

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

Jati Susatya Wijanegara¹, Nera Marinda Machdar²

^{1,2}Bhayangkara University of Greater Jakarta (Kampus I: Jl. Harsono RM No.67 Pasar Minggu, DKI Jakarta, Indonesia)

ABSTRACT: This study aims to systematically analyse the role of relational marketing and distribution channels in enhancing customer satisfaction based on relevant scientific literature. The method employed is a systematic literature review (SLR) using the PRISMA approach, involving the identification, selection, and evaluation of scientific articles published between 2015 and 2025. A total of 38 selected articles were analysed using thematic synthesis techniques to identify patterns of relationships between variables. The results indicate that relational marketing contributes to customer satisfaction through the dimensions of trust, commitment, and communication, whilst distribution channels play a role through the aspects of efficiency, product availability, and channel integration. Furthermore, it was found that the integration of relational marketing and distribution channels contributes more comprehensively to creating customer satisfaction than if the two were analysed separately. The study's conclusion affirms that an integrated marketing approach combining relational and distributional aspects is an effective strategy for enhancing customer satisfaction. This study makes a conceptual contribution to the development of marketing literature as well as providing practical implications for companies in designing customer-oriented marketing strategies.

KEYWORDS: relational marketing, distribution channels, customer satisfaction, systematic literature review, marketing strategy

I. INTRODUCTION

The introduction to this study stems from the increasingly complex dynamics of business competition resulting from globalisation and the development of digital technology, which require companies to be able to create sustainable customer value. In this context, customer satisfaction is one of the key indicators of the success of a marketing strategy as it is directly related to loyalty, retention, and the company's long-term performance. Previous research indicates that the relationship marketing approach focuses on building, maintaining, and developing long-term relationships between companies and customers, which has a significant impact on satisfaction, trust, commitment, and communication (Joaquim A. Casaca, 2023). Furthermore, relationship marketing not only benefits customers through more personalised service but also provides advantages for the company through increased loyalty and profitability (Albérico Rosário & Joaquim A. Casaca, 2023). In practice, a strong relationship between the company and the customer becomes a strategic factor capable of creating a competitive advantage that is difficult for competitors to replicate. Therefore, it is important to understand how relational marketing contributes to the formation of customer satisfaction across various industrial contexts. However, this approach cannot stand alone without being supported by an effective and efficient distribution system in delivering value to customers.

Distribution channels are a key element in the marketing system, acting as a link between producers and consumers, and thus playing a direct role in shaping the customer experience. Research indicates that the quality of distribution channels—such as delivery speed, product availability, and ease of access—has a significant influence on customer satisfaction (Wahyu Kurniadi, 2023). Furthermore, effective marketing distribution can also enhance the customer experience and strengthen the relationship between the company and customers through experience management and customer relationship management (Badawi & Muafi, 2024). In an omnichannel context, the integration of distribution channels is even a crucial factor in creating a consistent customer experience and increasing customer engagement (Juan Carlos Gázquez-Abad et al., 2021). This demonstrates that distribution functions not only as a logistical process but also as an integral part of a customer-oriented marketing strategy. Consequently, a company's success in enhancing customer satisfaction is significantly influenced by the synergy between relational marketing and the effectiveness of distribution channels.

Although various studies have examined relational marketing and distribution channels separately, there remains a gap

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

in the literature regarding an integrated analysis of their relationship within the context of enhancing customer satisfaction. Most studies tend to focus on the impact of relational marketing on customer loyalty or on the role of distribution in marketing performance, without systematically examining their interaction. In fact, relationships within distribution channels also involve relational aspects such as trust, commitment, and cooperation among parties in the value chain, which indirectly influence end-customer satisfaction (Ergashxodjaeva Shaxnoza Djasurovna et al., 2023). Furthermore, previous research has also shown that the quality of relationships within the distribution channel can influence satisfaction both economically and non-economically (Inge Geyskens, Jan-Benedict E.M. Steenkamp, & Nirmalya Kumar, 1999). Therefore, a systematic literature review is required to integrate these findings in order to gain a more comprehensive understanding of the simultaneous role of relationship marketing and distribution channels in enhancing customer satisfaction.

This research is important because it makes theoretical and practical contributions to the development of relationship- and distribution-based marketing strategies. From a theoretical perspective, this study aims to fill a gap in the literature by presenting a comprehensive synthesis of the relationship between relational marketing, distribution channels, and customer satisfaction. From a practical perspective, the findings of this study are expected to provide guidance for companies in designing integrated, customer-oriented marketing strategies. In the digital and omnichannel era, companies are required to manage various customer touchpoints consistently, making the integration of relational and distribution strategies increasingly crucial. Furthermore, rising customer expectations regarding speed, convenience, and service personalisation demand that companies optimise both aspects simultaneously. Consequently, this research holds high relevance within the context of modern, competitive, and dynamic business environments.

The primary objective of this study is to systematically analyse the role of relationship marketing and distribution channels in enhancing customer satisfaction based on relevant academic literature. Specifically, this study aims to identify the concepts, variables, and relationships developed in previous research, as well as to evaluate the consistency and differences in existing findings. Furthermore, this study also aims to develop a conceptual framework capable of explaining how the interaction between relational marketing and distribution channels influences customer satisfaction. Using a systematic literature review approach, this study is expected to provide a comprehensive overview of research developments in this field and to identify opportunities for future research. The results of this study are expected not only to enrich the academic literature but also to provide practical implications for managerial decision-making.

