

## Customer Relationship Management and customer acquisition at JMA Soluciones, San Isidro 2020

Customer Relationship Management y captación de clientes en JMA Soluciones, San Isidro 2020

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### ABSTRACT

The main objective of this research work is to establish the relationship between Customer Relationship Management and customer acquisition in JMA solutions, Perú, 2020. A census sample was taken of 85 clients of the company JMA Soluciones, where the survey represented by the questionnaire consisting of 20 items. For the hypothesis test, the non-parametric Rho de Spearman statistic was used, where the correlation coefficient (0.701) of the Client Management variable was selected. Relationships (CRM) and the variable Customer of positive and significant significance ( $0.000 < 0.05$ ). In this way the study concluded allowing to know the existence between the Customer Relationship Management and Customer acquisition constructs.

**Key words:** Customer Relationship Management, Customer acquisition, Marketing, Loyalt

### RESUMEN

El presente trabajo de investigación tiene como objetivo principal establecer la relación entre el Customer Relationship Management y la captación de clientes en JMA soluciones, Peru, 2020. Se tomó una muestra censal de 85 clientes de la empresa JMA Soluciones, donde se utilizó la encuesta representada por el cuestionario conformado por 20 ítems. Para la prueba de hipótesis se usó el estadístico no paramétrico Rho de Spearman donde se indicó que el coeficiente de correlación (0,701) de la variable Customer Relationship Management (CRM) y la variable Captación de Clientes, fue positiva alta y significativa ( $0,000 < 0,05$ ). De este modo el estudio concluyó permitiéndonos conocer que existe relación entre los constructos Customer Relationship Management y Captación de clientes.

**Palabras clave:** Customer Relationship Management, Captación de clientes, Marketing, Fidelización

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## INTRODUCTION

In the last 5 years, the economy in Latin America has had a gradual growth and during this situation, the outbreak of COVID-19 began. Latin America has had many critical cases throughout its history, where there was a drop in prices of primary products on more than one occasion, restrictions in finances and natural disasters. The COVID-19 epidemic showed a new scenario since, in order to avoid its propagation, the actions to be taken had a great impact on supply, making it impossible to pay debts on time, as they were unable to meet their financial commitments. On the other hand, customer acquisition is a constant issue, even more so in the face of this pandemic, since it leads to the economic growth of the company in difficult times and contributes to its evolution by digitizing the way it sells its services and/or products in order to connect with customers in the midst of social isolation (Peñafiel-Chang et al., 2020).

That is why organizations opt for the implementation of strategic tools that support the proper management of customer relationships. JMA Soluciones is an IT consulting company that has been operating for 2 years, located in Peru. It provides software solutions to its customers in order to give them a new experience in managing their business processes. In the current scenario we live in (COVID-19 pandemic), its field allows it to develop and implement software solutions that in turn allow digitizing business by creating a means of communication between companies and customers. It seeks to manage a strategic management of the relationship with prospects and current customers, as it has been observed that there is a deficit in terms of customer acquisition, this problem lies in the fact that there is no adequate monitoring of prospects and customers. The current research seeks to establish the relationship between Customer Relationship Management and customer acquisition of the company in question. In turn to manage all customer needs associated with the services provided by the entity in the area of business software, thus enhancing sales, and gain a stable relationship with customers who have already used the services in the company in question.

In the international context, Drebes et al. (2018) proposed to support theoretical foundations on the use of an ideal prototype where the use of CRM for innovation is successfully employed. Exploratory research was used. It was obtained as a result that the CRM system shown in the study applies to be able to replicate in other countries and in turn validate the proposal detailed in the study. Finally, it was concluded that for the fulfillment of the timely change for the organization it should be considered as a competitive advantage to carry out CRM practices. In the national context, Rivera and Zevallos (2017) established connection of the degree of strength and direction between the strategic tool of Consumer Relationship Management and user loyalty of the K'dosh store. An applied research was used, relational level, the variables were not manipulated and the instrument was applied in a single moment of time; using a survey of 18 items in Likert scale. The result was that Customer Relationship Management is highly linked to

customer loyalty and it was concluded that, despite the high correlation between the variables and dimensions of the study, the technological part is the most important for the customer.

