

Customer Loyalty: A Systematic Literature Review

Syerli Primasari, Vidyarini Dwita*

Universitas Negeri Padang

DOI:

<https://doi.org/10.53697/jim.v5i3.2891>

*Correspondence: Vidyarini Dwita

Email: vidyarini@fe.unp.ac.id

Received: 10-07-2025

Accepted: 13-08-2025

Published: 09-09-2025



Copyright: © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: The purpose of this article is to identify and analyze several references related to the keyword "customer loyalty." Utilizing Harzing's Publish or Perish, a systematic literature review was conducted for this study using the Scopus database. Employing the SPAR-4-SLR protocol, data analysis was performed using Microsoft Excel, Mendeley, and VOS Viewer to ensure transparency and replicability. The findings of this study identified 82 primary articles indexed in Scopus Q1 based on the Scimago Journal Ranking (SJR). The study also discovered seven knowledge clusters supporting research on customer loyalty, with a total link strength of 214. VOS Viewer visualization revealed that "Customer Loyalty" is significantly prominent and is associated with the phrase "Customer Satisfaction," demonstrating a clear relationship. This study has several limitations, such as constraints in database access restricted to Scopus. Therefore, future research is recommended to expand data collection by incorporating additional sources such as Emerald, SpringerLink, Science Direct, EBSCO, Google Scholar and non-Q journals like Web of Science.

Keywords: Customer Loyalty, Systematic Literature Review

Introduction

The rapid advancement of digital technology has intensified competition in the food business sector. Recognizing that consumers are critical to achieving organizational goals, companies increasingly understand the crucial role they play. This highlights the risks of neglecting customer complaints or engaging in disputes over minor issues, as these can lead to customer loss and should not be overlooked. Understanding the factors influencing service quality and their impact on customer loyalty has therefore become essential (Chikazhe et al, 2021). Key factors that influence attitudinal and behavioral loyalty, such as service quality, satisfaction, trust, value, and commitment, are expected to enhance service excellence and customer retention (Ashraf et al, 2018). Building customer loyalty is crucial for all businesses, including those in the food sector, as the cost of acquiring new customers is significantly higher than retaining existing ones.

Customer loyalty can be influenced by service quality. Overall service quality must meet customer expectations to effectively impact loyalty (Nyagadza et al, 2022). Furthermore, overall service quality strongly affects customer satisfaction, attitudinal loyalty, and behavioral loyalty (Nyagadza et al, 2022). Social value significantly influences customer loyalty, highlighting the critical role of interaction in shaping the future of social media services in an era of rapid expansion and intense competition (Foroudi et al, 2020).

Customer satisfaction, loyalty, and brand identification represent the collective experiences and perceptions formed through various interactions with the brand (Ageeva et al, 2018) (Foroudi et al, 2016) (Melewar et al, 2017). Social media, as a strategic marketing tool, creates social value by offering online platforms that enable retailers to build stronger connections with consumers, visitors, and buyers through interactive engagement. The primary function of microblogging platforms and social media is to facilitate the creation of compelling content that fosters connection, communication, information sharing, experience exchange, and interaction among users (Cuomo et al, 2017). The study by (Kim et al, 2021) reveals that brand image has a positive and significant impact on customer loyalty. (Park, 2019) argues that brand image is a perceptual phenomenon influenced by a company's communication activities, which can encourage consumers to associate their thoughts with branded products. When consumers form a positive image of a particular brand, they are more likely to prefer that brand, leading to purchasing decisions and the realization of purchases for the brand they favor.

This study employs the Scientific Procedures and Rationales for Systematic Literature Review (SPAR-4-SLR) protocol to ensure transparency in the results and to serve as a guideline for research (Paul et al, 2021). Additionally, bibliometric analysis is utilized to evaluate performance and map the intellectual structure of customer loyalty research (Donthu et al, 2021). The current review formulates a series of research questions (RQs) that require answers aligned with the objectives of the study, as follows:

RQ1: What are the trends in customer loyalty research publications.

RQ2: What are the leading journals and countries in customer loyalty (CL) research?

RQ3: What are the knowledge clusters within the intellectual structure of customer loyalty (CL) research?

