

ABSTRACT

The enhancement of customer conversion rates and the improvement of PT. XYZ's economic performance are critical for reinforcing the company's position in a highly competitive digital marketplace. As a strategic marketing team within a sister company, PT. XYZ faces substantial challenges in evaluating the effects of Customer Relationship Management (CRM) implementation, Artificial Intelligence (AI)-based website optimization, and multi-channel integration on customer satisfaction, engagement, and loyalty. Although the company has applied various advanced technologies, there remains a need for a comprehensive analysis to elucidate the relationships between these factors and their impact on business outcomes.

This study aims to assess the influence and interrelation of CRM practices on customer conversion through a detailed examination of customer satisfaction. Additionally, it seeks to determine the impact of AI-driven website optimization on PT. XYZ's economic performance by analyzing engagement rates. The study also explores the role of multi-channel integration in fostering customer loyalty, considering customer retention metrics.

Data were gathered via a structured questionnaire distributed to 100 active users of PT. XYZ's website. Statistical analyses, including tests for validity, reliability, normality, correlation, and paired t-tests, were employed to examine the relationships between variables. Results indicate that CRM implementation positively and significantly affects customer conversion in a linear manner, mediated by customer satisfaction. AI-based website optimization demonstrates a positive and significant nonlinear effect on economic performance, as reflected by engagement rates. Although the impact of multi-channel integration was not statistically significant, it showed a positive linear association with customer loyalty based on retention data.

Based on these findings, it is recommended that PT. XYZ pursue an integrated approach combining CRM, AI-enhanced website optimization, and multi-channel strategies to sustainably enhance customer conversion, loyalty, and overall economic performance. The insights derived from this study provide valuable guidance for developing more innovative and effective digital marketing strategies.

Keywords: *Engagement rate, Customer Relationship Management, Customer loyalty, Customer conversion, Business performance, Digital marketing.*