

Digital marketing, online trust and online purchase intention of e-commerce customers: Mediating the role of customer relationship management

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ABSTRACT

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In the digitalization era, e-commerce plays a crucial role in the economy, followed by the internet and smartphone technology. Also, it has a positive effect on humankind. Indonesia has reported the highest e-commerce adoption in the world. However, limited previous studies utilize customer relationship management (CRM) as a mediator in influencing online purchase intention. The present study seeks to analyze the mediating role of CRM in the relationship of digital marketing and online trust on the online purchase intention of e-commerce customers in Banda Aceh city, Aceh province, Indonesia. This study involved all the customers of e-commerce companies in Banda Aceh City. The sample was determined by using a rule of thumb. A total of 150 respondents participated and were collected using purposive sampling. The results indicated that Digital Marketing and Online Trust have a significant positive relationship with CRM. Also, Digital Marketing and CRM have a significant relationship with online purchase intention. Unfortunately, Online trust does not significantly affect online consumer purchase intention. In addition, the CRM mediates the relationship of digital marketing and online trust towards the online purchase intention of e-commerce consumers in Banda Aceh, Aceh Province, Indonesia. This study concludes that CRM plays a role as a mediator in the relationship of the studied variables on the online purchase intention of e-commerce consumers. Also, this study has successfully analyzed the factors that influence online purchase intention and proved the role of CRM.

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1. Introduction

In today's digital era, e-commerce is significant for one's economy, followed by the internet and smartphone technology (Guven, 2020; Niranjanamurthy, Kavyashree, Jagannath, & Chahar, 2013; Raharja, Kostini, Muhyi, & Rivani, 2019). Its development has had a very positive effect on humanity (Nair, 2017; Sudiatmika & Purwanti, 2020). By staying in a place or home, we can do anything around the world without meeting face-to-face or visiting those places. The development of e-commerce is not only by a geographical area but can reach remote areas of a country (Liu, Zhang, Gao, & Huang, 2020; Wei, Lin, & Zhang, 2020). According to Global Web Index (2019), Indonesia became the country with the highest e-commerce adoption globally. 90% of internet users aged 16 - 64 years have done online shopping. The great potential that Indonesia currently has makes it one of the most potential countries. It is evident from the large number of e-commerce options in Indonesia that are now available with various advantages. Many users are increasingly going crazy for online shopping (Forte, 2001; Smith & Rupp, 2003; Wang, Malthouse, & Krishnamurthi, 2015; Wellman, 2004). Shopee Indonesia ranks second with an average value that gathers the most visitors with quality of service, satisfaction, recommendations, and digital marketing

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ownership (Harefa, 2021). Shopee Indonesia has become an e-commerce platform or online shopping place that is now widely used by the people of Indonesia (Harefa, 2021; Marlinda, Rusiyati, Adi, & Komarudin, 2018; Sudiarmika & Purwanti, 2020).

Along with the rapid growth of online businesses competing to meet consumer needs or desires, the company needs to create new ideas or innovations that are very prominent to customers in today's era and provide special customer satisfaction (Ilić, Ostojić, & Damjanović, 2014; Lee & Lee, 2020; Sorescu, Frambach, Singh, Rangaswamy, & Bridges, 2011). To win the competition in the business world of the digital era, companies must be able to provide satisfaction to consumers, for example, by providing high-quality products at relatively low prices, faster product delivery, and friendly service to customers (Berman, 2012; Kotler, Kartajaya, & Setiawan, 2019; Weill & Woerner, 2015). Products with poor quality at costly prices and terrible service can make customers not interested in the goods being sold. Customers must be satisfied because if they are not satisfied, they will look for another company.

The importance of companies understanding what consumers want has become a concern for various e-commerce companies due to the increasing need for consumers for a sense of trust from different e-commerce companies. In addition, it is due to the rising demand for consumers to make purchases. For now, e-commerce is a necessity for every individual because it costs less, free shipping, and is practical in making payments. Several e-commerce companies such as Shopee, Lazada, Tokopedia, Zalora, and others are experiencing intense competition (Berman, 2012; Ilić et al., 2014; Raharja et al., 2019; Sorescu et al., 2011). This company is required to compete with consumers. So, do not be surprised if these companies compete to provide good service to consumers. This market share was created because of the service, online trust, and trust in e-commerce.