Systematic Literature Review

There are several methods for conducting literature reviews, such as traditional reviews and systematic literature reviews. According to the study by (Tranfield et al, 2003), a systematic literature review (SLR) is defined as a replicable, scientific, and transparent method of reviewing literature. The systematic literature review (SLR) method differs from conventional and traditional literature review methods. SLR is an impartial methodology because it is auditable and replicable, whereas traditional literature reviews tend to be subjective and often fail to generate reliable knowledge (Tranfield et al, 2003). A systematic literature review presents a comprehensive coverage of the literature, ensures the continuity of searches for future replication, and adheres to strict, transparent, and pragmatic methodology. It also provides a complete scope of literature and offers the most reliable, efficient, and high-quality method for exploring extensive literature (Pilbeam et al, 2012) (Tranfield et al, 2003). Therefore, the use of systematic literature review (SLR) is preferred over traditional and conventional reviews. Researchers opt to use systematic literature review (SLR) over traditional reviews because the results are of higher quality. Over the past decade, systematic literature review (SLR) has evolved and has played a significant role in current evidence-based practices (Pilbeam et al, 2012). Systematic literature review (SLR) is frequently used in medical research, and this method

can be further explored across various disciplines to generate deeper knowledge. There are five steps in conducting a systematic literature review: planning, searching, screening, extraction, synthesis, and reporting (Pilbeam et al., 2012). Additionally, there are three key steps in performing a systematic literature review (SLR): 1) identifying relevant primary studies in the search database, 2) setting inclusion and exclusion criteria, and 3) assessing the quality of primary studies (Coombes & Nicholson, 2022). The introduction should briefly place the study in a broad context and highlight why it is important. It should define the purpose of the work and its significance. The current state of the research field should be carefully reviewed and key publications cited. Please highlight controversial and diverging hypotheses when necessary. Finally, briefly mention the main aim of the work and highlight the principal conclusions. As far as possible, please keep the introduction comprehensible to scientists outside your particular field of research. APA style should be employed for citations and references. See the end of the document for further details on references.

Methodology

A systematic literature review (SLR) on Customer Loyalty (CL) supported by technology was conducted using big data obtained electronically from scholarly databases, specifically Scopus, via Harzing's Publish or Perish. The data were then analyzed using software tools such as Excel, Mendeley, and VOS Viewer. To ensure transparency and reproducibility, this systematic literature review (SLR) adopts the appropriate protocols, as recommended by (Lim & Weissmann, 2021). This study follows the Scientific Procedures and Rationales for Systematic Literature Review (SPAR-4-SLR) protocol developed by (Paul et al, 2021).

Assembling

The assembly phase consists of two steps: identification and acquisition. Since journal articles represent comprehensive research that has undergone rigorous peer review, the identification stage of this study focuses on identifying the sources used. Scopus was selected as the source due to its strict quality standards and value as a comprehensive search and acquisition method for articles. In the acquisition stage, the Scopus database was utilized with the keyword "customer loyalty," resulting in a total of 200 articles.

Arranging

The organization phase consists of two sub-phases: organization and filtering. During the organization phase, articles are categorized based on language, document type, source type, and topic area. In the filtering phase, articles in English related to the fields of Customer Loyalty, Marketing, Management, and Retailing published between 2019 and 2024 were selected. This filtering process resulted in 100 article titles. Further filtering was conducted based on the Scimago Journal Ranking (SJR) category, specifically selecting articles categorized as Q1. The result of this process yielded 82 article titles.

Assessing

The assessment phase also consists of two sub-steps: evaluation and reporting. Microsoft Excel is specifically used for performance analysis to highlight trends in leading journals, publications, and countries. Knowledge cluster mapping within the intellectual structure and its contribution to knowledge growth on the subject is then carried out using the VOS Viewer program with co-occurrence analysis.

