoga, 2025).

The Islamic Business Ethics framework forms the moral foundation of the integrated model. The three core principles—*ṣidiq* (honesty), *ʿadl* (fairness), and *amānah* (trustworthiness)—govern all aspects of business activity and decision-making. These principles ensure that marketing practices are conducted transparently, uphold justice, and maintain ethical responsibility across all digital interactions. (Masood & Zaidi, 2023). Within this ethical foundation, ByZhanum’s digital marketing strategy functions as an applied layer, reflecting moral integrity in a contemporary context.

ByZhanum’s digital marketing strategy represents the operational level through which the business engages its audience on Instagram and Facebook. This strategy combines promotional content, visual storytelling, interactive communication, and consistent responsiveness. Each component serves not merely as a marketing tool but as an ethical medium to build trust and strengthen emotional bonds with consumers.



The AISAS process (Attention, Interest, Search, Action, Share) outlines how customers move progressively from awareness to advocacy. In the Attention stage, consumers are drawn in by engaging visuals and promotional posts. The Interest stage is sustained through regular updates and product designs aligned with fashion trends and consumer preferences. In the Search stage, customers explore product details, compare prices, and evaluate offers, enabling informed, empowered decision-making. The Action stage involves purchases or direct engagement through comments and messages. Finally, in the Share stage, satisfied customers advocate for the brand by reposting content, offering testimonials, and recommending the shop through word of mouth.

Complementing this process, the Customer Relationship Management (CRM) cycle reflects the long-term relational aspect of sustainable marketing. The Acquisition phase involves attracting new customers through digital visibility and promotions. The Retention phase focuses on maintaining satisfaction and trust by delivering high-quality service and timely responses. In the Loyalty phase, emotional—and even spiritual—connections are nurtured between seller and customer, rooted in sincerity and reliability. The final Advocacy phase transforms loyal customers into brand ambassadors who voluntarily share their positive experiences and encourage others to engage with the business.

The culmination of these processes results in the Outcome: Customer Loyalty and Brand Trust. When CRM and AISAS are harmonized within the framework of Islamic ethical principles, ByZhanum achieves a form of sustainable loyalty that transcends mere transactions. Loyalty, in this context, is not just a response to satisfaction or convenience but reflects a moral and emotional bond grounded in honesty, fairness, and trust. This ethical integration enables ByZhanum to maintain enduring customer relationships while reinforcing its identity as a business committed to both professionalism and Islamic values in the digital marketplace.

Ethical Dimension and Islamic Perspective

From an Islamic perspective, ByZhanum's practices exemplify ethical marketing grounded in the *maqāṣid al-shari'ah* (the objectives of Islamic law), particularly in protecting wealth (*ḥifẓ al-māl*) and promoting fairness in economic relations. The business avoids deceptive advertising, manipulative promotions, and exploitative pricing practices.

(Barna et al., 2025) Emphasize that ethical digital strategies foster long-term sustainability through corporate responsibility and fairness. In this context, ByZhanum's approach not only adheres to ethical standards but also contributes to economic justice and community trust, reflecting a holistic conception of business as *'ibādah*—worship through work.



Moreover, Islamic ethics bridges the divide between profit orientation and moral accountability. The findings indicate that repeat purchases are driven not solely by satisfaction, but also by the perceived sincerity, politeness, and honesty of the seller—qualities deeply aligned with Islamic principles of fairness (*'adl*) and transparency (*sidq*).

Therefore, customer loyalty at ByZhanum is both emotional and ethical—emotional, as it is rooted in satisfaction and trust; ethical, as it reflects the spiritual integrity of the transaction in accordance with Islamic values.

Holistic Interpretation

To synthesize the findings, this study identifies three interrelated dimensions—strategic, behavioral, and ethical—that collectively contribute to ByZhanum's success. These dimensions are summarized in Table 2, highlighting how structured engagement, interactive behavior, and moral values converge to foster sustainable customer loyalty in the digital era.

Table 2. Holistic Interpretation of ByZhanum's Digital Marketing Strategy within the CRM–AISAS and Islamic Ethics Framework

Dimension	Description	Result
Strategic (CRM–AISAS)	Structured customer engagement from attraction to advocacy	Continuous customer acquisition and loyalty
Behavioral (Digital Interaction)	Consistent two-way communication via Instagram & Facebook	High engagement and emotional attachment
Ethical (Islamic Values)	Honesty, fairness, and trust as moral marketing principles	Sustainable trust and long-term brand credibility

Source: *Developed by the author based on research findings and the integration of the CRM–AISAS model with Islamic Business Ethics.*

This integrative framework reveals that loyalty in the digital era is not merely transactional but relational, emotional, and ethical. Customers remain loyal not just because of the product quality but because of the authenticity and sincerity embedded in business conduct.

In conclusion, *ByZhanum's* case demonstrates that the CRM–AISAS model, when grounded in Islamic ethical principles, creates a balanced system of attraction, retention, and moral responsibility. This framework offers a viable blueprint for other microenterprises seeking sustainable digital transformation rooted in ethical values.



Conclusion

This study concludes that customer loyalty in the digital era is no longer a purely transactional phenomenon but the result of a multidimensional relationship that integrates strategic, behavioral, and ethical components. Through the case of ByZhanum Online Shop, the research demonstrates that the CRM–AISAS model offers a coherent framework for understanding how digital marketing fosters sustained consumer commitment. Within this framework, the AISAS process (Attention–Interest–Search–Action–Share) explains how social media content and interactivity attract, engage, and convert audiences into active promoters. Simultaneously, the CRM cycle (Acquisition–Retention–Loyalty–Advocacy) accounts for how long-term relationships are maintained through responsiveness, personalization, and trust.

When these two models operate under the guidance of Islamic Business Ethics—particularly the principles of *ṣidq* (honesty), *ʿadl* (fairness), and *amānab* (trustworthiness)—customer loyalty transcends mere satisfaction and becomes a moral commitment. Ethical consistency strengthens perceived credibility, deepens emotional attachment, and transforms ordinary customers into advocates. Thus, loyalty becomes not only a behavioral outcome but also a reflection of shared moral values between business and consumer.

Theoretically, these findings contribute to the expanding discourse on the convergence of digital marketing and Islamic ethics, affirming that ethical responsibility is not a constraint but a strategic asset for competitive differentiation. Practically, the ByZhanum model provides a replicable framework for micro and small enterprises aiming to build sustainable digital relationships rooted in integrity and authenticity. For future applications, both entrepreneurs and policymakers may adopt the CRM–AISAS–Ethics integration as a tool to design value-driven digital ecosystems that prioritize profitability alongside moral accountability.

In conclusion, digital marketing within an Islamic ethical framework is more than a commercial strategy—it is a holistic practice that harmonizes economic objectives with spiritual integrity. Businesses that embed honesty, fairness, and trust into their digital engagement are more likely to achieve lasting loyalty, long-term trust, and sustainable growth in an increasingly competitive digital landscape.



Author Contribution

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