The study was supported by scientific theories which explain the value and support for the variables that we detail on variable I: Customer Relationship Management (CRM), the Theory of Relationship Marketing of Kotler and Armstrong (2013) who indicate that the relationship between customer service, quality and marketing is a key and essential factor in the marketing of the XXI century, in turn they mention Relationship Marketing as a series of steps to attract, recover, retain and build customer loyalty through long-term relationships. In the conceptual approach, in order to define the CRM variable, Garcia (2001) states that Customer Relationship Management is a tactic that applies to the entire organization in general, since it is considered as a philosophy that all those involved in the company must keep in mind, where the customer is the main axis, through the connection established by constant communication, always ensuring what the customer needs and what satisfies him.

Regarding CRM Dimensions: a) Operational CRM, Orenge and Chalmeta (2016) indicate that Operational CRM deals with the operational aspects of the company. In short it is the type of CRM that deals with the actual interactions with customers, where you interact with the customer face to face, through calls, communities, e-mail, website, blogs and direct selling, b) Analytical CRM, Al-Homery et al. (2019) mention that Analytical CRM is responsible for analyzing data about a company's customers and presents them in such a way that allows making better and faster business decisions, unifying the information obtained from customers in a consolidated, ie a base, so that according to current trends in customer behavior, also be able to project future trends and take measures in this regard through the development of strategies, c) Collaborative CRM, Fatouretchi (2019) emphasizes that Collaborative CRM promotes working together and that all departments of the company are intercommunicated equally, in order to increasingly provide a better customer experience. In other words, it is responsible for ensuring that the company's communication with the customer is carried out by all possible means, such as the Internet and telephony. This will depend on the previous study of customer behavior to design this type of CRM. Collaborative CRM tries to generate a unique experience for the customer, so that he/she will use again this means of communication with the company. Continuing with the theory related to customer acquisition, the theory of value and customer satisfaction of Kotler and Keller (2016) was considered, who indicated that there are 2 important factors for the customer such as value, which is the perceived benefit and satisfaction; since when the expectations are met, the customer will be satisfied. Perceived value generates positive experiences and is seen as an advantage. On the other hand, satisfaction is the feeling of pleasure that arises in an individual as a result of comparing the value received with the benefit of acquiring a service or product with the previous perspectives that were assumed. To define the variable Customer acquisition, Venkatesan (2017) was considered, customer acquisition is to move from a potential customer status to a

frequent customer status, i.e., they are all customers who buy from the same company more than once the products or services offered to them.

Regarding the Customer Acquisition Dimensions: a) Customer prospecting, Read et al. (2017) indicate that customer prospecting is the organized search for potential buyers, where the objective is to find them, establish a connection and make them real customers. This negotiation process must be constant, not only at the beginning of the functions in a business, but throughout the life of the company. b) Identification of potential customers, Kotler and Keller (2016) consider that potential customers are groups of people or entities that possess a series of characteristics to be interested in a brand or company or other demographic quality (age, gender, etc.). In the need to capture prospects and expand the customer portfolio, the sales team has the task of identifying those potential for purchase. c) Customers, Mawson (2018) mentions that the customer is any entity or person (such as companies or organizations), who makes the voluntary decision in the acquisition of products and services as the case may be, according to their needs for themselves, denoting the relevance in the design and production, as marketing of products and services.

## **MATERIALS AND METHODS**

The present research was quantitative in approach, because it uses data collection in order to contrast the hypothesis and in turn to be able to know the association presented by both variables; Hernández-Sampieri and Mendoza (2018), mention that the quantitative analysis of the information is obtained by the sample to be analyzed; this data collection is used as a basis, to through specialized software, obtain the statistical results of its variables. The level was descriptive correlational, because it sought to measure the relationship between the study constructs. Hernández et al. (2014) mentioned that the descriptive level specifies the typologies of the variables and their properties. They also mention that the goal of correlational studies is to find how the variables are related (and how one affects the other, taking into account the weight of each variable); statistics are used as a tool to obtain the results of this type of study.

