Customer-Centric Marketing with AI and Data Science Integration in Developing Consumer Satisfaction-Based Marketing Strategies

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ABSTRACT

The development of digital technology has encouraged companies to adopt customer-centric marketing strategies that focus on consumer satisfaction. The integration of Artificial Intelligence (AI) and Data Science creates opportunities to improve data analysis accuracy, personalize experiences, and make real-time decisions. However, many companies still experience a gap between the potential of these technologies and their optimal implementation. This study aimed to explore the effectiveness of integrating AI and Data Science into customer-centric marketing strategies focused on customer satisfaction. A qualitative approach was used, involving participants such as marketing managers, strategy teams, and active consumers. Data was collected through in-depth interviews, participatory observation, and document analysis, then analyzed using a thematic-inductive approach with source triangulation for validity. The research findings indicate that the integration of AI and Data Science enhances market segmentation accuracy, enriches customer experience through personalization, and strengthens real-time data-driven decision-making. There is a positive correlation between the use of these technologies and increased consumer satisfaction. However, challenges include the need for strict data governance, skill gaps in human resources, and high initial investment requirements. The implications of this study emphasize the importance of developing technological capabilities and human resources to maximize the benefits of AI and Data Science in marketing strategies, while maintaining consumer trust and loyalty in a sustainable manner.

Keywords: Customer-Centric Marketing, Artificial Intelligence (AI), Data Science, Customer Satisfaction, Marketing Strategy

INTRODUCTION

The development of digital technology has brought fundamental changes to the way companies interact with consumers. Increasingly fierce market competition requires companies to offer high-quality products or services and to understand consumer needs and preferences in greater depth (Risdwiyanto et al., 2023). In this context, customer-centric marketing emerges as a strategic approach that places consumers at the center of all marketing activities (Akbar, 2024). As the volume and complexity of consumer data increase, technologies such as Artificial Intelligence (AI) and Data Science offer significant opportunities to support the implementation of customer-centric marketing. AI facilitates automation in analyzing consumer behavior, predicting trends, and providing real-time personalized recommendations, enabling companies to respond more effectively to consumer needs (Sulastri, 2023). Meanwhile, Data Science provides a robust methodological framework for processing, analyzing, and interpreting large amounts of data, thereby generating accurate strategic insights for marketing decision-making (Özemre & Kabadurmus, 2020).

The integration of AI and Data Science helps companies design more adaptive and precise marketing strategies while focusing on improving customer satisfaction (Nnenna Ijeoma Okeke et al., 2024). By utilizing these technologies, companies can understand consumer behavior in greater detail, develop more personalized and relevant approaches, and increase loyalty, positive experiences, and long-term value (customer lifetime value) for each consumer (Rane, 2023). This approach underscores that effective marketing today depends not only on product quality but also on a company's ability to leverage data and technology to create superior customer experiences.

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Previous research has shown that the application of AI can streamline company operations and provide significant value by tailoring experiences to individual customer preferences (Sulastri, 2023). Other studies highlight how the effective integration of AI and big data analysis in customer-centric organizations can improve various key performance indicators, such as a 56% increase in customer lifetime value, a 47% rise in customer retention rates, and up to 42% improvements in operational efficiency (Mutiarachim, 2025). Additionally, service providers are increasingly leveraging data-driven technologies—including programmatic advertising tools—to target and personalize content for individuals online and on mobile devices (Camilleri, 2020).

However, most previous studies tend to focus solely on the application of AI, while the comprehensive integration of AI with big data in customer-centric marketing strategies has not been thoroughly examined. The emergence of AI has helped marketers process large amounts of data from various sources, such as social media, customer feedback, and purchase history, with unprecedented speed and accuracy. AI algorithms can identify behavioral patterns and predict future behavior, enabling companies to make more informed and targeted marketing decisions. This application has been shown to reduce waste in marketing activities, increase return on investment (ROI), and significantly enhance customer satisfaction (Priya et al., 2025).

Various studies also confirm that customer satisfaction has a positive correlation with loyalty, retention, and customer lifetime value (Khan et al., 2022; Dandis et al., 2022; Singh et al., 2023). Nonetheless, many companies still face challenges in effectively integrating data analysis into their marketing strategies, particularly when trying to combine AI and big data for a holistic understanding of the consumer experience. This situation creates a gap between the significant potential of technology and the implementation of truly consumer-centric marketing strategies, emphasizing the need for further research on the optimal use of AI and big data to sustainably enhance customer satisfaction and loyalty.

