

# The Role of Social Media in Customer Relationship Management and Brand Image Enhancement

Maulidia Shakira<sup>1</sup>, Alshaf Pebrianggara<sup>2</sup>, Istian Kriya Almanfaluti<sup>3</sup>, Bayu Hari Prasajo<sup>4</sup>  
<sup>1,2,3,4</sup>Muhammadiyah University of Sidoarjo, Indonesia



DOI: <https://doi.org/10.61796/icossh.v2i1.240>



## Sections Info

### Article history:

Submitted: January 30, 2025

Final Revised: February 28, 2025

Accepted: March 19, 2025

Published: March 31, 2025

### Keywords:

Social media

CRM

Brand image

Personal branding

Purchase intention

## ABSTRACT

**Objective:** The times are gradually changing along with digitalization. Today, people are starting to use social media as a long-distance communication tool that is very influential in everyday life. With so many social media users today, social media is not only used as a means of social interaction. Changes in consumer behavior, which now more often rely on digital platforms, make social media can be used as a strategic tool in a business that can manage customer relationships and improve brand image. **Method:** Social media allows a business or company to communicate directly with consumers. Both businesses and companies can know and understand the needs and wants of customers and respond quickly if there are complaints or questions raised by customers. **Results:** With the right approach, this interaction can increase customer loyalty. In addition, it is also important to understand that social media allows businesses or companies to build and improve brand image through content that customers find interesting, interactive and relevant. **Novelty:** Social media can be used as a platform to convey their brand identity to a wider audience. An effective marketing strategy on social media can help create a positive impression, increase brand awareness and influence consumer purchasing decisions.

## INTRODUCTION

The times are gradually changing along with digitalization. Today, people are starting to use social media as a long-distance communication tool that is very influential in everyday life. With so many social media users today, social media is not only used as a means of social interaction. Changes in consumer behavior, which now more often rely on digital platforms, make social media can be used as a strategic tool in a business that can manage customer relationships and improve brand image [1].

Social media allows a business or company to communicate directly with consumers. Both businesses and companies can know and understand the needs and wants of customers and respond quickly if there are complaints or questions raised by customers. With the right approach, this interaction can increase customer loyalty.

In addition, it is also important to understand that social media allows businesses or companies to build and improve brand image through content that customers find interesting, interactive and relevant. Social media can be used as a platform to convey their brand identity to a wider audience. An effective marketing strategy on social media can help create a positive impression, increase brand awareness and influence consumer purchasing decisions [2].

This research was created to deeply understand how social media can be utilized to manage customer relationships and improve brand image. In an era where information can spread quickly, companies that are unable to adapt to the dynamics of social media risk losing customer trust and loyalty. Therefore, it is important to explore effective

strategies in using social media to build strong relationships with customers and create a positive brand image. This research is expected to provide valuable insights for business practitioners and academics, as well as a guide in formulating more effective communication strategies in this digital era.

Thus, this article aims to examine the role of social media in customer relationship management and brand image enhancement, and provide recommendations that can be implemented by companies to maximize the potential of social media in achieving their business goals [3].

## **RESEARCH METHOD**

The Systematic Literature Review (SLR) method is a research approach used to identify, evaluate and synthesize all relevant evidence related to a specific research question.

The purpose of this SLR method is to analyze the role of social media in customer relationship management (CRM) and brand image enhancement. The main focus of this review is to understand how social media affects interactions with customers and how it impacts the perception of a company's brand image.

### **Research Question**

How is social media used in customer relationship management (CRM)? What effect does social media have on a company's brand image?

What are the most effective social media strategies in increasing customer loyalty and building a positive brand image?

### **Search process**

The journal search process in this research was obtained from the website address <https://scholar.google.com/>

### **Inclusion and Exclusion Criteria**

This stage is carried out to find funds to determine the data that is suitable for use in this study.