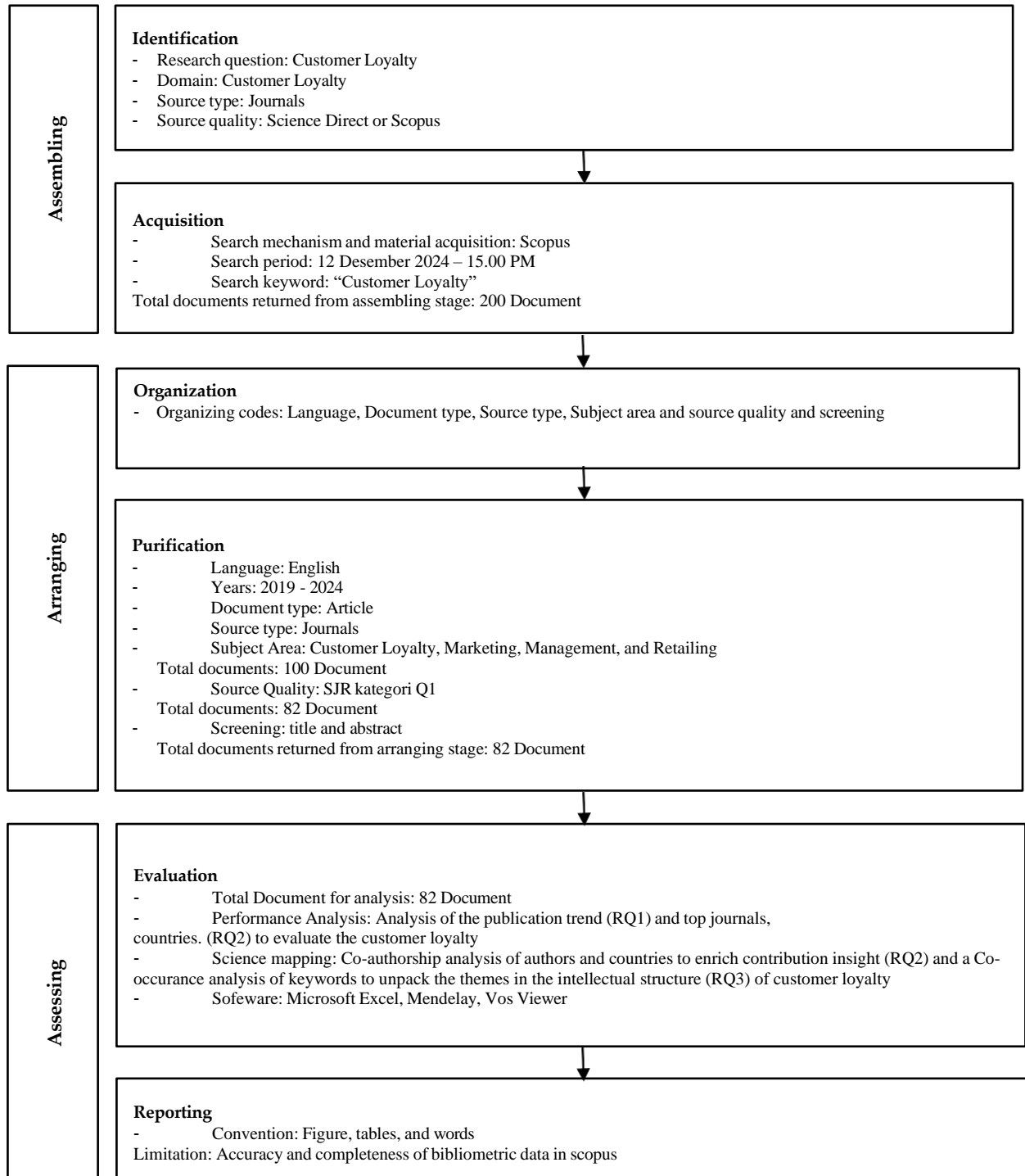


Figure 1. Research Review Procedure for Customer Loyalty using SPAR-4-SLR Protocol.

Result and Discussion

The Trend of Publication in Customer Loyalty Research between 2019 and 2024

The publication trends of research related to Customer Loyalty over the past six years, from 2019 to 2024, are presented in the following table and graph:

Table 1. Trend of Customer Loyalty Publications

Period	Number of Articles
2019	32
2020	28
2021	15
2022	6
2023	1
2024	0
Total	82

From the Scopus database, research related to customer loyalty has experienced a decline over the past six years. The declining publication trend is evident in Table 1, where in 2023, only one article was published in the Q1 category, and in 2024, no articles were published in the Q1 category regarding customer loyalty. The highest number of publications was recorded in 2019 with 32 articles. Subsequently, in 2020, the number decreased to 28 articles, followed by a further decline to 15 articles in 2021, and only 6 articles were published in 2022.

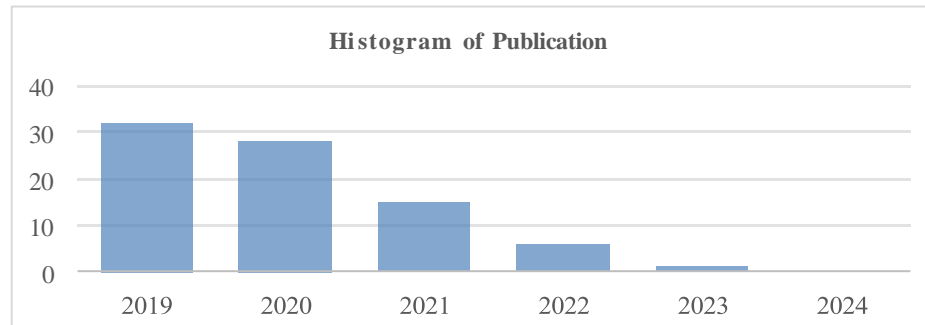


Figure 2. Customer Loyalty Publication Trends.