The novelty of this research lies in its approach, which integrates AI and Data Science within customer-centric marketing strategies, rather than applying technology in a fragmented manner. This research reinforces the use of AI for automation and consumer behavior prediction, as well as demonstrates how big data can be processed to generate accurate strategic insights, allowing every marketing decision to be tailored to individual consumer needs and preferences in real time. Based on this novelty, the research aims to explore how the integration of AI and Data Science can be effectively employed in developing customer-centric marketing strategies focused on consumer satisfaction. The primary focus is to identify optimal integration methods, analyze their impact on marketing performance, and formulate strategic models applicable to companies across various industries.

The contribution of this research is expected to provide theoretical benefits for the literature on consumer-based marketing and technology. Additionally, it offers practical guidance for industry players on utilizing AI and Data Science to improve consumer satisfaction, loyalty, and long-term value in a sustainable manner. This approach is intended to help companies bridge the gap between technological potential and the implementation of genuinely consumer-centric marketing strategies while strengthening their competitiveness in an increasingly advanced digital era.

METHOD

This study employed a qualitative approach to understand consumer experiences, perceptions, and attitudes, as well as the implementation of customer-centric marketing supported by AI and Data Science. The qualitative approach was chosen to explore phenomena in depth, understand issues holistically, and generate rich strategic insights, rather than simply measuring quantitative relationships between variables (Lim, 2025). Participants included marketing managers or strategic teams responsible for implementing AI and Data Science, as well as active consumers who interact directly with the company.

Research data was collected using various qualitative techniques to obtain a comprehensive picture. Interviews were conducted with marketing managers and strategic teams to understand the use of AI and Data Science in developing customer-centric marketing strategies. Additional interviews with consumers explored their experiences, satisfaction levels, and perceptions regarding the implemented marketing strategies. Participatory observation was undertaken to observe consumer interactions with the company's platform and to witness the implementation of data-driven marketing strategies firsthand. Document analysis was conducted by examining internal reports, CRM data, consumer satisfaction survey results, and relevant marketing materials, thereby confirming and reinforcing insights from interviews and observations.

The research instrument was non-structural and flexible, consisting of an interview guide that focused on key topics such as consumer-based marketing strategies, the use of AI and Data Science in marketing decision-making, and consumer perceptions and experiences of personalization and interaction. Data analysis was carried out thematically and inductively, emphasizing the identification of patterns, themes, and categories that emerged from interviews, observations, and documents. To ensure the validity of findings, data triangulation was performed by comparing various sources and methods. Member checking was also conducted by inviting participants to review initial findings to confirm that the researcher's interpretations matched their experiences. Every step of data collection, analysis, and interpretation was documented to maintain transparency and ensure the reliability of the findings.

RESULTS AND DISCUSSION

The National Socio-Economic Survey (SUSENAS) released by the Central Statistics Agency in 2023 indicated that 69.21% of Indonesia's population aged five years and above had access to the internet. Among these users, the majority accessed the internet for entertainment purposes (80.26%), followed by obtaining news information (76.08%) and accessing social media (76.04%). In contrast, internet use for economic activities such as purchasing goods or services stood at 19.5%, while other productive uses—including sending or receiving emails (12.6%), online learning (10.12%), financial services (9.48%), as well as productive activities like selling goods/services, content creation, and remote work—remained below 6%.

This survey shows that the primary use of the internet in Indonesia is still centered on entertainment and social interaction, whereas its application for productive activities is relatively low. This reality presents a significant opportunity for businesses to optimize digital marketing by leveraging entertainment platforms and social media as more creative and interactive promotional channels. With the right strategies, the substantial user base of internet consumers can be attracted not only for entertainment but also for boosting brand awareness, driving transactions, and expanding market reach more efficiently (Mahadipta et al., 2024).

In business, marketing strategies and techniques serve a vital role in fostering business growth and building a reputable public image. With the transition from the 4.0 industrial revolution to the emerging 5.0 era, all businesses—ranging from MSMEs to large corporations—are compelled to adapt to rapid technological advancements. Digital marketing is increasingly being adopted to broaden market reach and enhance competitiveness. Digitalization has not only changed societal social aspects but has also significantly transformed modern business patterns, which are now more integrated with technology (Chandra et al., 2025).