1. The data used is data from 2018-2024.
2. The data used is taken from <https://scholar.google.com/>

### **Data Collection**

The data collection process carried out in this study. Data collected from the site <https://scholar.google.com/>

## **RESULTS AND DISCUSSION**

The CRM is an IT industry term for techniques, procedures, program and or other web-based applications that are able to assist a company (undertaking, on the off chance that huge in measure) to oversee its relationship with customers or CRM could be a company's exertion to concentrate on keeping clients (so as not to run to competitors) by collecting all shapes of client interaction whether it is by phone, e-mail, input on the location or the comes about of discussions with deals and promoting staff. CRM can too be characterized as a comprehensive commerce technique of a company that permits the company to successfully oversee connections with clients [4][5].

CRM may be a procedure and exertion to set up connections with customers and give fulfilling administrations for clients. CRM bolsters a company to supply administrations to clients in genuine time by building up connections with each important client through the utilize of data approximately clients. Based on what is known from clients, companies can make a assortment of offers, administrations, programs, messages, and media [6][7].

CRM itself has the taking after goals, specifically: utilizing existing connections to extend income, utilizing coordinates data for palatable benefit. By utilizing data from clients to move forward superior administrations based on their needs, companies can spare client time and get freed of any client disillusionment and at last make steady and repeatable communication forms and strategies [8][9].

CRM moreover has benefits, for illustration: the number of clients increments, ie: seeking out for modern clients in expansion to keeping up the level of fulfillment of existing clients, knowing the level of proprietorship of the company in customers, namely by knowing desires of buyers, knowing the wants of shoppers within the future, to be specific through the comes about of exchanges that have been carried out and from the comes about of analyzing exchange information that has been collected, knowing the advancements that must be made to the administrations given to buyers, being able to analyze exchange information designs, for case being able to know the combination of items to be sold at certain times and decrease operational chance, specifically by knowing expectations that will happen and botches that have been made through client history [10][11].

Brand picture is what shoppers see around a brand. Where this concerns how a customer depicts what they think around a brand and what they feel approximately the brand when they think about it [12][13].

Kotler and Keller state that believe within the brand will frame a brand picture where the brand picture for shoppers will shift depending on involvement with the brand which is sifted by the impacts of specific discernment, specific mutilation, and particular maintenance [14][15].

Brand picture estimation agreeing to Kotler and Keller can be done based on perspectives of a brand, to be specific: strengthness, the focal points had by brands that have physical esteem and are not found in them; uniqueness, the capacity to recognize a brand among other brands; favorability, the ease with which the item brand is articulated and the capacity of the brand to stay within the customer's mind [16][17].

Social media is a web media, where clients can effortlessly take part, share, and make substance counting blogs, social systems, wikis, gatherings and virtual universes. Blogs, social networks and wikis are the foremost common shapes of social media utilized by individuals around the world. Another conclusion says that social media is online media that bolsters social interaction and social media utilizing web-based innovation that turns communication into interactive discourse [18][19].

Concurring to Andreas Kaplan and Michael Haenlein, the definition of social media is "a gather of internet-based applications that construct on the belief system and

innovation of Web 2.0, which empower the creation and trade of user-generated content". Social networking may be a location where everybody can make a individual web page, at that point interface with companions to share information and communicate [20][21].

The number of social media that started to create in this digitalization time such as Facebook, Instagram and X (or what utilized to be called Twitter) can be utilized by a commerce or company as an mediator or instrument that can oversee the company's relationship with clients by communicating through the comment column include and DM or coordinate message.

The use of social media has its preferences for companies, specifically: a wide reach that permits companies to reach a bigger and differentiated gathering of people, in different areas without geological confinements [22]; coordinate company interaction with clients, tuning in to input, replying questions, and giving back that this will increment client engagement and fortify connections [23] and social media gives successful promoting openings to advance items or administrations, hold challenges, and offer extraordinary offers and attract potential clients by utilizing the correct showcasing methodology [24][25].

Social media too has its shortcomings, specifically: concurring to Liu and Zhang, negative substance or open complaints rapidly spread and contrarily influence the company's picture in case not taken care of legitimately; protection and information security dangers must be guaranteed by the company so that delicate client data isn't uncovered or abused through social media stages [26]; restricted message control that companies have restrictions in controlling and keeping up the consistency of messages conveyed to clients. Social media clients can moreover decipher or spread the company's messages in an undesirable way [27][28].

