The Effect of Customer Interface Quality (CIQ), Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR) on Customer Satisfaction and Customer Loyalty: Evidence from Indonesia

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ABSTRACT: The purpose of this study was to build an understanding the role of Customer Interface Quality (CIQ), Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR) on Customer satisfaction and customer loyalty. Type of research is Explanatory Research. Data collection using a questionnaire. The sampling technique used purposive sampling. The number of samples was 110 online shoppe consumers at Pamekasan Regency, Indonesia, and data analysis used the Structural Equation Model (SEM) with AMOS software. The results of this study indicate Customer Interface Quality (CIQ) have a positive and significant effect on Customer Satisfaction, Customer Relationship Management (CRM) have a positive and significant effect on Customer Satisfaction, Corporate Social Responsibility (CSR) have a positive and significant effect on Customer Satisfaction and Customer Satisfaction has a positive and significant effect on Customer Loyalty.

KEYWORDS: Customer Interface Quality (CIQ), Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR), Customer Satisfaction, Customer Loyalty.

I. INTRODUCTION

It is difficult to build customer loyalty in e-commerce transactions mainly because of the low switching costs when the competition is only one click away. Therefore, online companies are keen to launch loyalty programs where customers benefit by doing most of their online shopping on a single website, creating positive change (Hsin and Su, 2009). Marketers have attempted to find the main factors that lead to customer loyalty. Customer satisfaction is clearly one, and although many studies have identified other factors (Flavian, 2006), the customer interface surface and perceived security on customer loyalty have generally been overlooked. In real-world commerce, salespeople influence customer satisfaction, but in an e-commerce context, they greet by the customer interface, which provides information to potential customers and helps overcome the drawbacks of impersonal websites. Consequently, the quality of the customer interface can influence consumer purchase intentions and thus, the financial performance of e-businesses. In addition, consumer attitudes and beliefs about safety have a significant influence on the intention to purchase online. This may be because customers are no longer interacting with sellers and have to rely on electronic payment methods, which increases their risk perception. Therefore, the lack of security, as perceived by online consumers, is one of the main obstacles to e-commerce development, and Liu's (2005) research has recognized perceived security as important in online purchasing decisions. However, despite the need to establish a perception of security, little effort has been made to mask the factors that influence it in the context of online shopping.

The phenomenal growth in the number of internet users and the enormous potential of electronic commerce (e-commerce) have encouraged traders to do business online (Wang & Emurian, 2005). Research by Kumar, Smith, & Bannerjee (2004) shows that the right customer interface is one of the important considerations in e-commerce success. The customer interface not only

provides a direct and low-cost medium of communication between e-stores and customers, but also assesses whether Web-based services are achieving the desired goals, namely personalizing their services and building competitive advantage based on understanding customer access behavior (Lee, 2001). A survey conducted by Genex (2003), an Internet development and consulting firm, revealed that online consumer purchase intentions are influenced by the customer interface, with 65% of B2C shoppers being deterred from using websites with poor customer interfaces. Similarly, other research has also shown that online retention is indirectly influenced by attractive website designs (Novak, Hoffman, & Yung, 2000). Because of this, a trusted customer interface not only attracts customers to visit the e-store for the first time, but also generates repeat visits in the future. Furthermore, while customer interface quality and perceived security have been recognized as critical factors for success, few studies have studied whether they affect customer satisfaction and customer loyalty.

According to Goldenberg (2008) CRM is the integration of people, processes, and technology to maximize relationships with all customers. CRM is a comprehensive scheme that provides seamless coordination between all the customer-facing functions. CRM is increasingly taking advantage of the Internet. Companies can't stress enough the importance of people, process, and technology integration for a successful CRM initiative. Despite their importance, too often the technology component takes a disproportionate emphasis on CRM initiatives to the detriment of the initiative's overall opportunity. Keeping this caveat in mind, let's move on to the possible components of a CRM automation system. Sheth, et al. (2008) defines CRM as a strategy and a comprehensive process to acquire, retain, partner with customers, to create superior value for companies and customers. In CRM, marketing efficiency is achieved because the cooperative and collaborative processes help reduce transaction costs and overall development costs for the company. Two important CRM processes include proactively developing a customer's business and building partnership relationships with the most important customers. This leads to creating superior mutual value.