Technological advancement has become a strategic driver of business transformation, especially through tools like artificial intelligence (AI), big data, and various digital platforms. Technology expedites automation and personalization in marketing while also fostering product innovation, cross-functional collaboration, and data-driven decision-making. AI empowers companies to enhance their marketing strategies through more thorough and dynamic consumer behavior analysis. When combined with data science, AI opens significant opportunities for businesses to understand customer preferences, needs, and behavioral patterns more accurately. Big data analytics and machine learning algorithms enable more precise market segmentation than traditional methods, allowing companies to offer more personalized and relevant solutions. This integration of technology not only heightens operational efficiency but also provides a more valuable customer experience and fortifies competitiveness in the digital age (Agit & Muharram, 2024). As a result, the main focus of modern businesses is increasingly moving toward customer-centric management—an approach that places customers at the core of all corporate strategies and activities.

In the dynamic and competitive modern business landscape, a customer-centric management approach has emerged as a new paradigm in organizational management. Changes in consumer behavior, rapid advancements in digital technology, and growing expectations for personalized and responsive service are compelling companies to reorient their business strategies. The focus, which was once primarily on products, has now shifted toward creating a comprehensive customer experience that encompasses every interaction and the additional value perceived by consumers. This strategy enables companies to meet customer needs more effectively and to foster long-term loyalty—a key competitive advantage in the digital era (Wijaya, 2023; Setiawan et al., 2025).

Building mutually beneficial relationships with customers today requires a more adaptive and flexible approach to information management. Traditional marketing models that focus solely on transactions are increasingly inadequate, as customers now anticipate more personalized, relevant, and sustainable experiences. Research shows that customer satisfaction significantly drives loyalty, which translates into improved

profitability for companies. Customer orientation is an essential strategy for creating long-term value benefiting both the company and its consumers (Ramadhani & Budiarti, 2025).

A marketing strategy centered on satisfaction and loyalty also enables companies to gain richer insights into market demands, behaviors, and preferences. These insights can be leveraged to develop targeted approaches in areas such as product innovation and after-sales service. By balancing service quality with emotional connections, companies can establish strong, enduring bonds with their customers. Focusing on satisfaction and maintaining loyalty is fundamental to contemporary marketing strategies, which prioritize business sustainability and long-term competitiveness (Nugroho & Fadhilah, 2023).

Traditional marketing approaches now need to be refreshed with more creative and innovative methods to remain attuned to evolving market dynamics. The advent of personalized services in digital marketing enables closer relationships with customers, which not only attracts new users but also maintains loyalty among existing ones. Implementing effective digital marketing strategies is considered instrumental in boosting sales and solidifying a product's market position (Sukoco & Maulana, 2022). The rapid proliferation of digital technology and its broad acceptance provide marketers with unprecedented opportunities to establish personal relationships with potential consumers. While some marketers may hesitate to fully embrace digital technology, an increasing number recognize that online engagement is a vital component of modern marketing strategies (Ifadhila et al., 2024).

Additionally, AI and data science enrich the customer experience by enabling real-time interactions. AI-based systems are able to respond to questions, provide solutions, and adapt services rapidly to changing market conditions and consumer demands. AI goes beyond merely delivering messages; it acts as an interactive partner that strengthens bonds between brands and consumers. AI delivers more personalized and relevant experiences by thoroughly analyzing data to generate messages tailored to individual preferences, such as emails, product recommendations, or other content personalized according to previous consumer behavior. Moreover, AI supports more accurate market segmentation, allowing companies to target different groups effectively. AI's ability to anticipate changes in consumer behavior also enables companies to proactively adjust marketing strategies, ensuring they remain relevant and competitive in a dynamic market (Aulia, 2024). This advantage not only improves service quality but also enhances managerial decision-making (Cahyaningrum, 2025).

The integration of artificial intelligence (AI) into marketing systems strengthens data-driven decision-making, allowing companies to quickly tailor strategies to customer preferences in real time. AI is also crucial for maintaining platform security by detecting potential fraud and analyzing suspicious behavior, which increases consumer trust in digital services (Nadzila & Gaffar, 2025). Accurate and rapid data analysis empowers companies to make evidence-based decisions, making marketing strategies more adaptive to competitive dynamics and changing trends (Nurhaeni et al., 2025). This enables companies to manage customer relationships efficiently and effectively. Research by Priya et al. (2025) highlights that AI significantly enhances marketing effectiveness; therefore, organizations are advised to prioritize AI-based personalization, such as dynamic content and tailored recommendations. This approach has proven to foster higher customer engagement and satisfaction.