Figure 2 also shows that the publication trend has declined from 2019 to 2024. This indicates that the research trend on customer loyalty has continued to decrease each year up to the present.

The Identified Journals for Customer Loyalty Research between 2019 and 2024

In the table below, you can find the journals that were chosen for this study:

Table 2. Identified Journals between 2019 and 2024

No	Journals	Scopus Index	Number of Articles	No	Journals	Scopus Index	Number of Articles
1	Journal of Retailing and Consumer	Q1	21	19	Journal of Global Scholars of	Q1	1

No	Journals	Scopus Index	Number of Articles	No	Journals	Scopus Index	Number of Articles
	Services				Marketing Science: Bridging Asia and the World		
2	International Journal of Hospitality Management	Q1	6	20	Journal of Broadcasting and Electronic Media	Q1	1
3	Journal of Business Research	Q1	6	21	South Asian Journal of Business Studies	Q1	1
4	Journal of Hospitality and Tourism Management	Q1	5	22	Electronic Commerce Research	Q1	1
5	International Journal of Bank Marketing	Q1	4	23	Information and Management	Q1	1
6	Journal of Retailing	Q1	4	24	International Journal of Information Management	Q1	1
7	Sustainability (Switzerland)	Q1	3	25	European Journal of Marketing	Q1	1
8	International Journal of Contemporary Hospitality Management	Q1	3	26	Journal of Consumer Research	Q1	1
9	Journal of the Academy of Marketing Science	Q1	2	27	Sustainable Production and Consumption	Q1	1
10	Journal of Business Ethics	Q1	2	28	Journal of Enterprise Information Management	Q1	1
11	Journal of Travel and Tourism Marketing	Q1	2	29	Journal of Internet Commerce	Q1	1
12	Journal of Innovation and Knowledge	Q1	1	30	Management Research Review	Q1	1
13	Journal of Marketing	Q1	1	31	Service Industries Journal	Q1	1
14	Journal of Cleaner Production	Q1	1	32	Asia Pacific Journal of Marketing and Logistics	Q1	1
15	Transportation Research Part A: Policy and Practice	Q1	1	33	Organizational Corporate Social Responsibility and Environmental Management	Q1	1
16	Journal of Travel Research	Q1	1	34	TQM Journal	Q1	1

No	Journals	Scopus Index	Number of Articles	No	Journals	Scopus Index	Number of Articles
17	Journal of Product and Brand Management	Q1	1	35	Journal of Business and Industrial Marketing	Q1	1
18	Journal of Destination Marketing and Management	Q1	1	36	Management Research Review	Q1	1

Based on the table of sources focused on articles indexed in Scopus Q1 category, this study identified 82 articles from 36 academic journals (see Table 2). The Journal of Retailing and Consumer Services published the most articles, with a total of 21 articles from 2019 to 2024. It was followed by the International Journal of Hospitality Management and the Journal of Business Research, each with 6 articles. This indicates that customer loyalty is still largely overlooked in journals related to Management, Marketing, and Retail studies. Therefore, this topic becomes an interesting subject for further research on its contribution to customer loyalty.

The Countries for Customer Loyalty Research 2019 and 2024

The top countries for this research can be seen in Table 3 below:

Table 3. Top Countries in Publish Articles.

No	Countries	Number of Articles
1	United Kingdom	61
2	United States	13
3	Switzerland	3
4	Netherlands	5
	Total	82

Based on Table 3, the country that published the most articles between 2019 and 2023 is the United Kingdom, with a total of 61 articles. It is followed by the United States with 13 articles, Netherlands with 5 articles, and Switzerland with 3 articles.

Customer Loyalty Research Mapping

Knowledge Cluster Through Co-Occurrence of Keyword in Customer Loyalty Research

The keywords selected in this review represent the essence of the articles in this study (Donthu et al, 2021). Given that keywords reflect the main characteristics of a specific research, this review conducts an analysis of the frequency of selected keywords for articles in VOS Viewer as a knowledge mapping technique to examine the relationships between keywords in order to gain an understanding of the knowledge clusters in the study of customer loyalty.