The method was hypothetico-deductive, because hypotheses were raised about the potential solutions to the problem, based on what was deduced. Politano et al. (2017) mentioned that the hypothetico-deductive method is designed by assertion given by the hypothesis, which is sought to be refuted, deducing the main consequences of the hypothesis itself with reality.

The type of research was applied, because based on the results it will be possible to make decisions and possible solutions that will benefit the company in question. Hernández et al. (2014) mentioned that research is applied when it is based on theoretical frameworks and its purpose is to be applied to solve the problem presented. With non-experimental and cross-sectional design; since, in non-experimental designs, being cross-sectional, time is taken as a measurement factor in the analysis, and it is static in nature, since the study constructs are not altered during the period of analysis. The population was 85 clients of the company JMA Soluciones, and the sample was

census composed of 85 clients whose participation in this survey was voluntary and with the informed consent of the legal representative of the company. Milla and Villegas (2017) indicated that, for the proper analysis of the information, the scope of the population to be evaluated must be delimited, this being a group of people or items (objects), which possess factors that allow collecting data for the study.

The instruments used to measure the variables were validated by expert judgment, the contents and structure of the items were verified, as well as the construct and criterion validity, to achieve the reliability of the instruments the Cronbach's alpha statistical method was used, which gave a result for both variables (Alpha = 0.817); these validations and reliability of the instruments were carried out on the basis of the data obtained from the pilot test.

The technique used was the survey, as a statistical method descriptive statistics was applied for the levels of variables, dimensions and inferential statistics for the testing of hypotheses. If CRM is applied efficiently in the company JMA Soluciones, then customer acquisition will be increased and therefore higher sales generating greater profit or utility.

## RESULTS

The research applied descriptive statistics because a survey and questionnaire were elaborated and answered by 85 clients of the company JMA Soluciones, Peru, 2020, where the following results were obtained:

Descriptive statistics were applied for the levels of the variables and inferential statistics for hypothesis testing. Then we proceeded to analyze the data collected through SPSS 26 software, the following results were obtained for the variable Customer Relationship Management (CRM):

*Table 1: Levels of the variable Customer Relationship Management (CRM)*

Levels	Frequency	Percentage
Deficient		12.9
Regular		34.1
Good	28	32.9
Optimum		
Total		

Table I shows that, in the *Customer Relationship Management (CRM)* variable, according to the survey, the deficient level reached 12.9%, the regular level reached 34.1%, the

good level reached 32.9% and the optimum level reached 20% in the company JMA Soluciones, Peru, 2020.

The following results were also obtained for the Operational CRM dimension:

*Table 2: Levels of the Operational CRM dimension*

Levels	Frequency	Percentage
Deficient		15.3
Regular		16.5
Good		57.6
Optimum		10.6
Total		

Table 2 shows that, in the Operational CRM dimension, according to the survey, the poor level reached 15.3%, the fair level reached 16.5%, the good level reached 57.6% and the optimum level reached 10.6% in the company JMA Soluciones, Peru, 2020.

The following results were also obtained for the Analytical CRM dimension:

*Table 3: Levels of the Analytical CRM Dimension*

Levels	Frequency	Percentage
Deficient		17.6
Regular		34.1
Good		25.9
Optimum		22.4
Total		

It is observed that, in Table 3, the Analytical CRM dimension, according to the survey, the deficient level reached 17.6%, the regular level reached 34.1%, the good level reached 25.9% and the optimum level reached 22.4% in the company JMA Soluciones, Peru, 2020.