Daft, et al. (2010) Corporate Social Responsibility (CSR) is the obligation of management to make choices and take actions that will contribute to the welfare and interests of society and organizations. CSR can be a difficult concept to understand because different people have different beliefs about which actions improve the well-being of society. Carroll & Buchholtz (2009) states that CSR is primarily concerned with demand outcomes from organizational decisions regarding certain issues or problems which (through some normative standards) have beneficial effects rather than detrimental effects on the concerned company stakeholders. Normative accuracy of corporate action products is the main focus of Corporate Social Responsibility. The social responsibility of business includes the economic, legal, ethical and discretionary (philanthropic) expectations that society has of an organization at a given point in time.

Hoffman & Bateson (2011) stated that Customer Satisfaction is an approximation with perceptions of actual service encounters. Comparing customer expectations with their perceptions is based on what would resolve the marketer to inquire the expectations disconfirmation model. In simple terms, if the customer fulfills expectations, the expectation is said to be confirmed and the customer is satisfied. If the perception and expectation are not the same, then the expectation is said to be disconfirmed. While the term disconfirmation sounds like a negative experience, it doesn't have to be. There are two kinds of disconfirmations. if the actual perception is less than expected, the result is negative disconfirmation, resulting in customer dissatisfaction and may lead to negative word of mouth publicity and/or customer defect, resulting in Customer Satisfaction, positive word of mouth publicity, and customer retention. Chou, et al. (2009) stated that Customer Satisfaction is a measure of the total product performance of an organization with respect to customer expectations (consisting of formal and informal requirements). Formal terms are stipulated in the contract (eg price, quality), whereas informal terms are related to soft factors (eg supplier attitude, professionalism).

Biswas (2011) defines Customer Loyalty as the result of the behavior of a customer's preference for a particular brand or a choice of a similar brand, over a period of time which is the result of an evaluation decision-making process. Customer attitudes toward potential moderators of a recurring patronage relationship are based on social norms and situational factors. It acknowledges the key issues of commitment and preference and consistency while acknowledging the dynamic nature of the marketing environment and situational influences. Glynn, et al. (2009) stated that customer loyalty is a deeply held commitment to rebuy or re-support consistent preferred products/services in the future, causing the same brand to buy repeatedly, despite situational influences and marketing efforts having the potential to cause switching. other seller's behavior. In terms of brand equity, brand loyalty is an important dimension that reflects how likely customers are to switch to another brand when that brand makes changes, either in price or product features.

The customer interface has been shown to critically influence e-commerce opportunities, and there has been extensive discussion about the effect of customer interface quality on consumer behavior. However, several studies have examined how the quality of the customer interface affects electronic satisfaction. In addition, although satisfaction is expected to be customer loyalty previously, few studies have systematically examined how these elements are related to customer interface quality. This study proposes an integrated theoretical framework to test the relationship between Customer Interface Quality (CIQ), Customer Relationship Management (CRM), Corporate Social Responsibility (CSR), Customer Satisfaction and Customer Loyalty.

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II. THEORETICAL REVIEW AND HYPOTHESES

Customer Interface Quality

Customer interface quality itself is a multi-faceted concept with several components (Aladwani & Palvia, 2002). Researchers have shrouded in various aspects of customer interface quality. Given that there are several components that contribute to the quality of the customer interface, the conceptual framework is incomplete in the sense that it does not attempt to capture every possible feature of the customer interface design that Web designers could implement. This study focuses on articulating the most salient customer interface design features which are derived from previous studies (Hsin and Su, 2009).

Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a comprehensive strategy, process, integrating people, and technology of acquiring, retaining, partnering with selective customers to create superior value for the company and the customer and to maximize relationships with all customers (Sin, et al, , 2005).

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) a concept that organizations/managements have an obligation to consider, make choices and take actions that will contribute to the interests of customers, employees, shareholders, communities, and ecological considerations in all aspects of their operations management's duty to make choices and take actions that will contribute to the welfare and interests of the society as well as the organization (Khan, 2010).