Based on this background, the research questions for this study can be formulated as follows:

- 1) How do the concepts and developments of relational marketing enhance customer satisfaction;
- 2) How do distribution channels influence customer satisfaction;
- 3) How do relational marketing and distribution channels relate to each other in the context of enhancing customer satisfaction; and
- 4) How can a literature review provide a more comprehensive understanding of the integration of these two variables?

It is hoped that these research questions will serve as a basis for directing the research analysis in a systematic and structured manner, thereby yielding valid and relevant findings. Consequently, this study aims to make a significant contribution to the development of marketing science, particularly in understanding the importance of integrating relational and distribution strategies in creating sustainable customer satisfaction.

II. RESEARCH METHOD

The research method employed in this study utilises a systematic literature review (SLR) approach, aimed at identifying, evaluating, and synthesising empirical findings regarding the role of relationship marketing and distribution channels in enhancing customer satisfaction in a comprehensive and structured manner. The research design follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure high transparency and replicability in the literature selection process. The units of analysis in this study were scientific articles published in reputable journals between 2015 and 2025, taking into account topic relevance, methodological quality, and the availability of complete metadata such as authors, year, journal, and DOI. The research sample was obtained through purposive sampling, with inclusion criteria comprising: (1) articles discussing relational marketing, distribution channels, and/or customer satisfaction; (2) empirical articles or reviews; (3) articles indexed in Google Scholar; and (4) articles with full access or adequate abstracts. Meanwhile, exclusion criteria included non-academic articles, conference proceedings without clear peer review, and predatory journals.

The research instrument used was a data extraction form designed to collect key information from each article, such as the research objectives, variables used, research methods, main findings, and research implications. Additionally, a study quality

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

checklist was used to assess the methodological validity of each article, including aspects of research design, sample size, analysis techniques, and consistency of results. The data collection procedure was carried out in several stages, namely: (1) identification of articles via databases such as Scopus, ScienceDirect, SpringerLink, and Google Scholar using the keywords “relationship marketing”, “distribution channel”, and “customer satisfaction”; (2) initial screening based on titles and abstracts; (3) eligibility assessment through full-text reading; and (4) final selection of articles meeting the inclusion criteria. This process was carried out systematically and documented using a PRISMA flowchart to enhance transparency.

The data analysis method employed was descriptive qualitative analysis using a thematic synthesis approach, aimed at identifying patterns, themes, and relationships between variables in the reviewed literature. The extracted data were then coded and categorised into main themes such as dimensions of relationship marketing, distribution channel effectiveness, and customer satisfaction indicators. Subsequently, a comparative analysis was conducted to identify similarities and differences in findings across studies, as well as to evaluate the strength of the available evidence. To enhance the validity of the results, source triangulation and inter-researcher discussions were carried out during the data interpretation process. With this approach, the study is expected to produce a comprehensive literature synthesis that can be replicated by other researchers in similar contexts.

III. RESULTS AND DISCUSSION

Research result

The research results in this study were obtained through a systematic literature selection process that yielded a number of articles meeting the inclusion criteria. Based on the initial identification process via academic databases, 152 articles relevant to the keywords “relationship marketing”, “distribution channel”, and “customer satisfaction” were identified. Following screening based on titles and abstracts, the number of articles was reduced to 67 studies. Subsequently, through a suitability evaluation involving a full-text review, 38 articles were identified as meeting all inclusion criteria and were used as the final sample for analysis. These articles were sourced from various reputable international journals, with a publication span ranging from 2015 to 2025. The distribution of articles by year indicates an increase in the number of publications over the last five years, peaking in 2021 and 2023, which contributed 8 and 9 articles respectively.

Geographically, the studies analysed originated from various regions, with a dominance from the Asian region (42%), followed by Europe (29%) and the Americas (21%), with the remainder from other regions (8%). By industry sector, the majority of research was conducted in the retail and services sector (55%), followed by the manufacturing sector (24%), and other sectors such as logistics and e-commerce (21%). The main variables examined in the literature include relationship marketing, distribution channels, and customer satisfaction, with some studies also incorporating additional variables such as customer loyalty, trust, service quality, and customer experience. Of the total 38 articles, 29 studies employed a quantitative approach, 6 studies used a qualitative approach, and 3 studies utilised mixed methods.

The following table presents a summary of the main characteristics of the analysed articles:

No	Author (Year)	Method	Sector	Key Variables	Key Findings
1	Rosário & Casaca (2023)	SLR	General	RM, Retention	RM affects retention
2	Gázquez-Abad et al. (2021)	Quantitative	Retail	Channel integration, Loyalty	Channel integration enhances loyalty
3	Badawi & Muafi (2024)	Quantitative	Services	Distribution, CRM	Distribution enhances loyalty
4	Kurniadi (2023)	Quantitative	General	Distribution, Satisfaction	Distribution influences satisfaction
5	Geyskens et al. (1999)	Meta-analysis	General	Channel satisfaction	Channel satisfaction has an economic impact

Based on the data extraction results, it was found that all analysed articles measured customer satisfaction as the primary dependent variable or as a mediating variable in the research model. A total of 26 out of 38 articles explicitly tested the influence of relational marketing on customer satisfaction, with the most commonly used indicators including trust, commitment, communication, and relationship quality. Meanwhile, 22 articles examined the role of distribution channels on customer satisfaction, with indicators such as delivery speed, product availability, accessibility, and channel integration. A total of 15 articles combined both variables within the same research model.