The terms selected to provide a clear picture of the keyword occurrences are those that appear at least twice in the review corpus. Using VOS Viewer, this evaluation produces a network map of keywords, as shown in the following figure:

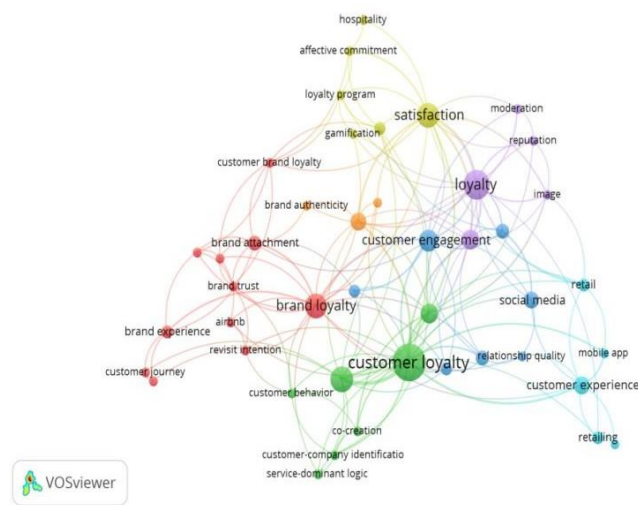


Figure 3. Visualization of Customer Loyalty Research Development Map.

From Figure 3, 44 keyword items were found using terms that appeared at least twice in the review corpus. The co-occurrence analysis of keywords overall revealed that 7 knowledge clusters, with a total link strength of 214, support the framework of the Customer Loyalty study. These 7 knowledge clusters will be discussed further using sensemaking, where keywords are logically organized to convey the essence of the research in each knowledge cluster. Table 4 shows the co-occurring keywords for the knowledge groups in customer loyalty research:

Table 4. Co-Occurance Keyword for Clusters

Keywords	OC	TLS	Keywords	OC	TLS
Cluster 1			Cluster 4		
Airbnb	2	4	Affective Commitment	2	6
Brand Attachment	4	10	Gamification	2	4
Brand Experience	3	6	Hospitality	2	2
Brand love	2	6	Loyalty Program	2	6
Brand Loyalty	11	23	Perceived value	3	8
Brand Trust	2	7	Satisfaction	11	28
Customer Brand Loyalty	2	8	Cluster 5		
Customer Journey	2	4	Image	2	9
Revisit Intention	2	5	Loyalty	16	32
Self-brand Connection	2	6	Moderation	2	5
Touchpoints	2	4	Reputation	2	7
Cluster 2			Service Quality	7	19
Co-cretion	2	6	Cluster 6		
Corporate Social responsibility	7	20	Customer Experience	6	11
Customer Behavior	2	7	Mobile App	2	5
Customer Loyalty	26	43	Omnichannel	2	3
Customer Satisfaction	12	22	Retail	3	8
Customer Company Identification	2	7	Retailing	3	5
Service Dominant Logic	2	4	Cluster 7		
Cluster 3			Brand Aunthenticity	2	3

Keywords	OC	TLS	Keywords	OC	TLS
Artificial Intelligence	4	7	Brand Image	2	4
Commitment	4	8	Trust	6	13
Customer Engagement	9	18			
Customer Trust	3	7			
Hotels	3	7			
Relationship Quality	2	4			
Social media	5	7			

Notes: OC: Occurance, TLS: Total Link Strength

Cluster 1: Brand loyalty

The first cluster consists of 11 keywords and focuses on brand loyalty and its impact on customer loyalty. The co-occurring keywords in this cluster indicate that brand loyalty in customer loyalty has been studied alongside Airbnb, Brand Attachment, Brand Experience, Brand Love, Brand Trust, Customer Brand Loyalty, Customer Journey, Revisit Intention, Self-Brand Connection, and Touchpoints. The importance of transparency, authenticity, and ethical engagement in fostering deeper consumer relationships and long-term brand loyalty is highlighted. Practical implications for businesses include strategies for integrating sustainability into core business strategies to enhance consumer trust, differentiate from competitors, and achieve long-term financial gains (Agustian et al, 2024). By improving brand equity and brand loyalty, customer loyalty can be enhanced (Troiville, 2024).

Cluster 2: Customer Loyalty

The second cluster consists of 7 keywords and focuses on Customer Loyalty. The co-occurring keywords in this cluster suggest that Co-creation, Corporate Social Responsibility, Customer Behavior, Customer Satisfaction, Customer-Company Identification, and Service-Dominant Logic influence customer loyalty. Research by (Barbosa et al, 2023) (Foroudi et al, 2020) (Mansouri et al, 2022) (Nyagadza et al, 2022) (Slack, 2020) (Suson et al, 2023) also reveals that customer satisfaction can impact customer loyalty. According to the customer value perspective and theory, satisfaction is the result of the customer's perception of the value received compared to the expected value (Zeithaml et al, 1996). Thus, loyalty is formed from the customer's belief that the value received is higher than what is offered by other providers.

