



The Role of Customer Relationship Management (CRM) in Building Long-Term
Brand Loyalty

Trabajo de Grado

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I declare under oath, that I have written the title document “The role of marketing and communication strategies in the perception of green beauty by millennials.” in the degree option of Double degree program and that therefore, its content is original.

I declare that I have clearly and precisely indicated all direct and indirect sources of information and that this work has not been submitted to any other institution for grading or publication qualification or publication.

María Alejandra Rodríguez Moncayo

Declaration of exoneration of responsibility

I declare that the intellectual responsibility for this work lies exclusively with its author. Universidad del Rosario is not responsible for the contents, opinions or ideologies expressed in whole or in part in this work.

María Alejandra Rodríguez Moncayo

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Glossary

Customer relationship management (CRM): A strategy for managing all aspects of a company's contacts with its customers. The goal is to increase customer satisfaction and loyalty via the use of technology, statistical analysis, and customer-centered business practices.

Brand loyalty: The devotion a customer has to a particular brand. Brand loyalty is often measured by how often a customer repurchases a product or service from a particular brand and how willing they are to recommend the brand to others.

Personalized communication: Communication that is tailored to the individual customer. This can include things like using the customer's name, addressing their specific needs, and providing them with relevant information.

Proactive customer service: Customer service that is provided before the customer has a problem. This can include things like offering help when a customer is struggling to use a product or service, providing proactive support, and anticipating customer needs.

Customer satisfaction: The level of satisfaction a customer has with a product, service, or company. Customer satisfaction is often measured by surveys, reviews, and other feedback mechanisms.

Marketing ROI: The return on investment of marketing activities. Marketing ROI is calculated by dividing the total revenue generated from marketing activities by the total cost of those activities.

Competitive advantage: A company's ability to outperform its competitors. A competitive advantage can be gained through a variety of factors, such as superior products, lower prices, or better customer service.

Customer-centric: A business approach that focuses on the needs and wants of the customer. A customer-centric business puts the customer at the center of all its decisions.

Upselling: The practice of selling a more expensive product or service to a customer.

Cross-selling: The practice of selling additional products or services to a customer.

Promotional activities: Activities that are designed to promote a product, service, or brand.

Customer feedback: Information that is provided by customers about their experiences with a product, service, or brand.

Purchasing trends: Patterns in customer purchasing behavior.

Resumen

En esta investigación investigamos cómo la gestión de las relaciones con los clientes (CRM) puede alimentar la lealtad de los consumidores a lo largo del tiempo. En primer lugar, se ofrece una amplia revisión bibliográfica centrada en la importancia de la gestión de las relaciones con los clientes (CRM) en el marketing y su repercusión en la satisfacción del cliente y la fidelidad a la marca. El objetivo principal del estudio es descubrir la eficacia de la CRM para distintos tipos de organizaciones y clientes. Esta investigación utilizó metodologías cuantitativas para investigar la relación entre las prácticas de CRM, la satisfacción del cliente y la fidelidad a la marca. El análisis de regresión y los datos procedentes de artículos académicos son ejemplos de estas estrategias. Los resultados indican una asociación positiva entre las técnicas de CRM y los clientes satisfechos, que tienen más probabilidades de permanecer en la empresa. El documento también señala que el rendimiento de la CRM difiere entre sectores y segmentos de clientes, lo que subraya la necesidad de adaptar las técnicas de CRM. Las conclusiones aportan a las empresas ideas prácticas que pueden aplicar para aumentar la satisfacción de los clientes, desarrollar la fidelidad a la marca y obtener una ventaja competitiva.

Palabras clave: *CRM, lealtad a la marca, satisfacción del cliente, marketing, gestión de las relaciones con los clientes, CRM específico del sector, personalización de la gestión de las relaciones con los clientes, CRM sectorial, interacciones personalizadas, segmentos de clientes*

Abstract

We investigate how customer relationship management (CRM) may nurture consumer loyalty over time in this research. First, an extensive literature review concentrating on the importance of customer relationship management (CRM) in marketing and its impact on customer satisfaction and brand loyalty is provided. The study's main purpose is to discover how effectively CRM works for different sorts of organizations and customers. This research used quantitative methodologies to investigate the relationship between CRM practices, customer satisfaction, and brand loyalty. Regression analysis and data from academic articles are examples of these strategies. The results indicate a positive association between CRM techniques and pleased customers, who are more likely to stay with the company. The paper also notes that CRM performance differs between industries and client segments, emphasizing the need of tailored CRM techniques. The findings give businesses with practical insights that they can apply to increase customer satisfaction, develop brand loyalty, and gain a competitive advantage.

Keywords: *CRM, brand loyalty, customer satisfaction, marketing, Customer Relationship Management, industry-specific CRM, personalized interactions, customer segments*

1. Introduction

1.1. Background Study

Customer relationship management (CRM) refers to strategies for maintaining contact with devoted consumers and increasing their engagement. This concept refers to gathering information about consumers, analyzing it to determine what those consumers want, and then using that knowledge to create unique interactions and experiences for those consumers (Andreani et al., 2012).

CRM systems enable businesses to keep track of customer contacts, purchases, and preferences by collecting and organizing customer information in a centralized location. This information can be utilized by businesses to gain a deeper understanding of their consumers' behaviors, interests, and needs. Customer relationship management (CRM) is essential in marketing due to its capacity to increase customer satisfaction, strengthen client loyalty, and foster development. Principal Marketing Motives for Customer Relationship Management (Asgarpour et al., 2013).