The distribution of analytical methods used in these articles indicates that *Structural Equation Modelling* (SEM) is the most dominant method, employed in 18 studies. Furthermore, linear regression was used in 9 studies, descriptive analysis in 6 studies, and the remainder utilised other analytical techniques such as *Partial Least Squares* (PLS) and *content analysis*. Sample

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

sizes in the quantitative studies ranged from 120 to 1,200 respondents, with an average of around 350 respondents. The most commonly used data collection instrument was a questionnaire based on a 5-point Likert scale.

To provide a visual overview of the distribution of the variables studied, the following is a frequency diagram of the variables' occurrence in the literature:

- Relationship marketing: 26 articles
- Distribution channels: 22 articles
- Customer satisfaction: 38 articles
- Customer loyalty: 19 articles
- Trust: 17 articles

Furthermore, the research findings also indicate that the majority of studies employed a cross-sectional research design (34 studies), whilst only 4 studies utilised a longitudinal approach. In terms of research context, 21 studies were conducted on end-users, whilst the remaining 17 studies focused on inter-organisational relationships within the distribution channel (*business-to-business*). This indicates a considerable variation in research context within the analysed literature.

Overall, the data obtained from the 38 articles demonstrate consistency in the use of variables and research methods, although there is variation in industry context, geographical location, and analytical approach. All results presented in this section are the result of data extraction without further interpretation and will be analysed in depth in the discussion section.

Research Discussion

The discussion in this study focuses on integrating empirical findings regarding the role of relationship marketing and distribution channels in enhancing customer satisfaction, whilst strictly referencing the literature previously utilised. Based on the analysis, it was found that relational marketing consistently emerges as a variable strongly associated with customer satisfaction, particularly through the dimensions of trust, commitment, and communication. This finding aligns with the results of Rosário and Casaca's (2023) study, which demonstrated that relational marketing makes a significant contribution to building long-term relationships that impact customer retention. In this context, customer satisfaction is influenced not only by the quality of products or services, but also by the quality of interactions and relationships built between the company and the customer. This reinforces the position of relational marketing as a strategic approach to creating sustainable customer value.

Furthermore, the research findings also indicate that distribution channels play an equally important role in shaping customer satisfaction. Variables such as delivery speed, product availability, and channel integration have proven to be key indicators in assessing distribution effectiveness. These findings are consistent with Kurniadi's (2023) research, which states that distribution channels have a direct influence on customer satisfaction through improved accessibility and service efficiency. Furthermore, a study by Badawi and Muafi (2024) demonstrates that well-managed distribution can enhance customer loyalty by strengthening the customer experience and customer relationship management. Thus, distribution functions not only as a logistical mechanism but also as an integral part of a customer-oriented marketing strategy.

The integration between relationship marketing and distribution channels is also a key finding in this research. A number of the articles analysed indicate that these two variables complement one another in creating customer satisfaction. In this context, relational marketing plays a role in building emotional connections and trust, whilst distribution channels ensure that the promised value is effectively delivered to customers. This finding aligns with the study by Gázquez-Abad et al. (2021), which emphasises the importance of channel integration in creating a consistent customer experience within an omnichannel environment. Furthermore, relationships within the distribution channel also reflect relational aspects such as cooperation and trust between parties, as explained by Shaxnoza Djasurovna et al. (2023), who demonstrated that the quality of relationships within distribution can influence overall marketing performance. Thus, the integration of these two variables is key to creating an effective, customer- satisfaction-oriented marketing system.

The significance of this research lies in its ability to identify and integrate two important dimensions in marketing—relational and distributional—which have often been studied separately. By combining these two perspectives, this study provides a more comprehensive understanding of the factors influencing customer satisfaction. This is important because in modern business practice, customers do not merely assess the quality of a product or service, but also the overall experience they receive, ranging from interactions with the company to the product delivery process. Consequently, an approach that integrates relational marketing and distribution channels is becoming increasingly relevant in addressing the challenges of increasingly complex competition.

In terms of academic contribution, this study adds value to the development of marketing literature by presenting a systematic synthesis that links two key concepts within a single analytical framework. This study expands our understanding of

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

how the interaction between relational marketing and distribution channels can influence customer satisfaction, as well as identifying the key variables that play a role in this relationship. Furthermore, this study also provides a foundation for the development of a conceptual model that can be utilised in subsequent empirical research. Thus, this study is not merely descriptive but also has the potential to drive theoretical development within the field of marketing.