Cluster 3: Customer engagement in Customer Loyalty

The third cluster consists of 7 keywords and focuses on Customer Engagement's influence on Customer Loyalty. The co-occurring keywords in this cluster indicate that customer engagement in customer loyalty has been studied alongside Artificial Intelligence, Commitment, Customer Trust, Hotels, Relationship Quality, and Social media, all of which can influence customer loyalty. Customer value based on interaction enriches the offering with additional content, both functional and social, which strengthens commercial and emotional appeal through a new dimension of continuous

interaction intention (Foroudi et al, 2020). Social media services, as rapidly developing technologies, offer consumers a convenient shopping experience while enhancing their engagement and intention to use these services.

Cluster 4: Satisfaction in Loyalty

The fourth cluster consists of 4 keywords and centers around Satisfaction's influence on loyalty. The co-occurring keywords in this cluster indicate that satisfaction has been studied alongside Affective Commitment, Gamification, Hospitality, Loyalty Programs, and Perceived Value. Loyalty is formed from the customer's belief that the value received is higher than what is offered by other providers. Therefore, loyalty contributes to increased profitability through higher revenue, reduced customer acquisition costs, lower price sensitivity, and decreased operational costs. Customer satisfaction is a key construct in understanding consumer behavior, including consumers' willingness to make purchases, the company's reputation, and customer loyalty (Saeidi et al, 2015) (Su et al, 2016) (Yang et al, 2019).

Cluster 5: Loyalty

The fifth cluster consists of 5 keywords and centers around Loyalty. The co-occurring keywords in this cluster indicate that Loyalty has been studied alongside Image, Moderation, Reputation, and Service Quality. Research by (Nyagadza et al, 2022) reveals that customer satisfaction has an indirect influence on the overall service quality's impact on customer loyalty. This suggests that customer satisfaction mediates the relationship between service quality and customer loyalty. Quality is closely related to customer satisfaction, retention, and the development of loyalty toward products and services. Customer satisfaction results from comparing the expected service or product performance with the actual brand product performance (Nyagadza et al, 2022) and comparing various customer expectation standards.

Cluster 6: Customer Experience in Customer Loyalty

The sixth cluster consists of 5 keywords and centers around Customer Experience influencing Customer Loyalty. The co-occurring keywords in this cluster indicate that Customer Experience in Customer Loyalty has been studied alongside Mobile App, Omnichannel, Retail, and Retailing. The e-commerce industry has undergone significant transformation over the past few decades, driven by advancements in digital technology and changes in consumer behavior. A positive customer experience, encompassing the entire shopping journey from product search to post-sales service, can enhance satisfaction and foster long-term loyalty (Agustian et al, 2024) (Harshini et al, 2024).

Cluster 7: Trust in Customer Loyalty

The seventh cluster consists of 3 keywords and centers around trust influencing customer loyalty. The co-occurring keywords in this cluster indicate that trust in customer loyalty has been studied alongside Brand Authenticity and Brand Image. Trust has a

positive and significant influence on customer satisfaction and loyalty (Susanto, 2024). According to (Akgunduz et al, 2023), customer trust is a fundamental need and a key antecedent for high-quality services. (Caturani et al, 2019) define trust as the willingness of an individual to rely on another party based on their belief in that party. (Gultom et al, 2020) describe it as subjective belief related to the obligations of online transactions.

Conclusion

This study identified 82 Q1-ranked articles on customer loyalty based on the Scimago Journal Ranking (SJR). These articles were retrieved from the Scopus database using Harzing's Publish or Perish and then analyzed using software tools such as Excel, Mendeley, and Vos Viewer. To maintain relevance with the research problem, the articles included in the analysis were limited to publications from the past five years (2019–2024). The study applies the SPAR-4-SLR (Scientific Procedures and Rationales for Systematic Literature Review) technique.

The results of the study show that the journal with the highest number of articles published on customer loyalty is the *Journal of Retailing and Consumer Services* with 21 articles, followed by the *International Journal of Hospitality Management* and the *Journal of Business Research*, both with 6 articles. The study also indicates a decline in the number of publications over the past six years. The United Kingdom is the most productive country in terms of publications on this topic, with 61 articles, followed by the United States with 13 articles. The Netherlands contributed 5 articles, and Switzerland 3 articles. The distribution of research suggests that customer loyalty has become a widely studied subject in developed countries.

Furthermore, the co-occurrence key analysis using Vos Viewer resulted in 7 knowledge clusters that support the research framework. Among these 7 clusters, there is support for the research structure on customer loyalty with a total link strength of 214. The visualization from Vos Viewer shows that the keyword "Customer Loyalty" has a large size and is closely connected with the keyword "Customer Satisfaction," indicating a direct relationship between these two concepts.