Great interaction between companies and clients is exceptionally vital, hence right now the utilize of social media does not as it were center on showcasing, but the utilize of social media prioritizes building connections or great intelligent between clients and companies. In this way, the Company can get criticism and feedback from clients that can offer assistance the Company in keeping up and moving forward the quality of

commerce items or administrations. keep up and move forward the quality of commerce items or administrations.

Almost every social media stage presently encompasses a comment include, and this highlight can moreover be utilized by social media clients to share data and encounters. Surveys or comments from clients are of course exceptionally significant to the Company. Hence, actualizing Customer Relationship Management (CRM) utilizing social media platforms could be a exceptionally compelling way to extend client engagement. The taking after are things that can be considered in its execution: 1. Screen client movement to get it their needs and inclinations. 2. Utilize analytics devices to analyze client information and distinguish patterns and behavior designs. 3. Personalize important and personalized substance for clients based on the data collected. 4. Construct solid connections by reacting rapidly and viably to client request and input. 5. Utilize social media to advance dependability programs and offer motivations to faithful clients.

6. Utilize social media to run publicizing campaigns that pull in and hold dynamic clients.
7. Criticism Circle, which is collecting client criticism through social media to persistently make strides the encounter [29][30].

Companies can too utilize social media as a instrument to present, construct and move forward brand picture or picture branding utilizing curiously substance that's significant and intuitively so that clients can be interested and purchase the brand being exchanged.

Advanced branding must be built with the correct methodology in arrange to outlive and compete with other competitors. There are numerous companies that don't pay much consideration to social media as a device to form their brand more recognizable [31][32]. In Fauzi's research [33], there are as of now numerous highlights that work to present the brand of a company's item or benefit to a wide gathering of people. In his inquire about, one of the social media utilized is Instagram as a apparatus to present his branding which is engaged in design. This utilization incorporates a exceptionally positive affect so that the brand is superior known within the computerized world.

The comes about of Saputro and Sugiharto's inquire about [34], the trade claimed succeeded in making great advanced branding for buyers who utilize social media, by communicating and making valuable substance, buyers started to like this brand. The comes about Fahmi inquire about [35] appear that a well-built brand picture is exceptionally supportive in buyers choosing to utilize or repurchase a benefit. It is additionally expressed that on the off chance that you give administrations by replying shopper questions calmly and utilizing courteous dialect, it can make strides brand picture. Social media clients certainly continuously increment from year to year, with this a company can take advantage of social media in building computerized branding in arrange to be way better known by customers and of course pick up the believe of these buyers.

Fadly and Utama moreover said, computerized branding procedure may be a exceptionally viable showcasing technique, considering the improvement of innovation is presently developing quickly and entering the mechanical insurgency. In case promoting through social media is maximized by building branding, the item will be progressively recognized by the more extensive community so that it can increment deals of a company.

## CONCLUSION

**Fundamental Finding :** Customer Relationship Management (CRM) is a strategic approach used by companies to manage relationships with customers, with the aim of increasing customer satisfaction and loyalty. CRM involves collecting and analyzing customer interaction data to provide better services and meet their needs. In addition, the use of social media as a CRM tool is essential in today's digital age, as it allows companies to interact directly with customers, listen to feedback, and build stronger relationships. Social media also serves as a platform for brand image building, where companies can deliver engaging and relevant content to grab customers' attention. **Implication :**

Companies are advised to utilize social media effectively in their branding and CRM strategies, focusing on good interactions, quick response to feedback, and provision of engaging content. By doing so, companies can increase brand recognition and customer trust, which in turn can increase sales and overall business success. **Limitation** : While there are challenges such as the spread of negative information and privacy risks, the benefits of using social media in CRM are immense, including a wide reach and the opportunity to increase customer engagement. **Future Research** : Further exploration is needed on how companies can mitigate the challenges posed by negative content and privacy threats while leveraging social media for CRM. Understanding specific strategies to enhance customer trust in digital platforms could be a valuable direction for future research.