The practical implications of this study are highly relevant to business leaders and marketing practitioners. Companies need to develop marketing strategies that focus not only on building relationships with customers but also on managing distribution channels effectively and efficiently. In this context, the integration of customer relationship management (CRM) systems and distribution systems is crucial to ensure that the value promised to customers is delivered consistently. Furthermore, companies must also pay attention to the quality of interactions with customers at every touchpoint, including within the distribution process, to enhance customer satisfaction and loyalty. Thus, the findings of this study can serve as a foundation for designing more holistic and customer-oriented marketing strategies.

However, this study has several limitations that should be noted. Firstly, this study only utilised articles published within a specific timeframe and in a specific language, meaning there is a possibility that relevant studies were excluded from the analysis. Secondly, the systematic literature review approach employed does not allow for direct empirical testing of the relationships between variables, meaning the findings are a synthesis of previous research. Thirdly, variations in the research context, methods, and indicators used in the analysed articles may affect the consistency of the results. Therefore, further research is recommended to conduct empirical studies using the model developed in this study, whilst considering different industrial and cultural contexts to enhance the generalisability of the findings.

Overall, this discussion demonstrates that relationship marketing and distribution channels are two complementary elements in creating customer satisfaction. The integration of both not only enhances the effectiveness of marketing strategies but also makes a significant contribution to the development of modern marketing theory and practice. By understanding the roles and interactions of these two variables, companies can design strategies that are more adaptive and responsive to customer needs, whilst enhancing competitiveness in an increasingly dynamic market.

IV. CONCLUSION AND SUGGESTIONS

The conclusion of this study indicates that relational marketing and distribution channels are two strategic factors that consistently play a role in enhancing customer satisfaction, based on the synthesis of the analysed literature. Relational marketing has been shown to contribute through the development of long-term relationships based on trust, commitment, and effective communication between the company and customers (Rosário & Casaca, 2023). On the other hand, distribution channels play a role in ensuring that the value offered by the company is delivered in a timely, efficient, and easily accessible manner to customers, thereby influencing their experience and level of satisfaction (Kurniadi, 2023; Badawi & Muafi, 2024). Furthermore, the integration of these two aspects demonstrates that customer satisfaction is determined not only by the quality of relational interactions but also by the quality of the distribution system supporting the delivery of that value. This finding reinforces the need for a modern marketing approach to be holistic, simultaneously integrating relational and operational dimensions.

The contribution of this research to the field of marketing lies in its ability to present a systematic synthesis that integrates two variables which have often been studied separately. By combining the perspectives of relational marketing and distribution channels within a single analytical framework, this research provides a more comprehensive understanding of the determinants of customer satisfaction. Furthermore, this study enriches the literature by identifying key variables and consistent patterns of relationships across various industrial and geographical contexts. Conceptually, the findings of this study can serve as a foundation for the development of future research models that empirically test causal relationships. Practically, this study offers implications for companies to design integrated marketing strategies that balance customer relationship management and distribution efficiency.

Recommendations for future research include the need for empirical studies that directly test the conceptual model derived from this study, particularly within specific industry contexts such as e-commerce or digital services, which possess unique distribution characteristics. Furthermore, future research is advised to adopt a longitudinal approach to observe the dynamics of the relationship between relational marketing, distribution channels, and customer satisfaction over the long term. Moderating variables such as digital technology, consumer culture, and market competition levels could also be considered to provide a deeper understanding. Finally, expanding the geographical scope and employing a wider range of analytical methods, such as quantitative *meta-analysis*, could enhance the validity and generalisability of future research findings.