The factor that influences consumer interest in buying an item in e-commerce is digital marketing. Good digital marketing will easily create good relationships with customers because a positive company's digital marketing is based on superior performance over a certain period. Morgan & Hunt (1994) stated that a strong digital marketing company can strengthen management relationships with customers and reduce risk when they evaluate the company. In addition, customers are more likely to understand a company with good digital marketing with several interrelated features – credibility, reliability, responsibility, and trustworthiness.

Kotler and Keller (2016) added that social media means consumers can share text, image, audio, and video information with each other and with companies and vice versa. Social media is one digital marketing that people widely use to find information about something (Hays, Page, & Buhalis, 2013; Whiting & Williams, 2013). Businesspeople can help drive changes in selling products, primarily assisting in the activities carried out by companies to market and inform their products quickly and easily through social media (Ibrahim, Aljarah, & Sawaftah, 2021). So, with the many conveniences provided, it can affect the buying interest of consumers to shop online. Consumer buying interest is one of several consumers who start wanting to get an item related to the purchase (Y. A. Kim & Srivastava, 2007; Park, Lee, & Han, 2007). Addiction and consumer desire for a product will affect consumer attractiveness. Consumers' attractiveness will later lead to a sense of buying interest from consumers themselves to buy products in their minds (Park et al., 2007).

The next factor is trust. Trust is the consumer's expectation that the service provider can be trusted or accepted in fulfilling its promises (Gefen, 2002; Sirdeshmukh, Singh, & Sabol, 2002). In addition, Hartmann & Apaolaza-Ibáñez, 2012; M. Kim & Lennon, 2008; Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997; Schiffman & Kanuk, 1987) argued that purchasing decisions are one of the psychological aspects that considerably influence behavioral attitudes. Soedarto, Kurniawan, & Sunarsono (2019) added that trust is a significant factor in the emergence of online consumer purchasing decisions. When trust is higher, it can certainly be used as a measure to make consumer purchasing decisions to transact. So, the higher the trust, the higher the purchase intention. Kotler & Armstrong (2008) mentioned that Customer Relationship Marketing (CRM) is the most important concept in modern marketing. In a broader sense, CRM is the entire process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction (Al-Gasawneh, AlZubi, Anuar, Padlee, & Saputra, 2022; Ratković, Krasulja, & Garača, 2013; Velnampy & Sivesan, 2012). Therefore, purchase intention can be increased by designing Customer Relationship Marketing. Bellman, Potter, Treleven-Hassard, Robinson, & Varan (2011) and Bellman, Rask, & Varan (2019) stated that purchase intention is influenced by the level of consumer experience and consumer relations. In conjunction with the present issue, this study aims to analyze the mediating role of CRM in digital marketing and online trust on the online purchase intention of e-commerce customers in Banda Aceh city, Aceh province, Indonesia.

2. Literature review

2.1 e-Commerce

In the e-commerce era, people are starting to feel comfortable with online shopping (Syamruddin, Saputra, & Rialmi, 2021). People no longer must go to shopping centers. Now, it's just a matter of visiting the site that has been provided and shopping for all your needs until it's finished and the goods will arrive at your doorstep. In Indonesia, this kind of trade has dramatically increased in the past few years (Global Web Index, 2019). Various types of e-commerce sites in Indonesia are beneficial, such as ease of payment and obtaining product information without the need to visit the store location (Rasidin, Sidqi, & Witro, 2020; Syamruddin et al., 2021). According to Chaffey (2009), e-commerce is electronic commerce or sale of goods or services

between companies, households, governments, individuals and communities, or other private organizations, which is carried out on network media via computers. Meanwhile, Gunasekaran, Marri, McGaughey, & Nebhwani (2002) and Wilson & Abel (2002) stated e-commerce is used to support buying and selling activities, marketing products, services, and information via the internet or extranets.