Likewise, the following results were obtained for the Collaborative CRM dimension:

*Table 4: Levels of the Collaborative CRM dimension*

Levels	Frequency	Percentage
Deficient		15.3
Regular		44.7
Good		24.7
Optimum		15.3
Total		

It is observed that, in Table 4, the Collaborative CRM dimension, according to the survey, the deficient level reached 15.3%, the regular level reached 44.7%, the good level reached 24.7% and the optimum level reached 15.3% in the company JMA Soluciones, Peru, 2020.

The following results were also obtained for the variable Customer acquisition:

*Table 5: Levels of the variable Customer acquisition*

Levels	Frequency	Percentage
Deficient		12.9
Regular		51.8
Good		17.6
Optimum		17.6
Total		

Table 5 shows that, according to the survey, the *customer acquisition* variable, the poor level reached 12.9%, the fair level reached 51.8%, the good level reached 17.6%, and the optimum level reached 17.6% in the company JMA Soluciones, Peru, 2020.

The following results were also obtained for the Customer prospecting dimension:

*Table 6: Levels of the dimension Customer prospecting*

Levels	Frequency	Percentage
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Deficient	18.8
Regular	40.0
Good	11.8
Optimum	29.4
Total	

It is observed that, in Table 6, the Collaborative CRM dimension, according to the survey, the deficient level reached 18.8%, the regular level reached 40.0%, the good level reached 11.8% and the optimum level reached 29.4% in the company JMA Soluciones, Peru, 2020.

The following results were also obtained for the dimension Identification of potential customers:

*Table 7: Levels of the dimension Identification of potential customers*

Levels	Frequency	Percentage
Deficient		16.5
Regular		28.2
Good	28	32.9
Optimum		22.4
Total		

Table 7 shows that the dimension Identification of potential customers, according to the survey, the poor level reached 16.5%, the fair level reached 28.2%, the good level reached 32.9% and the optimum level reached 22.4% in the company JMA Soluciones, Peru, 2020.

Likewise, the following results were obtained for the dimension Identification of potential customers:

*Table 8: Levels of the dimension Identification of potential customers*

Levels	Frequency	Percentage
Deficient		8.2
Regular		51.8
Good		28.2
Optimum		11.8
Total		

Table 8 shows that the dimension Identification of potential customers, according to the survey, the poor level reached 16.5%, the fair level reached 28.2%, the good level reached 32.9% and the optimum level reached 22.4% in the company JMA Soluciones, Peru, 2020.

### General hypothesis of the research

**Ho.** *Customer Relationship Management* is not related to *customer acquisition* in the company JMA Soluciones, Peru, 2020.

**Hi.** *Customer Relationship Management* is related to *customer acquisition* in the company JMA Soluciones, Peru, 2020.

Table 9: Correlation of the *Customer Relationship Management* variable and the *Customer Acquisition* variable.

		CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)	CAPTACIÓN DE CLIENTES (Agrupada)
Rho de Spearman	CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)	Coefficiente de correlación	1,000
		Sig. (bilateral)	,701**
		N	,000
	CAPTACIÓN DE CLIENTES (Agrupada)	Coefficiente de correlación	85
		Sig. (bilateral)	85
		N	,701**
		,000	1,000
		,000	.
		85	85

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Data obtained by survey

Table 9 shows the degree of correlation between the variables *Customer Relationship Management* and *Customer Acquisition*, in the company JMA Soluciones, Peru, 2020.

Spearman's Rho of 0.701 was determined, evidence that there is a high relationship between these variables, with a significance level of  $p < 0.01$ , which rejects the null hypothesis and accepts the alternative hypothesis. It is concluded that there is a high and significant correlation between the variables.

**Ho.** *Customer Relationship Management* is not related to the dimension *Customer Prospecting* in the company JMA Soluciones, Peru, 2020.

**Hi.** *Customer Relationship Management* is related to the dimension *Customer Prospecting* in the company JMA Soluciones, Peru, 2020.

Table 10: Correlation of the variable *Customer Relationship Management* and the dimension *Customer prospecting*.

			CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)	PROSPECCIÓN DE CLIENTES (Agrupada)
Rho de Spearman	CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)	Coefficiente de correlación	1,000	,478**
		Sig. (bilateral) N	.	,000 85
	PROSPECCIÓN DE CLIENTES (Agrupada)	Coefficiente de correlación	,478**	1,000
		Sig. (bilateral) N	,000 85	. 85

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Data obtained by survey

From Table 10, the results of Spearman's Rho statistic indicated that the correlation coefficient (0.478) of my variable Customer Relationship Management (CRM) and the dimension Customer Prospecting, according to the significance table was high positive and significant ( $0.000 < 0.05$ ); therefore, the null hypothesis is rejected and the alternate hypothesis is accepted.

**Ho.** *Customer Relationship Management* is not related to the dimension *Customer Identification* in the company JMA Soluciones, Peru, 2020.

**Hi.** *Customer Relationship Management* is related to the *Customer Identification* dimension in the company JMA Soluciones, Peru, 2020.

Table 11: Correlation of the *Customer Relationship Management* variable and the *Customer Identification* dimension.

			CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)	IDENTIFICACIÓN DE CLIENTES POTENCIALES (Agrupada)
Rho de Spearman	CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)	Coefficiente de correlación	1,000	,709**
		Sig. (bilateral) N	.	,000 85
	IDENTIFICACIÓN DE CLIENTES POTENCIALES (Agrupada)	Coefficiente de correlación	,709**	1,000
		Sig. (bilateral) N	,000 85	. 85

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Data obtained by survey

From Table 11, the results of Spearman's Rho statistic indicated that the correlation coefficient (0.709) of my variable Customer Relationship Management (CRM) and the dimension Customer Identification, according to the significance table was very high positive and is significant ( $0.000 < 0.05$ ); therefore, the null hypothesis is rejected and the alternate hypothesis is accepted.

**Ho.** *Customer Relationship Management* is not related to the *Customers* dimension in the company JMA Soluciones, Peru, 2020.

**Hi.** *Customer Relationship Management* is related to the *Customer* dimension in the company JMA Soluciones, Peru, 2020.

Table 12: Correlation of the variable Customer Relationship Management and the dimension Customer Identification

		CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)		CLIENTES (Agrupada)
Rho de Spearman	CUSTOMER RELATIONSHIP MANAGEMENT (Agrupada)	Coefficiente de correlación	1,000	,289**
		Sig. (bilateral)	.	,007
		N	85	85
	CLIENTES (Agrupada)	Coefficiente de correlación	,289**	1,000
		Sig. (bilateral)	,007	.
		N	85	85

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Data obtained by survey

From Table 12, the results of Spearman's Rho statistic indicated that the correlation coefficient (0.289) of my variable Customer Relationship Management (CRM) and the Customers dimension, according to the significance table was positive moderate and significant ( $0.000 < 0.05$ ); therefore, the null hypothesis is rejected and the alternate hypothesis is accepted.

## DISCUSSION

**Discussion of objectives** The general objective of the thesis was to establish the relationship between Customer Relationship Management and customer acquisition in JMA Soluciones Perú, 2020. It was sought to know if Customer Relationship Management (CRM) has a relationship with customer acquisition of the company JMA Soluciones, since it sought to enhance sales and loyalty of existing customers. From the background, similarity was found with Saavedra (2017) whose objective was to establish the relationship between CRM and user loyalty in that company, which presented an important similarity pointing out that there is a positive relationship between both variables.

**Discussion by methodology** The level used for the research was descriptive-correlational, non-experimental-transversal design. There was similarity with the study of Quispe (2019) whose methodology used was applied, descriptive and correlational, non-experimental cross-sectional design, whose population was 85 clients, and whose instrument was a Likert-type scale measurement questionnaire. The methodologies were used to find out if CRM is being improved in the companies and to be able to implement it in their management in an adequate way, in order to improve customer relations and increase sales and customer acquisition.