This study has several limitations, including constraints related to the use of a database limited solely to Scopus. Another limitation is the fact that Scopus continuously updates its data, meaning this study provides only a brief overview of the data collected within a specific period. The research also focuses solely on articles published in Q1-ranked journals based on SJR, thus excluding journals from other Scopus databases or high-quality journals not indexed in Scopus.

Recommendations for future research include expanding the scope of data collection by considering additional data sources such as Emerald, SpringerLink, ScienceDirect, EBSCO, Google Scholar, and ProQuest. Future studies could also consider including non-Q-ranked journals indexed in various databases, such as Web of Science.

References

- Ageeva, E., Melewar, T. C., Foroudi, P., Dennis, C., & Jin, Z. (2018). Examining the influence of corporate website favorability on corporate image and corporate reputation : Findings from fsQCA. *Journal of Business Research*, June 2017, 0–1. <https://doi.org/10.1016/j.jbusres.2018.01.036>
- Agustian, K., Rosadi, H. Y., & Zen, A. (2024). *An Integrative Analysis of Product Differentiation Strategies and Customer Experience in Enhancing Loyalty in the E-Commerce Industry*. 2(2), 561–568.
- Akgunduz, Y., Nisari, M. A., & Sungur, S. (2023). A roadmap focused on customer citizenship behavior for fast-food restaurants during COVID-19. *International Hospitality Review*. <https://doi.org/10.1108/ihr-01-2023-0006>
- Ashraf, S., Ilyas, R., Imtiaz, M., & Ahmad, S. (2018). Impact of Service Quality, Corporate Image and Perceived Value on Brand Loyalty with Presence and Absence of Customer Satisfaction: A Study of four Service Sectors of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(2), 452–474. <https://doi.org/10.6007/ijarbss/v8-i2/3885>
- Barbosa, B., Shabani Shojaei, A., & Miranda, H. (2023). Packaging-free practices in food retail: the impact on customer loyalty. *Baltic Journal of Management*, 18(4), 474–492. <https://doi.org/10.1108/BJM-10-2022-0386>
- Caturani, E., Suseno, Y. D., & Widajanti, E. (2019). Analisis Pengaruh Kepercayaan Merk Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Konsumen Retno Skin Care di Surakarta. *Jurnal Manajemen Sumber Daya Manusia*, 13(Juni), 16–26.
- Chikazhe, L., Makanyeza, C., & Chigunhah, B. (2021). Understanding mediators and moderators of the effect of customer satisfaction on loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1922127>
- Coombes, P. H., & Nicholson, J. D. (2022). Business models and their relationship with marketing : A systematic literature review *Industrial Marketing Management* Business models and their relationship with marketing : A systematic literature review. *Industrial Marketing Management*, 42(5), 656–664. <https://doi.org/10.1016/j.indmarman.2013.05.005>
- Cuomo, M. T., Tortora, D., Festa, G., Giordano, A., & Metallo, G. (2017). Enablers for end-user entrepreneurship: An investigation on Italian food bloggers. *Psychology and Marketing*, 34(12), 1109–1118. <https://doi.org/10.1002/mar.21051>
- Donthu, N., Kumar, S., Pattnaik, D., & Lim, W. M. (2021). A bibliometric retrospection of marketing from the lens of psychology: Insights from Psychology & Marketing. *Psychology and Marketing*, 38(5), 834–865. <https://doi.org/10.1002/mar.21472>
- Foroudi, P., Jin, Z., Gupta, S., Melewar, T. C., & Mahdi, M. (2016). Influence of innovation capability and customer experience on reputation and loyalty ☆. *Journal of Business Research*, 69(11), 4882–4889. <https://doi.org/10.1016/j.jbusres.2016.04.047>
- Gazi, I., Miah, S., Al Masud, A., Hossain, A. I., & Rahman, M. K. (2023). Contribution of the Banking Sector to Entrepreneurial Development: Paradigm Interventions and