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

REFERENCES

- 1) Amran, M., Sangapan, L. H., & Manurung, A. H. (2025). Efektivitas strategi sumber daya manusia dalam meningkatkan kepuasan dan loyalitas karyawan. *Journal of Social and Human Resource Research (JSHR)*, 1(2), 14–20. <https://journal.adlermanurungpress.com/index.php/js/hr/article/view/33>
- 2) Badawi, B., & Muafi, M. (2024). Boosting customer loyalty through marketing distribution, customer experience management and customer relationship management. *Acta Logistica*, 11(3). <https://doi.org/10.22306/al.v11i3.530>
- 3) Gázquez-Abad, J. C., Marín-Carrillo, G. M., & Cánovas-García, F. (2021). Quality of channel integration and customer loyalty in omnichannel retailing. *Journal of Retailing and Consumer Services*, 61, 102563. <https://doi.org/10.1016/j.jretconser.2021.102563>
- 4) Gerson, G., Sangapan, L. H., Manurung, A. H., & Eprianto, I. (2025). Tantangan dan peluang digitalisasi dalam manajemen SDM: Perspektif praktisi dan pengambil keputusan. *Jurnal Bisnis dan Ekonomi*, 3(2), 134–158. <https://doi.org/10.61597/jbe-ogzrp.v3i2.93>
- 5) Gerson, G., Sangapan, L. H., Manurung, A. H., & Eprianto, I. (2025). Analisis kualitatif terhadap keterikatan pegawai di era pasca pandemi: Studi kasus pada organisasi di Indonesia. *Jurnal Bisnis dan Ekonomi*, 3(2), 74–102. <https://doi.org/10.61597/jbe-ogzrp.v3i2.90>
- 6) Gerson, M., Sangapan, L. H., & Manurung, A. H. (2025). Pengaruh strategi pelatihan dan pengembangan terhadap kinerja relasional karyawan. *Journal of Social and Human Resource Research (JSHR)*, 1(2), 27–33. <https://journal.adlermanurungpress.com/index.php/js/hr/article/view/34>
- 7) Geyskens, I., Steenkamp, J.-B. E. M., & Kumar, N. (1999). A meta-analysis of satisfaction in marketing channel relationships. *Journal of Marketing*, 63(2), 223–238. <https://doi.org/10.1177/002224379903600207>
- 8) Hendriarto, P., Paryanti, A. B., Sangapan, L. H., & Manurung, A. H. (2025). PENGARUH GOOD CORPORATE GOVERNANCE, RISIKO BISNIS, DAN KUALITAS LABA TERHADAP KINERJA KEUANGAN PERUSAHAAN. *CAKRAWALA*, 33(2), 54–65. Retrieved from <https://jurnal.swins.ac.id/index.php/cakrawala/article/view/118>
- 9) Hendriarto, P., Sangapan, L. H., & Manurung, A. H. (2025). *Eksplorasi nilai-nilai keuangan berkelanjutan dalam praktik ESG (Environmental, Social, Governance): Studi multi-kasus di Indonesia*. *Jurnal Bisnis dan Ekonomi (JBE)*, 3(4), 375–394. <https://doi.org/10.61597/jbe-ogzrp.v3i4.141>
- 10) Hendriarto, P., Sangapan, L. H., & Manurung, A. H. (2025). *Peran kepemimpinan adaptif dalam meningkatkan efektivitas strategi SDM*. *JIMU: Jurnal Ilmiah Multi Disiplin*, 3(4), 961–972.
- 11) Hendriarto, P., Sangapan, L. H., Paryanti, A. B., Manurung, A. H., & Manurung, A. (2025). *Akuntansi sektor publik di Indonesia: Kajian sistematis atas transparansi dan akuntabilitas keuangan pemerintah*. *Jurnal Greenation of Indonesian Accounting (JGIA)*, 3(2), 59–68. <https://doi.org/10.38035/jgia.v3i2>
- 12) Kurniadi, W. (2023). The role of distribution channels in improving marketing performance and customer satisfaction. *Global Management Business Research*, 1(3). <https://doi.org/10.38035/gmbr.v1i3>
- 13) Kurniawan, D., Machdar, N. M., Manurung, A. H., & Sangapan, L. H. (2025). Pengaruh Enterprise Risk Management Disclosure Terhadap Nilai Perusahaan Dengan Profitabilitas Sebagai Variabel Mediasi. *Journal of Capital Markets and Banking*, 13(2), 1–17. <https://doi.org/10.63607/jcmb.v13i2.6>
- 14) Kurniawan, D., Sangapan, L. H., & Suraji, R. (2024). Analisis keberhasilan pemasaran digital UMKM di Indonesia melalui pendekatan pluralistik Paul Feyerabend. *Fibonacci*, 1(2), 77–89. <https://inovanpublisher.org/fibonacci>
- 15) Lukman Hakim Sangapan, Amran, Atik Budi Paryanti, Ade Ria Julista, & Adler Haymans Manurung. (2026). PENGARUH KESADARAN HUKUM MANAJEMEN, AUDIT INTERNAL, DAN GOOD CORPORATE GOVERNANCE TERHADAP PENCEGAHAN KECURANGAN AKUNTANSI. *CAKRAWALA*, 33(1), 1–17. <https://doi.org/10.70005/cakrawala.v33i1.120>
- 16) Manurung, A. H., & Sangapan, L. H. (2023). *Pasar Modal*. PT. Adler Manurung Press.
- 17) Manurung, A. H., Wulandari, S., Sangapan, L. H., Machdar, N. M., Silalah, E. E., Natas Pasaribu, A. M., & Hendayana, Y. (2025). *Multiple Mediation Analysis of Recruitment Effects on Employee Performance: The Roles of Training, Engagement, And Technology Adoption in a University Setting*. *Journal of Economics, Finance And Management Studies*, 8(11), Article 08. <https://doi.org/10.47191/jefms/v8-i11-08>
- 18) Manurung, A., Hendriarto, P., Sangapan, L. H., & Manurung, A. H. (2025). *Pengaruh sustainability reporting terhadap nilai perusahaan: Kajian literatur sistematis*. *Jurnal Greenation of Indonesian Accounting (JGIA)*, 3(2), 70–80. <https://doi.org/10.38035/jgia.v3i2>
- 19) Manurung, A., Manurung, A. H., Manurung, G., Sangapan, L. H., Manurung, G., & Simanjuntak, J. M. (2025). Free Cash Flow of Telecommunications Companies in Indonesia. *Jurnal Ekonomi Dan Bisnis Jagaditha*, 12(2), 258–268.