2.2 Purchase intention and Decisions

Purchase intention is a series of processes that start with the consumer recognizing the problem, seeking information about a product or brand and evaluating the product or brand how well each alternative can solve the problem, which then leads to a purchase intention (Lu, Zhao, & Wang, 2010). Understanding purchasing decisions is the stage in the interest-making process where consumers buy (Ge, Messinger, & Li, 2009). Taking interest is an individual activity that is directly involved in obtaining and using the goods offered. Purchase intention is the action of consumers to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, usually consumers always consider the quality, price and products that are already known to the public. Before consumers decide to buy, consumers usually go through several stages first, namely, (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) buying interest or not, (5) buying behavior (Kotler & Armstrong, 2008; Kotler & Keller, 2016). But in more routine purchases, consumers often skip or reverse some of these stages. Most large companies research consumer buying interest in detail to ask questions about what consumers buy, how and how much they buy, and why they buy. One way to shape this is to know the factors that influence purchases. According to Kotler & Keller (2016), there are five indicators in determining purchasing decisions namely problems, information search, evaluation of alternative, purchase intentions and post-purchase behavior.

2.3 Customer Relationship Management

Customer relationship management focuses more on what customers value, not on the products the company wants to sell (Vasilii, 2013). Through the implementation of customer relationship management, companies are expected to build good communication and relationships with their customers so that in producing a product the company does not only sell and market a product with good quality or competitive prices but also can answer the wants and needs of consumers (Al-Gasawneh, Anuar, Dacko-Pikiewicz, & Saputra, 2021; Barnes, 2003; Foster, Saputra, & Grabowska, 2020; Gittel, 2002; Winer, 2001). According to Nahar & Dhaka (2014) in its application, customer relationship management has several benefits, including the following: (i) cost efficiency in serving repeat customers-this is because the costs required to attract customers tend to be more expensive than retaining existing customers; (ii) customer satisfaction and loyalty-the existence of customer support and trust is one of the sources of strength in influencing the survival of the company to increase customer satisfaction and loyalty; (iii) positive experiences, based on the concept of loyalty, satisfied and loyal customers of the company's products or services have the potential to spread their positive experiences to others; (iv) the company tries to establish relationships with customers with the aim of making a profit through the sale of products and services. Sheth et al (2002) stated that the indicators related to customer relationship management includes; (i) Continuity Marketing - the provision of sustainable services to bind customers; (ii) One to One Marketing - an individual approach based on the fulfillment; (iii) Partnering Program - a cooperative relationship.

2.4 Digital Marketing

Digital Marketing uses the internet and information technology as marketing media (Bala & Verma, 2018; Tiago & Verissimo, 2014). The need to use the internet as a marketing medium to expand and enhance traditional marketing functions. This definition concentrates on all traditional marketing. Understanding digital marketing according to Yasmin, Tasneem, & Fatema (2015) are as follows: Digital marketing is one type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Digital marketing goes beyond internet marketing to include channels that do not require the use of the internet (Taiminen & Karjaluo, 2015). This includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. According to Ghahremani-Nahr & Nozari (2021), the indicators used in measuring the application of digital marketing are (i) information related to the products or services offered by the seller; (ii) service of quality on the web, namely the quality of services related to the contents of the web content; (iii) cost is a value issued either in the form of time or money; and (iv) promotion is a marketing activity for a product offered by the seller

2.5 Online Trust

Online trust is someone who finds what the company wants on a buying and selling exchange (Urban, Sultan, & Qualls, 2000). Trust involves a person's willingness to act in accordance with the belief that the company will provide the expected value and an expectation that is generally held by someone that other people's words, promises or statements can be shown in general in a relationship that requires trust (Gefen & Straub, 2004; Siregar, Siregar, Saputra, Muzammil, & Muhammad, 2021). Consumer trust in e-commerce lies in the popularity of the website (Chen & Dhillon, 2003). The popularity has a value where popularity determines the quality of a product is good or bad by consumers who have bought a product (Gefen & Straub, 2004). Trust is the basis of a relationship between two or more people working together (Urban et al., 2000). Trust is a person's expectation, estimate or certainty about the likelihood that one's actions will benefit, or at least not reduce other benefits.