- Enterprise Proliferation Abu. *Iranian Journal of Management Studies*, 16(3), 647–665. <https://doi.org/10.22059/ijms.2022.338747.674962>
- Gultom, D. K., Arif, M., & Muhammad Fahmi. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan. *Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan*, 3(2), 273–282.
- Harshini, C. S., Rao, B. M., Sagar, P. R., & Sathya, G. (2024). Modernized Digital Marketing Strategies to Improve Customer Experience Towards Customer Loyalty. *Journal of Informatics Education and Research*, 4(2), 1070–1075. <https://doi.org/10.52783/jier.v4i2.888>
- Herman, L. E. (2020). Electronic Customer Relationship Management and Company Performance : Exploring the Product Innovativeness Development. *Journal of Relationship Marketing*, 0(0), 1–19. <https://doi.org/10.1080/15332667.2019.1688600>
- Hossain, M. S., & Sultana, M. (2024). Digitalization of corporate finance and firm performance: global evidence and analysis. *Journal of Financial Economic Policy*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/JFEP-04-2023-0109>
- Lim, W. M., & Weissmann, M. A. (2021). Toward a theory of behavioral control. *Journal of Strategic Marketing*, 00(00), 1–27. <https://doi.org/10.1080/0965254x.2021.1890190>
- Madhani, P. M. (2019). Rewards Strategy: A Key Driver of Service–Profit Chain. *Compensation and Benefits Review*, 51(4), 162–172. <https://doi.org/10.1177/0886368719898310>
- Mansouri, H., Sadeghi Boroujerdi, S., & Md Husin, M. (2022). The influence of sellers' ethical behaviour on customer's loyalty, satisfaction and trust. *Spanish Journal of Marketing - ESIC*, 26(2), 267–283. <https://doi.org/10.1108/SJME-09-2021-0176>
- Melewar, T. C., Foroudi, P., Gupta, S., Kitchen, P. J., & Foroudi, M. M. (2017). Integrating identity, strategy and communications for trust, loyalty and commitment. *European Journal of Marketing*, 51(3), 572–604. <https://doi.org/10.1108/EJM-08-2015-0616>
- Nyagadza, B., Mazuruse, G., Muposhi, A., & Chigora, F. (2022). Effect of hotel overall service quality on customers' attitudinal and behavioural loyalty: perspectives from Zimbabwe. *Tourism Critiques: Practice and Theory*, 3(1), 42–71. <https://doi.org/10.1108/trc-12-2021-0026>
- Park, E. (2019). Journal of Retailing and Consumer Services Corporate social responsibility as a determinant of corporate reputation in the airline industry. *Journal of Retailing and Consumer Services*, 47 (July 2018), 215–221. <https://doi.org/10.1016/j.jretconser.2018.11.013>
- Paul, J., Lim, W. M., O'Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, April, 1–16. <https://doi.org/10.1111/ijcs.12695>
- Pilbeam, C., Alvarez, G., Wilson, H., Pilbeam, C., Alvarez, G., & Wilson, H. (2012). *The governance of supply networks : a systematic literature review*.

<https://doi.org/10.1108/13598541211246512>

- Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P., & Saeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of Business Research*, 68(2), 341–350. <https://doi.org/10.1016/j.jbusres.2014.06.024>
- Slack, N. J. (2020). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction Supermarkets in Fiji. *Service Quality in Supermarket Sector*, 32(3), 543–558. <https://doi.org/10.1108/TQM-07-2019-0187>
- Su, W., Peng, M. W., & Tan, W. (2016). The Signaling Effect of Corporate Social Responsibility in Emerging Economies. *Journal of Business Ethics*, 479–491. <https://doi.org/10.1007/s10551-014-2404-4>
- Suson, R., Rivero, D. M., Arnejo, A., Atibing, N. M., Aro, J. L., Burdeos, A., Yamagishi, K., & Ocampo, L. (2023). Customer Loyalty during Disasters : The Case of Internet Service Providers Amidst Typhoon Odette in Central Philippine Urban Districts. *Urban Science*, 1–25.
- Tranfield, D., Denyer, D., & Smart, P. (2003). *Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review* *. 14.
- Troiville, J. (2024). Connecting the dots between brand equity and brand loyalty for retailers: The mediating roles of brand attitudes and word-of-mouth communication. *Journal of Business Research*, 177 (January 2023), 114650. <https://doi.org/10.1016/j.jbusres.2024.114650>
- Wang, Q., Gazi, M. A. I., Sobhani, F. A., Masud, A. Al, Islam, M. A., & Akter, T. (2023). Green human resource management and job pursuit intention: mediating role of corporate social responsibility and organizational reputation. *Environmental Research Communications*, 5(7). <https://doi.org/10.1088/2515-7620/acda81>
- Wolter, J. S., Landers, V. M., Brach, S., & Cronin, J. J. (2018). Customer-company identification transfer across service alliances. *Journal of Service Management*, 29(1), 98–119. <https://doi.org/10.1108/JOSM-05-2017-0115>
- Yang, A. J. F., Huang, Y. C., & Chen, Y. J. (2019). The importance of customer participation for high-contact services: evidence from a real estate agency. *Total Quality Management and Business Excellence*, 30(7–8), 831–847. <https://doi.org/10.1080/14783363.2017.1341814>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60, 31–46.