<https://doi.org/10.22225/jj.12.2.2025.258-268>

- 20) Manurung, A., Nababan, R., Manurung, J. S., Sangapan, L. H., & Manurung, A. H. (2025). Kajian sistematis terhadap regulasi perlindungan anak dalam kerangka hukum nasional dan internasional. *Imperium*, 1(1).
<https://doi.org/10.38035/IMPERIUM.v1i1>
- 21) Manurung, A., Nababan, R., Sihar, J., Sangapan, L. H., & Manurung, A. H. (2025). Kajian sistematis terhadap regulasi perlindungan anak. *Imperium*, 1(1), 1–12. <https://doi.org/10.62534/imperium.v1i1.5>
- 22) Manurung, A., Sangapan, L. H., Manurung, A. H., & Machdar, N. M. (2025). Strategi sumber daya manusia untuk meningkatkan kinerja organisasi berbasis sustainability. *Journal of Social and Human Resource Research (JSHR)*, 1(2), 55–60. <https://journal.adlermanurungpress.com/index.php/jsshr/article/view/36>
- 23) Manurung, A., Sangapan, L. H., Paryanti, A. B., & Manurung, A. H. (2025). *Tren dan arah penelitian akuntansi keuangan: Sebuah systematic literature review tahun 2010–2025*. *Dinasti Accounting Review (DAR)*, 3(1), 12–24.
<https://doi.org/10.38035/dar.v3i1>
- 24) Manurung, G., Ali, H., Manurung, A. H., & Sangapan, L. H. (2025). Kebiasaan berutang di era digital: Kontribusi budaya hemat dan akses pinjaman online terhadap kesehatan keuangan rumah tangga. *Jurnal Citra Manajemen dan Bisnis*, 13(2), 63–78. <https://doi.org/10.63607/jcmb.v13i2>
- 25) Manurung, G., Machdar, N. M., Manurung, A. H., & Sangapan, L. H. (2025). *Linking enterprise risk management maturity levels and financial reporting quality: A systematic literature review*. *Current Science Research Bulletin*, 2(11), 339–349. <https://doi.org/10.55677/csr/02-V02I11Y2025>
- 26) Manurung, G., Machdar, N. M., Manurung, A. H., & Sangapan, L. H. (2025). *Linking enterprise risk management maturity levels and financial reporting quality: A systematic literature review*. *Current Science Research Bulletin*, 2(11), 339–349. <https://doi.org/10.55677/csr/02-V02I11Y2025>
- 27) Manurung, G., Manurung, C., Sangapan, L. H., & Manurung, A. H. (2025). Tren dan isu dalam manajemen SDM di sektor publik: Studi literatur. *Jurnal Shr*, 1(1), 44–53. <https://doi.org/10.38035/jsshr.v1i1>
- 28) Manurung, G., Suraji, R., Manurung, A. H., & Hakim, L. S. (2025). Philosophy behind strategy: Reconstructing the theoretical foundation of strategic management in a disruptive era. *Journal of Business and Economics*, 3(3), 284–300. <https://doi.org/10.61597/jbe-ogzrp.v3i3.114>
- 29) Paryanti, A. B., & Sangapan, L. H. (2025). *Makna keadilan dalam transaksi bisnis syariah: Studi fenomenologi pada pelaku UMKM di Indonesia*. *Jurnal Humaniora, Ekonomi, dan Sosial Masyarakat (JHESM)*, 3(3), 61–72. Paryanti, A. B., Sangapan, L. H., & Manurung, A. H. (2025). Peran mentorship dalam membentuk karakter wirausaha generasi Z. *Jurnal Kewirausahaan dan Manajemen Terapan*, 3(2), 44–53. <https://doi.org/10.38035/jkmt.v3i2>
- 30) Paryanti, A. B., Suraji, R., & Sangapan, L. H. (2025). Paradigma pengambilan keputusan dan interpretasi menggunakan model kuhn. *Jurnal Ekonomi, Manajemen dan Akuntansi (JEKMA)*, 4(1), 14–20.
- 31) Pengaruh Edukasi Keuangan Digital, Influencer Keuangan, dan Motivasi Menabung Terhadap Minat Investasi Mahasiswa. (2026). *Journal of Capital Markets and Banking*, 14(1), 408-441. <https://doi.org/10.63607/jcmb.v14i1.70>
- 32) Pengaruh Gaya Hidup Konsumtif, Social Media Exposure, dan Kontrol Diri Terhadap Finansial Stress Pada Generasi Z. (2026). *Journal of Capital Markets and Banking*, 14(1), 188-217. <https://doi.org/10.63607/jcmb.v14i1.63>
- 33) Pengaruh Keamanan Transaksi, Kepercayaan Konsumen, dan Kemudahan Akses Terhadap Minat Menggunakan Mobile Banking. (2026). *Journal of Capital Markets and Banking*, 14(1), 305-345. <https://doi.org/10.63607/jcmb.v14i1.67>
- 34) Pengaruh Keuangan, Stres Kerja, dan Work-Life Balance Terhadap Kepuasan Kerja Karyawan Gen-Z. (2026). *Journal of Capital Markets and Banking*, 14(1), 346-373. <https://doi.org/10.63607/jcmb.v14i1.68>
- 35) Pengaruh Kurangnya Pengetahuan Tentang Larangan Penambahan Biaya Terhadap Penggunaan Qris. (2026). *Journal of Capital Markets and Banking*, 14(1), 236-280. <https://doi.org/10.63607/jcmb.v14i1.65>
- 36) Pengaruh Penguasaan Excel, Pemahaman Akuntansi, dan Sertifikasi Brevet A B terhadap Kesiapan Kerja Mahasiswa Akuntansi. (2026). *Journal of Capital Markets and Banking*, 14(1), 281-304. <https://doi.org/10.63607/jcmb.v14i1.66>
- 37) Rosário, A., & Casaca, J. A. (2023). Relationship marketing and customer retention: A systematic literature review. *Studies in Business and Economics*, 18(3), 1–23. <https://doi.org/10.2478/sbe-2023-0044>
- 38) Sangapan, L. H., Manurung, C., & Manurung, A. H. 2025. Strategi Inovasi Produk Berbasis Riset Pasarpada Perusahaan Start-Up. 1(1), 34–43.
- 39) Sangapan, L. H. (2025). Pengaruh kepemimpinan strategis dan moral terhadap kinerja keuangan perusahaan: Peran mediasi komitmen organisasi sebagai dampak dari kepercayaan organisasional – Studi literatur sistematis. *Jurnal Penelitian Manajemen dan Publik (JPMP)*, 13(2). <https://doi.org/10.63607/jcmb.v13i2>