Customer Satisfaction

Customer satisfaction is an affective response to a purchase, and this is an important goal in consumer marketing. There are two different ways of determining overall satisfaction, the transaction-specific approach considers the emotional response by consumers to their most recent experience with a provider, while cumulative customer satisfaction is based on the customer's overall experience with a particular company over time. Additionally, some see overall satisfaction as a function of perceived service quality. Here we treat the customer satisfaction as a cumulative factor (Sureshchandar et al., 2002)

Customer Loyalty

Most of the early literature emphasized the loyalty dimension, such as repeat purchase behavior, concentrated on developing models designed to predict repurchase rates. Later, this was deemed insufficient, as it did not differentiate between true and pseudo customer loyalty, which may have resulted from a lack of alternatives. So, recently, customer loyalty has been regarded as an attitude construct. So in our research, we define customer loyalty as a customer's preferred attitude towards an e-commerce website that influences a customer to repeat purchase behavior (Bloemer and Schroder, (2006).

The relationship between Customer Interface Quality and Curtomer Satisfaction

Quality and customer interface satisfaction Studies have shown that customer satisfaction with a website mainly depends on evaluating its attributes; for example, Szymanski and Hise (2000), found convenience, site design, and security to be critical factors in e-commerce customer satisfaction. In addition, despite the ease of making comparisons online, online shoppers do less comparison shopping than brick and mortar shoppers, because the search costs associated with shopping in online stores increase with the number of alternatives. A good website avoids wasting customer time by providing organized screens, simple search paths, quick and easy-to-read presentations, and simple navigation; this, in turn, reduces customer servitue. While there has been little research in this area, it is likely that customers will continue to use any website that they see as having a high-quality interface. When separated from product satisfaction, traditional store satisfaction includes satisfaction with individual salespeople and store image (Reynolds & Beatty, 1999). Satisfaction with e-stores, like satisfaction with traditional stores, does not only derive from customer satisfaction with the products purchased (Balabanis et al., 2006). Szymanski and Hise (2000) identified convenience and site design as the main markers of e-store satisfaction, which in turn influence the decision to revisit the website. In a recent study, Zviran et al. (2006) pointed out that websites have different, hidden, and subjective factors that originate from the use process and interaction system and affect overall user satisfaction. These include offering customer personalization, navigation, search and layout. Based on previous research, the quality of the customer interface is considered a cognitive construct, while customer satisfaction is considered an affective construct. Based on this explanation, the first hypothesis is:
H1: Customer Interface Quality have significant effect on Customer Satisfaction

The relationship between Customer Relationship Management (CRM) and Customer Satisfaction

Research conducted by Sivaraks, et al. (2011), Padmavathy, et al. (2012), Ata & Toker (2012) and Feinberg & Kadam (2002) found that Customer Relationship Management has a positive effect on customer satisfaction. Ata & Toker (2012) identified CRM as one of the accounting factors for the success of relational marketing. Relationship building programs can be supported by technologies such as CRM systems that allow organizations to gain insight into the behavior of individual customers and generate data about those customers. Sivaraks, et al. (2011) this study examines and measures the results of implementing electronic

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customer relationship management (e-CRM) systems in the Thai banking industry from a customer perspective. The results show that e-CRM implementation has a statistically significant positive relationship with customer-based service attributes and with the quality and outcomes of customer-bank relationships as well as an indirect effect on relationship quality and outcomes through customer-based service attributes. Research conducted by Padmavathy, et al. (2012) aimed to develop a multi-item scale to measure the effectiveness of customer relationship management (CRM) in Indian retail banks and to prove its relationship with key customer response variables. The results of the study show that organizational commitment, process-driven approach and reliability are found to have a positive effect on customer satisfaction. Reliability was found to have a direct relationship with customer loyalty and both customer satisfaction and cross-purchase influenced loyalty. Feinberg & Kadam (2002) uncovered the relationship between e-CRM and Customer Satisfaction by determining the presence of e-CRM features on retail Web sites that have Customer Satisfaction data, and determining whether the amount of e-CRM is related to Customer Satisfaction or which, if any, of various e-CRM features related to Customer Satisfaction. It was found that handling differs with different e-CRM features; that there is a positive relationship between the amount of e-CRM on the Web site and Customer Satisfaction with the Web site; and that not all e-CRM attributes are the same - some are related to satisfaction and some are not. There is no relationship between the level of e-CRM on retail Web sites and sales and profits. Based on this explanation, the second hypothesis is:

H2: Customer Relationship Management have significant effect on Customer Satisfaction