## REFERENCES

- [1] H. D. Fadly and S. Utama, "Membangun pemasaran online dan digital branding ditengah pandemi covid-19," *J. Ecoment Glob.*, vol. 5, no. 2, pp. 213–222, 2020.
- [2] E. C. Malthouse, M. Haenlein, B. Skiera, E. Wege, and M. Zhang, "Managing customer relationships in the social media era: Introducing the social CRM house," *J. Interact. Mark.*, vol. 27, no. 4, pp. 270–280, 2013.
- [3] H. Dib and A. A. Alhaddad, "Determinants of brand image in social media," *Int. J. e-Education, e-Business, e-Management e-Learning*, vol. 5, no. 4, p. 180, 2015.
- [4] A. H. Danardatu, "Pengenalan Customer Relationship Management (CRM)," *IlmuKomputer. Com. Diakses tanggal*, vol. 4, 2011.
- [5] P. Harrigan, M. P. Miles, Y. Fang, and S. K. Roy, "The role of social media in the engagement and information processes of social CRM," *Int. J. Inf. Manage.*, vol. 54, p. 102151, 2020.
- [6] P. Kotler, *Marketing insights from A to Z: 80 concepts every manager needs to know*. John Wiley & Sons, 2003.
- [7] C. Heller Baird and G. Parasnis, "From social media to Social CRM: reinventing the customer relationship," *Strateg. Leadersh.*, vol. 39, no. 6, pp. 27–34, 2011.
- [8] R. Kalakota, "E-Business 2.0: Road-map for Success," 2001, *Addison-Wesley*.
- [9] P. Harrigan, G. Soutar, M. M. Choudhury, and M. Lowe, "Modelling CRM in a social media age," *Australas. Mark. J.*, vol. 23, no. 1, pp. 27–37, 2015.
- [10] A. J. Kundre, I. Wisnubadhra, and T. Suselo, "Penerapan customer relationship management dengan dukungan teknologi informasi pada po. chelsy," *Semnasteknomedia Online*, vol. 1, no. 1, pp. 27–28, 2013.
- [11] K. J. Trainor, J. M. Andzulis, A. Rapp, and R. Agnihotri, "Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM," *J. Bus. Res.*, vol. 67, no. 6, pp. 1201–1208, 2014.
- [12] A. B. Susanto and H. Wijarnako, *Power branding: Membangun merek unggul dan organisasi pendukungnya*. Mizan Pustaka, 2004.
- [13] C. C. J. Cheng and E. C. Shiu, "How to enhance SMEs customer involvement using social media: The role of Social CRM," *Int. Small Bus. J.*, vol. 37, no. 1, pp. 22–42, 2019.
- [14] D. Disastra, "Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek," *J. Strateg. Manag. Account. Through Res. Technol.*, vol. 1, no. 2, pp. 55–66, 2022.
- [15] C. A. Elena, "Social media—a strategy in developing customer relationship management," *Procedia Econ. Financ.*, vol. 39, pp. 785–790, 2016.

