

***Digital Marketing Capabilities, Mediated By The Use Of Chatbots To Improve Customer Relationship Management (CRM) In The Life Insurance Sector***

By Afif Deni Irawan

***Abstract***

*This research explores the role of several marketing elements, including Chatbot, Content Marketing, Online Advertisement, and Usage of Social Media, in managing customer relationships (CRM) in insurance companies after the COVID-19 pandemic. Data was obtained through a questionnaire. The total sample of 398 were personal customers who directly felt the effects of insurance services, then analyzed using the Structural Equation Modeling (SEM) method with SMARTPLS. The results of data analysis show that the use of chatbots has an important role in decisions to purchase insurance services. Even though Content Marketing does not directly affect CRM, it is still an important factor in encouraging customers to use Chatbots when transacting with insurance companies. Apart from that, persuasive online advertisements and effective use of social media influence the use of chatbots and CRM for insurance services. However, there is one hypothesis that is rejected, indicating that there is complexity in the relationship between marketing variables.*

*Keywords: Customer Relationship Management (CRM), Chatbot, Content Marketing, Online Advertisement, Usage of Social Media*

# **Kemampuan Pemasaran Digital, Dimediasi Penggunaan Chatbot Untuk Meningkatkan Manajemen Hubungan Pelanggan (CRM) Di Sektor Asuransi Jiwa**

Oleh Afif Deni Irawan

## **Abstrak**

Penelitian ini mengeksplorasi peran beberapa elemen pemasaran, termasuk Chatbot, Content Marketing, Online Advertisement, dan Usage of Social Media, dalam mengelola hubungan pelanggan (CRM) pada perusahaan asuransi pasca pandemi COVID-19. Data diperoleh melalui kuesioner Jumlah sampel sebanyak 398 merupakan pelanggan personal yang langsung merasakan efek pelayanan asuransi, kemudian dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan SMARTPLS. Hasil analisis data menunjukkan bahwa penggunaan Chatbot memiliki peran penting dalam CRM jasa asuransi. Meskipun Content Marketing tidak langsung mempengaruhi CRM, namun tetap menjadi faktor penting dalam mendorong nasabah menggunakan Chatbot saat bertransaksi dengan perusahaan asuransi. Selain itu, Online Advertisement yang persuasif dan Usage of Social Media yang efektif mempengaruhi penggunaan Chatbot dan CRM jasa asuransi. Meskipun demikian, terdapat satu hipotesis yang ditolak, menunjukkan adanya kompleksitas dalam hubungan antara variabel pemasaran.

**Kata kunci:** Customer Relationship Management (CRM), Chatbot, Content Marketing, Online Advertisement, Usage of Social Media