The relationship between Corporate Social Responsibility (CSR) and Customer Satisfaction

Research conducted by Walsh & Bartikowski (2012), Luo & Bhattacharya (2006), McDonald & Thiele (2008), and Alafi & Sufy (2012) found that CSR has a positive effect on customer satisfaction. Walsh & Bartikowski (2012) cite that when customers perceive that "their" company engages in socially responsible behavior, they form a positive image that enhances the organization of assistance and positively influences related outcomes. That is, customers should be more satisfied when they hold positive CSR associations, because they develop a sense of attachment to the firm. Greater satisfaction with meaning translates to increased word of mouth, suggesting that satisfaction mediates the CSR-word of mouth relationship. Luo & Bhattacharya (2006) developed and contrasted a framework, predicting that (1) customer satisfaction partially mediates the relationship between CSR and firm market value (ie, Tobin's q and stock returns), (2) firm capability (innovative capability and quality). product) moderate the financial benefits for CSR, and (3) this moderated relationship is mediated by Customer Satisfaction. The researchers found that companies with low innovative ability, CSR actually lowers the level of customer satisfaction and, through decreasing satisfaction, hurts market value. Alafi & Sufy (2012) this study has three objectives. The first is covering the relationship between corporate social responsibility (CSR) services and customer satisfaction (CS); the second is to find the relationship between CSR services and financial performance (FP); and third to examine the effect of mediating Customer Satisfaction on CSR services and financial performance. The results of this study suggest that the provision of CSR services is related to CS. Furthermore, this study found a relationship mediating Customer Satisfaction between CSR and FP services. Based on this explanation, the third hypothesis is:

H3: Corporate Social Responsibility (CSR) have significant effect on Customer Satisfaction

The relationship between Customer Satisfaction and Customer Loyalty

Studies related to the relationship between satisfaction and loyalty are not new in the marketing management literature. They are classified into two main research sets: service-based management and service-based marketing. The former suggested that satisfaction affects loyalty, which in turn, impacts economic performance (Rust et al., 1995). According to this perspective and theory of customer value, satisfaction is the result of the customer's perception of the value received about the expected value (Zeithaml et al., 1990). In this way, loyalty is generated from the customer's belief that the amount of value received is higher than that obtained from other suppliers. Therefore, loyalty creates increased profits through increased revenue, reduced costs to acquire customers, lower customer price sensitivity and reduced costs. The second research strand is in the marketing domain and discusses the impact of customer satisfaction on customer loyalty. In this perspective, loyalty is defined as an attitude and behavior (Jacoby and Kyner, 1973). In general, large studies of loyalty have shown that attitudinal loyalty (such as repurchase intention) is related to customer satisfaction (Fournier, 1994), whereas behavioral loyalty is linked to firm performance (Yi, 1990). Despite the importance of satisfaction, the customer-based approach seems unquestionably the main goal of corporate success, and the role of the relationship between satisfaction and loyalty does not seem so clear (Verhoef, 2003). This is particularly true about the efficacy of satisfaction-loyalty relationships (Mittal and Kamakura, 2001). In particular, Szymanski and Henard (2001), in their meta-analysis, found that satisfaction explains less than 25 percent of the variance in repeat purchases. Thus, the relationship between customer and loyalty varies greatly depending on the industry (Foroudi et al., 2018), the customer segment being studied (Homburg and Giering, 2001), the nature of the dependent and independent variables and the presence of various factors who function as mediators (Picon et al., 2014), moderators or both in the relationship (Mittal and Frennea, 2010). Based on this explanation, the fourth hypothesis is:

H4: Customer Satisfaction have significant effect on Customer Loyalty.

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III. METHODOLOGY

Measurement

The variables in this study were measured by a Likert scale with a range from 1 to 7 where 1 was equal to "Strongly Disagree" and 7 equal to "Strongly Agree". The variables studied consisted of exogenous variables and endogenous variables. The exogenous variables include Customer Interface Quality (CIQ) which are adopted form Srinivasan et al., (2002), Customer Relationship Management (CRM) which are adoptted from Sin, et al. (2005), and Corporate Social Responsibility (CSR) which are adoptted from Khan (2010), while the endogenous variables are Customer Satisfaction are adopted from Sureshchandar et al., (2002), and Customer Loyalty are adopted from Bloemer and Schroder, (2006). This study uses SEM for variables between linear relationships between variables, hypothesis testing and causal relationships using AMOS software.