- [16] K. L. Keller and P. Kotler, "Holistic marketing: a broad, integrated perspective to marketing management," in *Does marketing need reform?: Fresh perspectives on the future*, Routledge, 2015, pp. 308–313.
- [17] L. Liu, D. Dzyabura, and N. Mizik, "Visual listening in: Extracting brand image portrayed on social media," *Mark. Sci.*, vol. 39, no. 4, pp. 669–686, 2020.
- [18] A. Rafiq, "Dampak media sosial terhadap perubahan sosial suatu masyarakat," *Glob. Komunika J. Ilmu Sos. Dan Ilmu Polit.*, vol. 3, no. 1, pp. 18–29, 2020.
- [19] Y. Bilgin, "The effect of social media marketing activities on brand awareness, brand image and brand loyalty," *Bus. Manag. Stud. an Int. J.*, vol. 6, no. 1, pp. 128–148, 2018.
- [20] A. Kaplan and M. Haenlein, "Definisi Media Sosial sebagai Kelompok Aplikasi atas Dasar Ideologi," *Yogyakarta. Rieneka Cipta*, 2013.
- [21] R. A. Raji, S. Rashid, and S. Ishak, "The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention," *J. Res. Interact. Mark.*, vol. 13, no. 3, pp. 302–330, 2019.
- [22] A. M. Kaplan and M. Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media," *Bus. Horiz.*, vol. 53, no. 1, pp. 59–68, 2010.
- [23] P. Kotler and K. L. Keller, "Manajemen pemasaran," 2009, *edisi*.
- [24] W. G. Mangold and D. J. Faulds, "Social media: The new hybrid element of the promotion mix," *Bus. Horiz.*, vol. 52, no. 4, pp. 357–365, 2009.
- [25] R. SAYDAN and B. DÜLEK, "The impact of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty: a research on university students," *Int. J. Contemp. Econ. Adm. Sci.*, vol. 9, no. 2, pp. 470–494, 2019.
- [26] C. Fuchs, "From digital positivism and administrative big data analytics towards critical digital and social media research!," *Eur. J. Commun.*, vol. 32, no. 1, pp. 37–49, 2017.
- [27] R. D. Waters, E. Burnett, A. Lamm, and J. Lucas, "Engaging stakeholders through social networking: How nonprofit organizations are using Facebook," *Public Relat. Rev.*, vol. 35, no. 2, pp. 102–106, 2009.
- [28] M. L. Cheung, G. D. Pires, and P. J. Rosenberger III, "Developing a conceptual model for examining social media marketing effects on brand awareness and brand image," *Int. J. Econ. Bus. Res.*, vol. 17, no. 3, pp. 243–261, 2019.
- [29] M. R. Fahreza and A. A. Putra, "CRM di Era Media Sosial: Memanfaatkan Platform Sosial Untuk Meningkatkan Interaksi Pelanggan," *Musytari J. Manajemen, Akuntansi, dan Ekon.*, vol. 6, no. 1, pp. 61–70, 2024.
- [30] T. Jokinen, "Branding in social media and the impact of social media on brand image," 2016.
- [31] N. P. L. Handayani and G. N. J. Adinegara, "Peran Sosial Media Dalam Meningkatkan Digital Branding Perusahaan Jasa," in *Seminar Ilmiah Nasional Teknologi, Sains, dan Sosial Humaniora (SINTESA)*, 2022.
- [32] J. H. Kietzmann, K. Hermkens, I. P. McCarthy, and B. S. Silvestre, "Social media? Get serious! Understanding the functional building blocks of social media," *Bus. Horiz.*, vol. 54, no. 3, pp. 241–251, 2011.
- [33] E. E. Lubis and V. P. Fauzi, "Pemanfaatan instagram sebagai social media marketing er-corner boutique dalam membangun brand awareness di kota pekanbaru," 2016, *Riau University*.
- [34] A. Saputro and S. Sugiharto, "The influence of digital marketing and brand ambassadors in forming brand identity as an intervention variable on purchase intention in Markobar products," *J. Mark. Strateg.*, vol. 5, no. 2, pp. 1–8, 2018.
- [35] A. N. Fahmi, S. Komariah, and P. Wulandari, "FLEXING DAN PERSONAL BRANDING: KONTEN ANALISIS SOSIAL MEDIA GENERASI Z DI INDONESIA," *J. Anal. Sociol.*, vol. 13, no. 1.

**Maulidia Shakira**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [vc.audi.170031@gmail.com](mailto:vc.audi.170031@gmail.com)

**\*Alshaf Pebrianggara (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [alshafpebrianggara@umsida.ac.id](mailto:alshafpebrianggara@umsida.ac.id)

**Istian Kriya Almanfaluti**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [istian.alman@umsida.ac.id](mailto:istian.alman@umsida.ac.id)

**Bayu Hari Prasajo**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [bayuhari1@umsida.ac.id](mailto:bayuhari1@umsida.ac.id)

---