In addition, Mayer, Davis, & Schoorman (1995), trust is the desire of a party to surrender or accept the reality of the actions of another party based on the expectation that the other party will provide a certain action for the party who gives trust, on the ability to monitor or control the other party. other. Mayer et al. (1995) added there are several indicators of the trust variable, namely: (i) Convenience, which is a feeling in which there is no effect or minimal disturbance or service to the product purchased; (ii) Satisfaction, which is a feeling of pleasure or disappointment from someone that arises after comparing products or services from what they think to what they expect; and (iii) Responsibility, which is a condition where you are obliged to bear everything so that the obligation to bear everything that is the result.

2.6 Hypothesis Development

2.6.1 Digital Marketing and Customer Relationship Management

Good digital marketing will easily create good relationships with customers because a positive company's digital marketing is based on superior performance over a certain period (Yasmin et al., 2015). Morgan & Hunt (1994) stated that a strong digital marketing company can strengthen management relationships with customers and reduce risk when they evaluate the company. In addition, customers are more likely to perceive companies with good digital marketing as having several inter-related features—credibility, reliability, responsibility and trustworthiness (Fombrun, 1996).

2.6.2 Online Trust and Customer Relationship Management

Trust is one of the most important parts of marketing. High customer trust in the company will create good relationships with customers (Utami, 2015). To create customer trust, companies must provide quality information. High-quality information that has persuasive power generates consumer interest in the product under review, trust in the information and belief that a satisfactory purchase intention can be made on the basis of the information provided by McCroskey, McCroskey, & Richmond (2006). Lu et al., (2010) argued that information that helps consumers form a clearer and deeper understanding of products and brands also tends to build trust in companies.

2.6.3 Digital Marketing and Online Purchase intention

Kotler & Keller (2016) stated that social media is one of digital marketing platform for consumers to share text, image, audio, and video information with each other and with companies and vice versa. Social media is one of digital marketing that is widely used by people to find information about something. Businesspeople can help in driving changes in selling products, especially assisting in the activities carried out by companies to sell and inform their products quickly and easily through social media. So, with the many conveniences provided, it can affect the buying interest of consumers to shop online. Consumer buying interest is one of several consumers who start wanting to get an item so that they will take an action related to the purchase. Addiction and consumer desire for a product will affect consumer attractiveness (Orth & Wirtz, 2014). The attractiveness of consumers will later lead to a sense of buying interest from consumers themselves to buy products that are in their own minds.

2.6.4 Online Trust and Online Purchase intention

Trust is a consumer's expectation that a service provider can be trusted or accepted in fulfilling their promises (Chen & Dhillon, 2003). In addition, (Schiffman & Kanuk, 1987) argued that purchasing decisions are one of the psychological aspects that have a considerable influence on behavioral attitudes. Morgan & Hunt (1994) also stated that trust is a major factor in the emergence of online consumer purchasing decisions. When trust is higher, it can certainly be used as a measure to make consumer purchasing decisions to transact. So, the higher the trust, the higher the purchase intention.

2.6.5 Customer Relationship Management and Online Purchase intention

Customer Relationship Marketing (CRM) is the most important concept in modern marketing (Al-Gasawneh et al., 2022; Kotler & Armstrong, 2008; Kotler & Keller, 2016). In a broader sense, CRM is the entire process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. Purchase intention can basically be increased by designing Customer Relationship Marketing as stated by Bellman et al., (2019) stated that purchase intention is influenced by the level of consumer experience and consumer relations.

2.6.6 Mediating role of Customer Relationship Management in the relationship of Digital Marketing and Online Trust towards Online Purchase intention

Companies in general must have a digital marketing company so that consumers are interested in a product to make a purchase intention (Ghahremani-Nahr & Nozari, 2021; Taiminen & Karjaluo, 2015). As an e-commerce platform user, you can choose a company that is of high quality and can be trusted (Al-Gasawneh et al., 2022; Ibrahim et al., 2021). The concern of consumers in shopping online is that they generally do not know who the seller is selling the product. For most consumers,

trust is the main thing by knowing Digital Marketing from sellers (Gefen & Straub, 2004). To provide a clearer picture of the relationship between each factor/variable that affects other factors, a framework of thought is made in this research which will explain the relationship between each variable can be seen in Fig. 1:

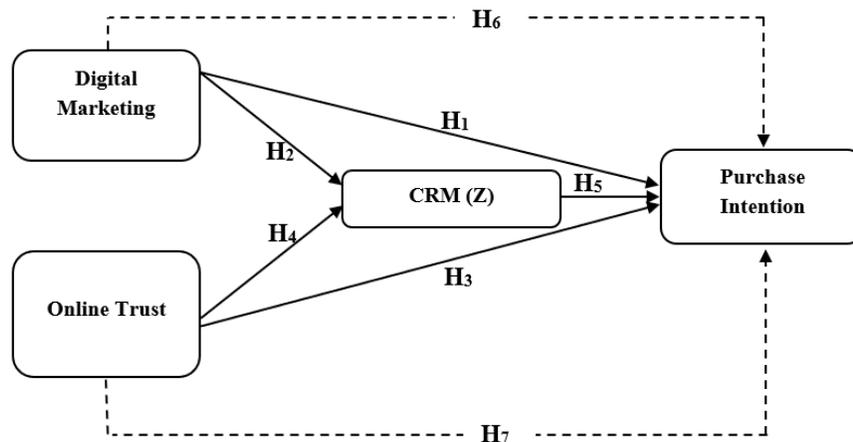


Fig. 1. Research Framework

This study investigated five proposed hypotheses, as follow:

- H1:** *Digital marketing significantly influences purchase intention.*
- H2:** *Digital marketing significantly influences consumer relationship management.*
- H3:** *Online Trust significantly influences purchase intention.*
- H4:** *Online Trust significantly influences consumer relationship management.*
- H5:** *Consumer relationship management significantly influences purchase intention.*
- H6:** *Consumer relationship management mediates the relationship between Digital marketing and purchase intention.*
- H7:** *Online trust mediates the relationship between digital marketing and purchase intention.*

3. Methodology

3.1 Population and Sample

The population in this study were all customers of E-Commerce companies in Banda Aceh City. Determination of the number of samples for the analysis of Structural Equation Modeling (SEM) using the formula 10 times the number of indicator variables, totaling 15 indicators used (Williams, Inversini, Buhalis, & Ferdinand, 2015), which amounted to 150 samples. Sampling was carried out in this study using purposive sampling, purposive sampling is a sampling technique that considers the considerations of elements or categories in the research population. Purposive sampling is included in Probability Sampling (Sugiyono, 2008).

3.2 Data Collection Techniques

To obtain data, data was collected using a questionnaire. The questionnaire method is a series or list of questions that are systematically arranged, then sent to be filled out by respondents. After filling out the questionnaire, it was sent back (Burhan, 2003). The questionnaire used is an optional type to make it easier for respondents to provide answers, because alternative answers have been provided and only require a shorter time to answer. The questionnaire contains questions related to research variables.

3.3 Data Analysis

This study uses the Structural Equation Modeling (SEM) method by assisting the statistical software namely AMOS 22.0. It is a statistical tool used for hypothesis testing. Hair, Gabriel, & Patel (2014) explain that the SEM equation model is a set of statistical techniques that allow the simultaneous testing of a series of relatively "complicated" relationships. Furthermore, Hair et al., (2014) explained that the advantages of SEM applications in research are due to its ability to confirm the dimensions

of a concept or factor that is very commonly used and its ability to measure the effect of theoretically existing relationships. Before testing the hypothesis, confirmatory factor analysis (CFA). Confirmatory factor analysis is used to confirm the measurement model with the same data. This is consistent with the views of Da Silva and Alwi explaining that confirmatory factor analysis (CFA) in structural equation modeling (SEM) needs to be done first to ensure that the data are in a fit condition. After the analysis, structural equation modeling (SEM) was used to test the theoretical model, which is based on the goodness-of-fit measure (Hair et al., 2014)