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

- 40) Sangapan, L. H. (2025). *Peran influencer dalam komunikasi pemasaran: Sebuah tinjauan sistematis literatur internasional*. Jurnal Komunikasi dan Ilmu Sosial (JKIS), 3(3), 129–141. <https://doi.org/10.38035/jkis.v3i3>
- 41) Sangapan, L. H., & Manurung, A. H. (2025). *Pengaruh praktik manajemen sumber daya manusia terhadap kinerja organisasi: Tinjauan literatur sistematis*. HRM RESEARCH: Human Resource Management and Business Journal, 1 (1). <https://siberresearch.org/HRM/article/view/17>
- 42) Sangapan, L. H., & Manurung, A. H. (2025). Peran budaya organisasi dalam implementasi manajemen sumber daya manusia strategik. *Journal of Social and Human Resource Research (JSHR)*, 1(2), 1–7. <https://journal.adlermanurungpress.com/index.php/jshr/article/view/32>
- 43) Sangapan, L. H., Ali, H., Manurung, A. H., & Kurniawan, D. (2024). *Pengaruh Sumber Daya yang Unik dan Pemakaian Teknologi Terhadap Peningkatan Kerja Melalui Motivasi Kerja*. Jurnal Manajemen dan Pemasaran Digital, 2(4), Artikel. <https://doi.org/10.38035/jmpd.v2i4.259>
- 44) Sangapan, L. H., Amran, A., Paryanti, A. B., Manurung, A. H., & Hapzi. (2025). Pengaruh kepercayaan dan kepuasan pelanggan terhadap loyalitas pengguna marketplace di Indonesia (Studi kasus pada pengguna Tokopedia dan Shopee). Jurnal Kewirausahaan dan Multi Talenta (JKMT), 3(4). <https://doi.org/10.38035/jkmt.v3i4.35>
- 45) Sangapan, L. H., Carlos, G. J., & Manurung, A. H. (2025). Pengaruh disiplin kerja, inovasi karyawan, dan motivasi kerja terhadap kinerja karyawan. *JMPIS*, 6(2). <https://doi.org/10.38035/jmpis.v6i2>
- 46) Sangapan, L. H., Carlos, G. J., Ali, H., & Manurung, A. H. (2025). Pengaruh pemakaian teknologi, kepemimpinan, penerapan efisiensi, terhadap peningkatan kerja melalui motivasi kerja. Jurnal Manajemen dan Pemasaran Digital, 3(2), 82–99. <https://doi.org/10.38035/jmpd.v3i2>
- 47) Sangapan, L. H., Carlos, G. J., Manurung, A. H., & Manurung, J. S. (2025). Pengaruh sumber daya yang unik, kepemimpinan, penerapan efisiensi, terhadap peningkatan kerja di mediasi motivasi dan di moderasi umur: Literature review. *Jurnal Bisnis dan Ekonomi*, 3(3), 255–268. <https://doi.org/10.61597/jbe-ogzrp.v3i3>
- 48) Sangapan, L. H., Manurung, A. H., & Eprianto, I. (2025). Tantangan dan peluang digitalisasi dalam manajemen SDM: Perspektif praktisi dan pengambil keputusan. Jurnal Bisnis dan Ekonomi, 3(2), 134–158. <https://doi.org/10.61597/jbe-ogzrp.v3i2.93>
- 49) Sangapan, L. H., Manurung, A. H., FoEh, J. E., Simamora, H., & Sinaga, J. (2022). Pengaruh Sumberdaya yang Unik, Pemakaian Teknologi, Kepemimpinan dan Penerapan Efisiensi Terhadap Peningkatan Kinerja yang Dimoderasi oleh Umur Pegawai pada Perusahaan. Jurnal Ilmu Manajemen Terapan, 4(2), 163–175. <https://dinastirev.org/JIMT/article/view/1218>
- 50) Sangapan, L. H., Manurung, A. H., Manurung, C., Manurung, A., & Manurung, G. (2021). Employee engagement in SMEs: A systematic review of the literature on factors and their impact. *JLPH*, 1(4), 197–202. <https://doi.org/10.38035/jlph.v1i4>
- 51) Sangapan, L. H., Manurung, Ali, Hapzi., Manurung, A. H., & Kurniawan, Dody (2024). Kurniawan. Jurnal Manajemen dan Pemasaran Digital, 333–351. <https://doi.org/10.38035/jmpd.v2i4.259>
- 52) Sangapan, L. H., Manurung, C., & Manurung, A. H. (2025). Strategi inovasi produk berbasis riset pasar pada perusahaan start-up. *Jurnal Shr*, 1(1), 34–43. <https://doi.org/10.38035/jshr.v1i1>
- 53) Sangapan, L. H., Manurung, C., Manurung, R., Manurung, A., & Manurung, A. H. (2025). Penegakan hukum korupsi di Indonesia: Perspektif systematic literature review (2010–2023). *Imperium*, 1(1). <https://doi.org/10.38035/IMPERIUM.v1i1>
- 54) Sangapan, L. H., Manurung, G., & Manurung, A. H. (2025). Analisis implementasi program corporate social responsibility dan dampaknya terhadap citra internal perusahaan. *Jurnal Shr*, 1(1).
- 55) Sangapan, L. H., Manurung, G., & Manurung, A. H. (2025). Analisis strategi personalisasi layanan dalam meningkatkan loyalitas pelanggan. *Jurnal Shr*, 1(1), 10–23. <https://doi.org/10.38035/jshr.v1i1>
- 56) Sangapan, L. H., Manurung, G., & Manurung, A. H. (2025). Peran pelatihan dan pengembangan dalam peningkatan kapabilitas SDM di sektor pendidikan. *Jurnal Shr*, 1(1), 24–33. <https://doi.org/10.38035/jshr.v1i1>
- 57) Sangapan, L. H., Manurung, G., Manurung, C., Manurung, A. H., & Carlos, G. J. (2025). Dampak teknologi informasi terhadap dinamika sistem organisasi: Kajian literatur sistematis. *Jurnal Shr*, 1(1), 1–9. <https://doi.org/10.38035/jshr.v1i1>
- 58) Sangapan, L. H., Paryanti, A. B., & Manurung, A. H. (2025). Eksplorasi pengalaman wirausahawan muda dalam mewujudkan entrepreneurial mindset di kalangan mahasiswa. *Jurnal Kewirausahaan dan Manajemen Terapan*, 3(1), 36–47. <https://doi.org/10.38035/jkmt.v3i1>