**Discussion of results** In the development of the thesis we sought to obtain the best results according to the situation in which the clients are in regarding CRM issues. Initially, a pilot test was conducted with 20 people, using a 20-item questionnaire, to determine the reliability of the instrument to be implemented. After verifying that the instrument was valid, the total sample of 85 customers who used the company's services and products was surveyed. The results showed that 34.12% of the clients consider that CRM is applied at a regular level, while only 32.94% of clients consider that it is applied at a good level. In addition, 20% of clients consider that they apply Customer Relationship Management (CRM) at an optimal level, and with respect to the variable Customer Acquisition, the results showed that 51.76% of JMA Soluciones' clients consider that it is applied at a regular level, while only 17.65% of clients consider that it is applied at an optimal level. Likewise, 17.65% of clients consider that they apply customer acquisition at a good level. Corroborating the existing relationship between the constructs of the study with a correlation coefficient of 0.701 which indicates that it is a direct and significant positive relationship. From the previous background, Guardia's (2015) thesis also measured the of CRM level needed to achieve customer loyalty, according to the result of the research it was defined that CRM has a significant relationship in the customer loyalty of that bank, since 55.7% of the respondents consider that such strategy is linked to the customer loyalty of the Financial Bank, followed by 37.72% totally agree and 3.51% disagree. Thus it was concluded that it is necessary to preserve the long-term relationship, and thus create greater profitability.

**Discussion by conclusion** The research concluded that JMA Soluciones' clients consider it necessary to apply the Customer Relationship Management strategy to achieve mutual benefit for the client and the company. In this way, the acquisition of new customers and the loyalty of current customers can be achieved. It is important to know the customer, to know what he really needs, to analyze this information and to

be able to segment customers according to their interests. In the thesis of Salas (2018) it was concluded that CRM significantly affects the satisfaction, quality and valuation of the service of students in the Master's program at UNMSM. Therefore, the objective of establishing the relationship between CRM and customer satisfaction is fulfilled. Applying the strategy in question and its tools through a computer software with the purpose of managing a database of enrolled students and thus manage personalized information for each mention of studies, since with this customer satisfaction was achieved. All this showed that managing customer relations, using an effective way, was able to keep customers satisfied. Discussion by theories In the research presented an important theory was used which is the theory of Relationship Marketing by Kotler and Armstrong (2013) which is for the variable Customer Relationship Management (CRM), where it is described that the relationship between customer service, quality and marketing is a key and essential factor today, supported by a series of steps that allows attracting, recovering, retaining and retaining customers through long-term relationships. In essence, they place as an indispensable basis working hand in hand with the customer, connecting with him and turning him into a strategic partner. Similarity was found with Rivera and Zevallos (2017) where he used the relationship marketing theory of Christopher, Payne and Ballantyne (1994), who mentioned that relationship marketing was born from the integration of customer service, quality and marketing, which is fundamentally concerned with the exchange relationships that occur between the organization and its customers, which must be exploited effectively to achieve total customer satisfaction and the maintenance of long-term relationships. Thus, relationship marketing aims to close the cycle of attracting customers and retaining them.

## CONCLUSIONS

The general objective of this thesis was met, i.e. it was determined that there is a relationship between Customer Relationship Management and Customer Acquisition in JMA Soluciones, San Isidro, 2020. Concluding that there is a very high positive correlation of 0.701 and also a significant correlation of both variables.

It was determined with the specific objective 1, i.e. it was established that there is a relationship between Customer Relationship Management and customer prospecting of the company under study. And it was concluded that there is a high positive correlation of 0.478 and also significant between the CRM variable and the customer prospecting dimension.

It was demonstrated with the specific objective 2, that is to say, it was proved that there is a relationship between Customer Relationship Management and the identification of potential customers of the company in question. And it was concluded that there is a very high positive correlation of 0.709 between the CRM variable and the customer identification dimension.

It was established with the specific objective 3, that is to say, the existence of a relationship between Customer Relationship Management and the customer dimension

of the business was verified. And it was concluded that there is a moderate positive correlation of 0.289 between the CRM variable and the customer dimension.

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