4. Results and discussion

4.1 Confirmatory Factor Analysis

This confirmatory factor analysis is the measurement stage of the indicators that make up the latent variables in the research model. The latent variables or constructs used in this research model consist of 2 exogenous variables (Digital Marketing and Online Trust) and 2 endogenous variables (purchase intention and CRM) with a total of 37 indicators. As usual factor analysis, the purpose of confirmatory factor analysis is to test the unidimensionality of the indicators forming each latent variable. The results of the confirmatory factors are in Fig. 2 below:

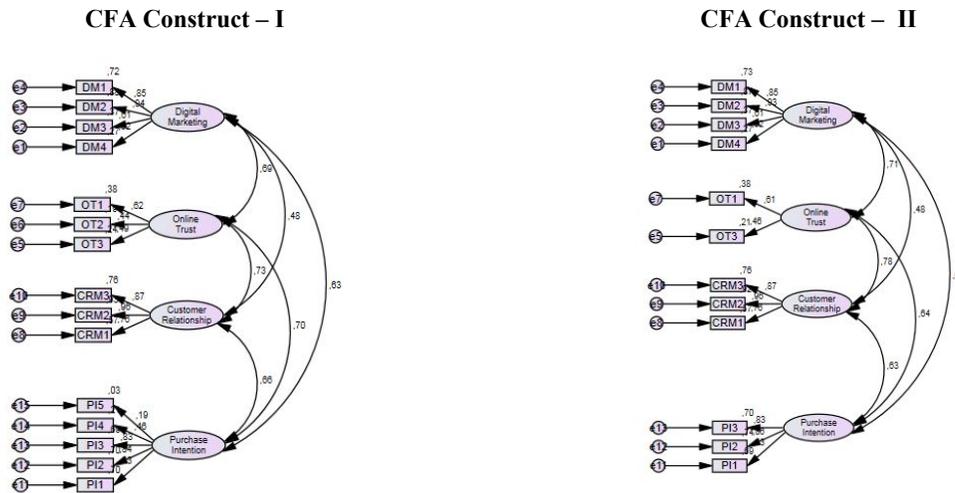


Fig. 2. Results of confirmatory factor analysis

Fig. 2 displays the OT2, PI4, and PI5 indicators do not meet the requirements to be included in the next data processing process because the factor loading value is less than 0.50, so the indicator is eliminated. In addition, the full model of Structural Equation Model (SEM) analysis was carried out after analysis of the indicators forming the latent variables tested by confirmatory factor analysis. Analysis of the results of data processing at the full stage of the SEM model was carried out by conducting conformity tests and statistical tests. The results of data processing for the full SEM model analysis are shown in Fig. 3.

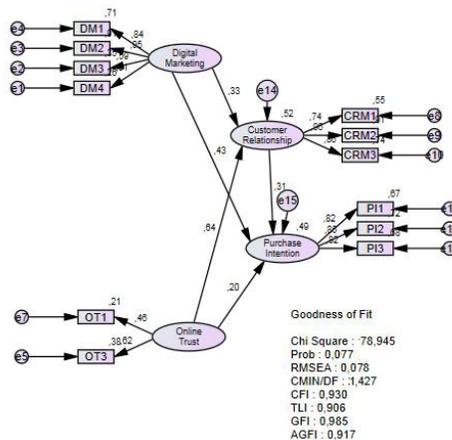


Fig. 3. Results of Structural Equation Model (SEM) using Analysis of Moments Structure (AMOS)

Fig. 3 shows the chi-square value is 78.945 is classified as good. Meanwhile 2/df (CMIN/DF) is 1.427; RMSEA is 0.078; GFI is 0.985; TLI is 0.906; and CFI is 0.930 where these values have met the criteria and show a fit value. Then, it can be explained that there is an effect of each variable, namely Digital Marketing and Online Trust on online purchase intention and the indirect effect on online purchase intention through Customer Relationship Management. The results of the feasibility test are presented in Table 1 below:

Table 1
Results of Measurement Model Evaluation

Goodness of Fit Index	Cut off Value	Result	Decision
Chi-Square	< 100,00	78,945	Fit
RMSEA	≤ 0,08	0,078	Fit
GFI	≥ 0,90	0,985	Fit
CMIN/DF	≤ 2,00	1,427	Fit
TLI	≥ 0,90	0,906	Fit
CFI	≥ 0,90	0,930	Fit

4.2 Hypothesis Testing

Using SEM analysis, this study uses the Regression Weight Analysis Structural Equation Modeling. It aims to analyze the value of Critical Ratio (CR) and probability value (P) of the data processing results, compared with the required statistical limits, which are above 1.96 for the CR value and below 0.05.