Zulfikar et al. (2025) further explain that combining artificial intelligence, big data analytics, and the Internet of Things is crucial for advancing personalization, improving marketing efficiency, and creating immersive customer experiences. The research also notes a thematic shift, from focus areas such as e-commerce and information systems to more strategic themes like digital trust, omnichannel marketing, and co-creation between companies and customers. Mutiarachim (2025) provides a proven framework for integrating AI and Big Data Analytics while balancing technological innovation with human-centered design, resulting in increased customer retention, operational performance, and customer lifetime value. These findings confirm that the framework can bridge the implementation gap, a major challenge for many companies in the sector.

However, the study also highlights significant challenges. One major challenge in implementing digital technology is enforcing strict data governance to protect consumer privacy and ensure information security. Poor data management can undermine public trust and damage a company's reputation. Therefore, data governance must be strategic and ongoing, involving a clear organizational structure for data, the appointment of data stewards, development of standardized management policies, and investment in supporting technology to guarantee integrity, security, and regulatory compliance (Azizah & Nasution, 2025). According to Husna & Nasution (2025), companies excelling in comprehensive data governance gain a competitive edge in decision-making because their choices are backed by consistent, accurate, and accountable data.

Another significant barrier to maximizing digital technology is the limited analytical capability of the workforce, particularly in advanced data analysis and translating insights into strategy. As a result, advanced technologies often do not yield optimal outcomes if human resources cannot fully leverage their potential (Nurhaeni et al., 2025). Digital competence is therefore essential for successful technology adoption, involving proficiency in relevant applications and software. Limited ICT training remains a substantial barrier to optimal technology use (Fernández-Batanero et al., 2022). The ability to adapt and learn independently is also critical, given the rapid pace of technological change (Alhashem & Alfailakawi, 2023). Competence in data analysis sets professionals apart, as they must understand, process, and extract actionable insights from data to inform decision-making.

In the Industry 4.0 era, companies planning digital adoption must first conduct comprehensive digital readiness assessments to ensure effective implementation. Developing a structured strategic plan is then essential to guide transformation. The success of digital transition heavily depends on workforce readiness: training, skill development, and effective change management are critical to overcoming resistance and increasing acceptance of new technologies. Regular monitoring and evaluation are also necessary to keep digital strategies aligned with long-term business objectives (Septiani et al., 2024).

Initial implementation of digital strategies typically requires substantial investment, particularly in infrastructure, software, and human resources. Sufficient hardware, reliable networks, and robust security systems are needed to support technology sustainability. Procuring and developing software further streamline and integrate business processes. Equally important, investing in employee training ensures the workforce can utilize new technology optimally. Although this entails significant upfront costs, these measures are vital for successful digital transformation and long-term profitability (Thooha et al., 2025).

Thus, this study emphasizes that successfully adopting AI and data science in marketing hinges not just on technology, but also on overall organizational readiness. Companies must be committed to advancing technological capabilities and concurrently investing in workforce development. A balanced approach, integrating technological innovation, data governance, and human resource development, ensures companies make the most of AI and data science—while also maintaining consumer trust, increasing loyalty, and achieving sustainable competitive advantage in the digital age.

CONCLUSION

The research findings demonstrate that the application of AI and Data Science in marketing strategies not only enhances operational effectiveness but also delivers significant strategic benefits for companies. Integrating these technologies enables more accurate market segmentation through detailed analysis of consumer behavior patterns, allowing companies to offer products and services tailored precisely to individual needs. This directly improves the customer experience by enabling personalized interactions, recommendations, and adaptive real-time services. Additionally, AI's capacity for rapid data processing supports more accurate, evidence-based decision-making, which boosts customer satisfaction and strengthens the company's competitive edge. However, successful implementation faces considerable challenges, including the necessity for stringent regulations and data governance to protect privacy and security, limited human resource competency in operating advanced technologies, and the requirement for substantial initial investment in infrastructure and training. Consequently, the implications of this research underline that companies should invest not only in technology, but also in human resource development and robust governance systems to maximize the sustainable benefits of AI and Data Science, while safeguarding consumer trust—the foundation of long-term loyalty.

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