RESEARCH FRAMEWORK
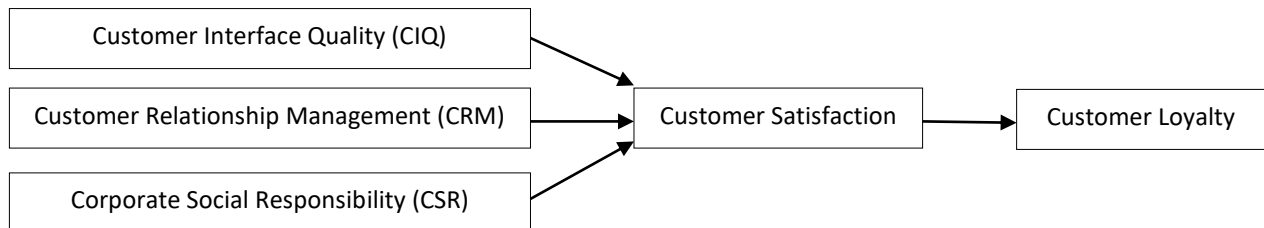
Picture 1. Research Framework

RESULT

Data analysis used AMOS software with the Structural Equation Model (SEM) method. There are two stages in the Structural Equation Model (SEM). The first stage is the Measurement Model and the second stage is the Structural Model (Kaplan, 2020).

Measurement Model
Goodness Fit Indices.
Table 1. The Measurement Model Fit Result

Index	Result
Chi-squire ($\chi 2$)	536,482
Chi-squire DF	192
Chi-squire ($\chi 2/df$)	2.79
Goodness of Fit (GFI)	0.91
Adjusted Goodness of Fit (AGFI)	0.92
Root Mean Square Error of Approximation (RMSEA)	0.03
Root Mean Square of Residual (RMR)	0.02
Normed fit index (NFI)	0.93
Non-normed Fit Index (NNFI)	0.94
Comparative fit index (CFI)	0.96

Source: Research Data (Processed, 2022)

Based on Table 1, the following results are obtained, namely $\chi 2$ / df-ratio is 2.79, which is at interval 2-3, which means that the model has met the criteria so that the model can be accepted. As for the assessment of GFI, NFI, NNFI, and CFI, namely the value obtained is greater than or close to 0.9, this means that the calculations related to GFI, NFI, NNFI, and CFI have met the model requirement criteria so that it can be concluded that the model is acceptable. Anything regarding the calculation of RMSEA obtained a value of 0.04, so it can be concluded that this value is still acceptable. So the overall measurement has met the standardization of the assessment on the measurement model fit indices.

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Validity and Reliability Test on the Measurement model

Table 2. Scale Composite Reliability and Convergent Validity Analysis

Construct (F) and Indicators V)		ndardized Loading	t value	Indicator Reliability	Composite Reliability
Customer Interface Quality (CIQ) (F1)					
V1	Customization	0.84	31.14	0.81	
V2	Interactivity	0.87	38.47	0.84	0.86
V3	Convenience	0.82	19,24	0.66	
V4	Character	0,88	39,87	0,90	
Customer Relationship Management (CRM) (F2)					
V5	Key customers focus	0.83	27.35	0.71	
V6	Knowledge management	0.89	40.12	0.93	0.84
V7	Technology-based CRM	0.81	18,64	0.52	
Corporate Social Responsibility (CSR) (F3)					
V8	Contribution to Health sector	0.79	17.28	0.43	
V9	Contribution to education sector	0.74	13.17	0.32	0,76
V10	Environmental issues	0,72	12.53	0,28	
Customer Satisfaction (F4)					
V11	Core service or service product	0.85	36,25	0.85	
V12	Human element of service delivery	0.80	16.73	0.43	0.83
V13	Systematization of service delivery: non-human element	0.86	37,94	0.88	
Customer Loyalty (F5)					
V14	Intention to stay	0.73	14.68	0.31	
V15	Peripheral purchase	0.75	15.63	0.36	0.74

Source: Research Data (Processed, 2022)

Reliability testing in this study has met the criteria for standardization requirements related to variable testing. The variables in this study were tested using Standardized Loading and Composite Reliability. The calculation of Composite Reliability is shown in Table 2 where a value between 0.8 and 0.9 is obtained. (Fornell and Larcker, 1981) the value of Composite Reliability is acceptable if it is greater than 0.60.