Table 2
Results of hypothesis testing using regression weights

		Estimate	S.E.	C.R.	P
Customer Relationship Management	← Digital Marketing	0.327	0.092	3.581	0.000
Customer Relationship Management	← Online Trust	0.642	0.124	3.189	0.001
Online purchase intention	← Digital Marketing	0.433	0.104	3.920	0.000
Online purchase intention	← Customer Relationship Management	0.411	0.118	2.262	0.041
Online purchase intention	← Online Trust	0.199	0.103	1.060	0.289

Table 2 displays the result of hypothesis testing using regression weights. The value of the estimated coefficient of digital marketing on CRM was 0.327, S.E. is 0.092, C.R. is 3.581, and significant at the level $p < 0.01$. It means that by assuming an increase in digital marketing of 1 percent, it would give an effect on increasing CRM by as much as 32.7 percent. Further, Online Trust on CRM was 0.642, S.E. is 0.124, C.R. is 3.189, and significant at the level $p < 0.001$. It means that by assuming an increase in online trust of 1 percent, it would give an effect on increasing CRM by as much as 64.2 percent. This suggests that Digital Marketing and Online Trust significantly influence CRM. Digital Marketing on CRM was 0.433, S.E. is 0.104, C.R. is 3.920 and significant at the level $p < 0.01$. It means that by assuming an increase in digital marketing of 1 percent, it would give an effect on increasing online purchase intention by as much as 43.3 percent. CRM on online purchase intention was 0.411, S.E. is 0.118, C.R. is 2.262 and significant at the level $p < 0.05$. It means that by assuming an increase in CRM of 1 percent, it would give an effect on increasing online purchase intention by as much as 41.1 percent. Besides that, online trust does not significantly affect the online purchase intention. Further, we use the Sobel test to examine the role of CRM in the relationship between digital marketing and online purchase intention. The result as seen in Table 3 below:

Table 3
Result of mediating role of CRM in relationship between digital marketing and online purchase intention using Sobel Test

Input:	Test statistics	Std. Error	p-value
a 0.327 Sobel test:	2.48771312	0.05402432	0.01285674
b 0.411 Aroian test:	2.43895844	0.05510426	0.01472966
s _a 0.092 Goodman test:	2.53951359	0.05292234	0.01110067
s _b 0.118			

Table 3 shows the value of the estimate coefficient was 0.134, S.E. is 0.054 and Sobel test was 2.487 and at the level $p < 0.05$. It means that the CRM mediates the relationship between digital marketing and online purchase intention.

Table 4
Result of mediating role of CRM in relationship between online trust and online purchase intention using Sobel Test

Input:	Test statistics	Std. Error	p-value
a 0.642 Sobel test:	2.88994888	0.09130335	0.00385304
b 0.411 Aroian test:	2.85353845	0.09246835	0.00432353
s _a 0.124 Goodman test:	2.92778961	0.09012328	0.00341381
s _b 0.118			

Table 4 illustrates the value of the estimated coefficient was 0.263, S.E. is 0.091 and Sobel test was 2.889 and at the level $p < 0.01$. It means that the CRM mediates the relationship between online trust and online purchase intention.

5. Conclusion

In conclusion, this study indicated that CRM plays a role as mediator in the relationship of studied variables on online purchase intention of e-commerce consumers. Also, we have successfully analyzed the factors that influence online purchase intention and proved the role of CRM. The findings of this study can assist e-commerce companies to improve their service quality by creating digital marketing, online trust and CRM for increasing the company profits. In addition, e-commerce companies need to explore more about the factors that will affect users in the online purchase intention process in order to achieve company goals and can continue to maintain trust among consumers. Of these, future research suggests exploring the shopping experience more deeply to produce better and more accurate research findings.

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