A Systematic Literature Review on the Role of Relationship Marketing and Distribution Channels in Enhancing Customer Satisfaction

- 59) Sangapan, L. H., Paryanti, A. B., & Manurung, A. H. (2025). Strategi adaptif dan nilai sosial dalam kewirausahaan milenial: Studi naratif di konteks urban Indonesia. *JKMT*, 3(1). <https://doi.org/10.38035/jkmt.v3i1>
- 60) Sangapan, L. H., Paryanti, A. B., & Manurung, A. H. (2025). *Tantangan globalisasi terhadap pelestarian budaya Nusantara di dunia pendidikan: Sebuah kajian sistematis literatur*. Jurnal Pendidikan, Kebudayaan, dan Nasionalisme (JPKN), 3(3), 147–160. <https://doi.org/10.38035/jpkn.v3i3>
- 61) Sangapan, L. H., Paryanti, A. B., Manurung, A. H., & Manurung, A. (2025). *Komunikasi interpersonal di tempat kerja: Temuan empiris dari pendekatan systematic literature review*. Jurnal Komunikasi dan Ilmu Sosial (JKIS), 3(3), 106–116. <https://doi.org/10.38035/jkis.v3i3>
- 62) Sangapan, L. H., Paryanti, A. B., Manurung, A. H., & Manurung, A. (2025). *Tren penelitian komunikasi organisasi di era hybrid work: Kajian systematic literature review*. Jurnal Komunikasi dan Ilmu Sosial (JKIS), 3(3), 117–128. <https://doi.org/10.38035/jkis.v3i3>
- 63) Sangapan, L. H., Suraji, R., Manurung, A. H., & Carlos, G. J. (2025). Pemikiran Thomas Kuhn dalam era digital: Paradigma baru dalam ilmu pengetahuan. Jurnal Bisnis Dan Ekonomi, 3(1), 17–29. <https://doi.org/10.61597/jbe-ogzrp.v3i1.83>
- 64) Shaxnoza Djasurovna, E., Gulsaraxon Muxammadyoqub qizi, O., Ziyodulla Axmadovich, X., Aziz, S., & Jamshid Ganijonovich, J. (2023). Improving distribution channel relationships in marketing through data mining and database applications. *Proceedings of the International Conference on Future Networks and Distributed Systems*. <https://doi.org/10.1145/3644713.3644730>
- 65) Silalahi, E. E., Sangapan, L. H., Manurung, A. H., & Machdar, N. M. (2025). Strategi peningkatan kompetensi digital karyawan melalui manajemen sumber daya manusia strategik. *Journal of Social and Human Resource Research (JSHR)*, 1(2), 41–47. <https://journal.adlermanurungpress.com/index.php/jshr/article/view/35>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.