Validity testing in this study uses Confirmatory Factor Analysis in order to measure the value of Convergent Validity. Table 2 presents the following information, the first is the t-value, the second is related to the Standardized Loading value, and based on the calculations in table 2, it can be concluded that for all variables in this study are significant, namely a value greater than 1.96 is obtained. This proves that the path coefficient in this study is significant, so it can be concluded that all the indicators in this study have met the standardized requirements for calculating Convergent Validity (Anderson & Gerbing, 1988).

Discriminant validity

The higher the correlation coefficient between the 2 variables, it is possible that there is an indication that discriminant validity cannot be fulfilled. Therefore, in this study selected " Customer Interface Quality (CIQ)" and "Customer Satisfaction", "Customer Interface Quality (CIQ)" and "Customer Loyalty", with correlation coefficients of 0.85 and 0.79, with a p-value <0.001 to prove that the two pairs of variables have discriminant validity.

Table 3. Discriminant Validity Analysis

	Correlation Coefficient		Unidimensional Measurement Model	ısurement Model	The difference	P value
Customer Interface Quality (CIQ)↔ Customer Satisfaction	0.85***	Chi-square	846,351	367,832	478,519	< 0.001
		DF	145	144	1	
Customer Interface Quality (CIQ)↔Customer Loyalty	0.79***	Chi-square	573,841	363,758	210,083	< 0.001
		DF	145	144	1	

Source: Research Data (Processed, 2022) ***p<0.001.

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The test results in Table 3 show that the different chi-square values between tests and the unidimensional measurement model for 1 pair are significant. It can be concluded that these variables are different. Broadly speaking, all measures have shown that discriminant validity has been met because the largest correlations between variables differ significantly.

Structural Model

In order to test the Research Hypothesis, this study uses Structural Equation Model (SEM) analysis. Overall, the test results for the goodness fit of structural model can be seen in Table 4. The Chi-square (χ2) / df-ratio value is 2.75 according to (Schumacker & Lomax, 2004). Normally the accepted ring values for chi-square are 1 to 3. GFI and NNFI are still accepted because they are greater than 0.8 and close to 0.9. RMSEA is still accepted because its value is equal to or less than 0.1. Overall the requirements for the goodness fit indices of structural model in the structural model have been accepted. RNFI structural model must be greater than 0.9, close to 1 is better. RPR is to detect structural models to parsimony degree. Ring values ranging from 0.0 to 1.0, the greater the better the goodness of fit. RPFI is very useful for selecting a model that simultaneously maximizes fit and parsimony in the structural portion of the model. With a higher RPFI value, it is more necessary. This can be seen in Table 4 RNFI = 0.96, of RPR = 0.45, and RPFI = 0.42, this structural model shows the goodness of fit and parsimony.

Table 4. Structural Model Goodness Fit Indices

Combined Model										Structural Model		
Chi- square	DF	χ2/df	GFI	AGFI	CFI	NFI	NNFI	RMR	RMSEA	RNFI	RPR	RPFI
379,32	138	2,75	0.86	0.91	0.93	0.92	0.88	0.04	0.03	**0.96**	**0.45**	**0.42**

Source: Research Data (Processed, 2022)

Hypothesis Testing

Table 5. Structural Model Path Coefficient

Dependent Variable	Independent Variable	Standardized path coefficient	t value	Square Multiple Correlation (r2)
Customer Satisfaction	Customer Interface Quality (CIQ)	0,78		
	Customer Relationship Management (CRM)	0,53	14,26*	0,72
	Corporate Social Responsibility (CSR)	0,47	12,75*	
Customer Loyalty	Customer Satisfaction	0,83	22.74*	0,85

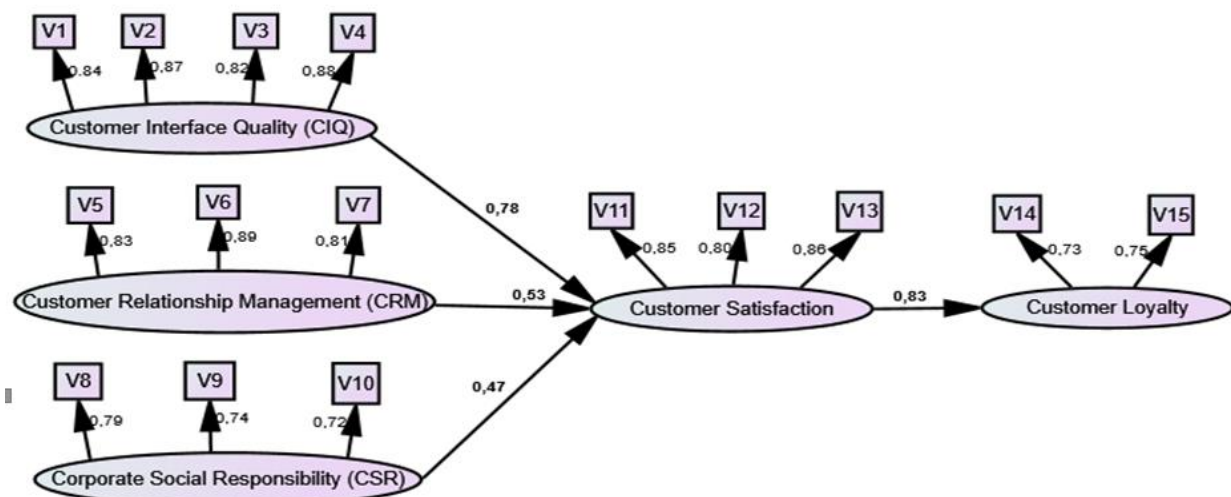**Source:** Research Data (Processed, 2022) *p<0.001.

Figure 2. Standardized Path Coefficient

Table 5 presents information related to the results of hypothesis testing, the results of the path coefficient related to the influence of Customer Interface Quality (CIQ) → Customer Satisfaction are 0.78; Customer Relationship Management (CRM) → Customer Satisfaction is 0.53; Corporate Social Responsibility (CSR)→ Customer Satisfaction is 0,47; Customer Satisfaction → Customer Loyalty is 0.83. Furthermore, "Customer Satisfaction" as the dependent variable, the value of r2 is 0.72; and "Customer Loyalty"

with the value of r2, namely 0.85. According to (Kline, 2016) the category of influence size r2 is small 0.02, medium 0.13, large 0.26. So it can be concluded that Customer Satisfaction and Customer Loyalty have a very high level of contribution. The results of the path analysis can be seen in Table 5.

DISCUSSION

Customer Interface Quality (CIQ) has positive influence on Customer Satisfaction (H1 accepted).
Based on Table 5 the finding analysis namely " Customer Interface Quality (CIQ)" have positive influence on Customer Satisfaction (with the coefficient = 0.78, t = 19,64, p <0.001). It's consistent with the results of the study (Hsin dan Su, 2009), that Customer Interface Quality (CIQ) has significant influence and positive towards Customer Satisfaction. It indicates that Customer Interface Quality (CIQ) is very important to create Customer Satisfaction. The manager of shoppe can improve Customer Satisfaction by paying attention to the Customer Interface Quality (CIQ) indicator namely: (1) Customization. For example, (a) Shopee managers make purchase recommendations that match consumer needs., (b) Advertisements and promotions sent by the Shopee site to consumers are tailored to the consumer's situation., (c) The Shopee site makes consumers feel that these consumers are unique customers.. (2) Interactivity. For example, (a) The Shopee site has a search tool that allows consumers to find products.. (b) The Shopee site has tools that make product comparison easy. (c) Shopee managers try to make consumers feel that Shopee is a very attractive site. (3) Convenience. For example, (a) Shopee managers try to make consumers feel that first time buyers can make purchases from the Shopee site without much assistance., (b) The Shopee site is a user-friendly site, (c) The Shopee site is very convenient to use. (4) Character. For example, (a Shopee managers try to make consumers feel that the Shopee website design is attractive to consumers., (b) Shopee managers try to make consumers feel that shopping on the Shopee website is fun, (c) Shopee managers try to make consumers feel comfortable shopping on the Shopee website.

Customer Relationship Management (CRM) has a positive influence on Customer Satisfaction (H2 accepted).
Based on Table 5, the data analysis show that Customer Relationship Management (CRM) has positive influence on Customer Satisfaction (with the coefficient = 0.53, t = 14.26, p <0.001). These results are consistent with previous empirical research by Sin, et al. (2005), conclude that Customer Relationship Management (CRM) has positive influence on Customer Satisfaction. It shows that Social Value is very important to create Customer Satisfaction. The manager of shoppe can improve Customer Satisfaction by paying attention to the Customer Relationship Management (CRM) indicator namely: (1) Key customers focus. For example, (a) Shopee managers provide customized services and products for their key customers, (b) Shopee managers try to find out what are the main needs of customers.. (2) Knowledge management. For example, (a) Shopee managers are willing to help customers responsively.. (b) Shopee managers fully understand key customer needs through knowledge learning. (3) Technology-based CRM. For example, (a) Shopee managers have the right technical personnel to provide technical support on the use of computer technology in building relationships with customers, (b) The Shopee website has a comprehensive customer database.

Corporate Social Responsibility (CSR) has a positive effect on Customer Satisfaction (H3 accepted).
The results of the data analysis show that Corporate Social Responsibility (CSR) has positive influence on Customer Satisfaction (coefficient = 0.47, t = 12,75, p <0.001). The findings are consistent with the results of research by Khan (2010), this study supports that Corporate Social Responsibility (CSR) has positive influence on Customer Satisfaction. It shows that Corporate Social Responsibility (CSR) is very important to create Customer Satisfaction. The manager of shoppe can improve Customer Satisfaction   by paying attention to the Corporate Social Responsibility (CSR) indicator namely: (1) Environmental issues. For example, (a) Shopee managers support public/private actions designed to protect the environment (eg compressed natural gas (CNG) station attitudes), (b) The shopee manager disseminates environmental awareness to the community through the promotion of facilities. (2) Contribution to Health sector. For example, (a) Shopee managers provide medical assistance for serious illnesses such as HIV/AIDS, cancer, stroke etc. (b) Shopee managers provide health assistance to underprivileged and disabled children. (3) Contribution to education sector. For example, (a) Shopee managers provide scholarships to high achieving, underprivileged and physically handicapped students, (b) Shopee managers support the education sector such as providing part-time work facilities for students or giving lectures/speech at several universities.

Customer Satisfaction has a positive effect on Customer Loyalty (H4 accepted).
The results of the data analysis show that Customer Satisfaction has positive influence on Customer Loyalty (coefficient = 0.83, t = 22,74, p <0.001). The findings are consistent with the results of research by Wu & Wang (2012) and Yap, et al. (2012), this study supports that Customer Satisfaction has positive influence on Customer Loyalty. It shows that Customer Satisfaction is very important to create Customer Loyalty. The manager of shoppe can improve   Customer Loyalty by paying attention to the Customer Satisfaction indicator namely: ((1) Core service or service product. For example, (a) Shopee managers try to make consumers feel satisfied with the variety and range of shopee services. (b) Shopee managers try to make consumers feel satisfied with the innovation of shopee services. (2) Systematization of service delivery: non-human element. For example, (a) Shopee

managers try to make consumers feel satisfied with adequate personnel and are necessary for good customer service at Shopee (b) Shopee managers try to make consumers feel satisfied with adequate and necessary facilities to serve good consumers at Shopee.

CONCLUSIONS

The results show a strong causal relationship between Customer Interface Quality (CIQ), Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR), Customer Satisfaction and Customer Loyalty. In short, Customer Interface Quality (CIQ), Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR) was found to be a predictor of Customer Satisfaction, and Customer Satisfaction has a Positive impact on Customer Loyalty. Furthermore, Customer Satisfaction is proven to be a mediator between Customer Interface Quality (CIQ), Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR) and Customer Loyalty.

SUGGESTIONS

This study only focuses on online shoppe consumers at Pamekasan Regency, Indonesia, so the results of this study cannot be generalized to other companies. Future research can expand the results by analyzing other cities and including large companies. The purpose of this research is to dig deeper into the role of Customer Interface Quality (CIQ), Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR) in a certain period of time and its effects on Customer Satisfaction and Customer Loyalty. However, the effects of some variables may change over time, causing the results to change too. Therefore, this study suggests that further research can develop a research model in order to obtain more comprehensive results / information.

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