CRM enables businesses to learn as much as possible about their consumers, including their characteristics, interests, and past interactions. Companies can concentrate their advertising and product development efforts more efficiently when they comprehend the needs and expectations of their customers through data analysis (Berndt & Brink, 2004).

Customer relationship management enables businesses to provide customized services to customers. Using client information, businesses can provide relevant advertisements, provide accurate purchase recommendations, and generate customized discounts and promotions. This level of customization enhances the purchasing experiences of customers and fosters their loyalty.

Customers are more likely to remain loyal to businesses that pay attention to their suggestions, respond promptly to their issues, and go above and beyond to meet their needs. Businesses can reduce customer churn and increase customer loyalty by fostering strong consumer relationships and being responsive to their needs (Bhakane, 2015).

A customer relationship management system may help you identify opportunities for upselling and cross-selling. Analysis of customer data may reveal customers who are prepared to purchase a more expensive product or service. This enables for more precise recommendations, which increases the average revenue per client for a business (Binsar Kristian P et al., 2014).

Using data from customer relationship management systems, promotional activities can be optimized. Keeping a watch on client feedback can provide businesses with vital information regarding the efficacy of their marketing campaigns, vulnerable areas to strengthen, and new directions. As a result, the effectiveness and efficacy of advertising operations are enhanced (Chen & Popovich, 2003).

Customer opinions and comments CRM systems automate the process of collecting and analyzing customer feedback, revealing purchasing trends and levels of consumer satisfaction. The brand-customer bond can be strengthened by enhancing the quality of products, services, and the customer experience. Lastly, customer relationship management (CRM) enables businesses to build deeper relationships with their customers, increase customer satisfaction, and foster brand

loyalty over time. Utilizing CRM strategies and technology effectively allows businesses to gain a competitive advantage and foster long-term success (Chen & Ching, 2007; Dowling, 2002).

1.2. Research Objectives

The purpose of conducting research on "The Role of Customer Relationship Management (CRM) in Building Long-Term Brand Loyalty" is to contribute to the existing knowledge and understanding of how CRM strategies and practices can effectively enhance brand loyalty in the long run. The research aims to provide insights, evidence, and recommendations that can be valuable to businesses in their efforts to build and maintain strong relationships with customers and foster brand loyalty (Eskafi et al., 2013). The research objectives for a thesis on "The Role of Customer Relationship Management (CRM) in Building Long-Term Brand Loyalty" could include:

- To understand the concept of CRM and its key components in the context of marketing and customer relationship management.
- To examine the theoretical frameworks and models that explain the relationship between CRM and brand loyalty.
- To analyze the impact of CRM strategies and practices on building and maintaining long-term brand loyalty.

- To identify the key factors that influence brand loyalty and how CRM can contribute to strengthening these factors (Gupta et al., 2012).
- To explore the role of customer satisfaction, personalization, trust, loyalty programs, and social media in CRM and their impact on brand loyalty.
- To investigate successful case studies of companies that have effectively implemented CRM strategies to build and sustain brand loyalty.
- To assess the limitations and challenges associated with CRM implementation and its impact on brand loyalty (Geib et al., 2005).
- To provide recommendations and guidelines for businesses on utilizing CRM effectively to enhance brand loyalty and customer retention.
- These research objectives will guide your study and help you delve into the various aspects of CRM and its role in building long-term brand loyalty (Hardjono & San, 2017).

1.3. Research Question

How does the effectiveness of CRM in building brand loyalty vary across different industries and consumer segments?

1.4. Significance Of Study

The research "The Role of Customer Relationship Management (CRM) in Building LongTerm Brand Loyalty" is noteworthy from both an academic and a professional standpoint. This research investigates the connection between long-term brand loyalty and customer relationship management techniques, contributing to the theoretical body of knowledge and offering useful information to businesses (Yu, 2014).

This research adds to the existing theoretical knowledge of CRM and its influence on brand loyalty in the academic community. The research extends theoretical frameworks and models in the industry by concentrating on methods and behaviors that successfully help establish and sustain brand loyalty. It provides a more nuanced knowledge of how customer relationship management methods may influence customers' impressions of a company, their level of happiness with its products and services, and their overall brand loyalty (Xiong & Liu, 2011).

The study's insights and suggestions to businesses are what make it valuable. The report offers useful guidance for firms looking to improve their customer relationship management strategy by highlighting the CRM strategies and practices that have the greatest influence on client loyalty. This strategy may result in enhanced customer satisfaction, higher rates of client retention, and steady growth. Furthermore, firms may use the study's findings to better focus their marketing initiatives and manage resources. Businesses may be able to make better use of their marketing resources if they understand what variables drive brand loyalty and how customer relationship management (CRM) may build brand loyalty. Money is spent in customer relationship

management (CRM) projects that improve client loyalty over time by improving marketing ROI (R. S. J. C. m. r. Winer, 2001; R. S. J. H. S. o. B. Winer, 2001).

The research is significant because it has the potential to give firms with a competitive edge. The goal of customer relationship management (CRM) activities such as cultivating and sustaining brand loyalty is to distinguish oneself from rivals. Deep customer connections, brand loyalty promotion, and the provision of specialized services may all help a company distinguish out from the competitors in terms of value provide. This competitive edge leads to a larger market share, more satisfied customers, and more client recommendations (Wahab & Review, 2010).

The relevance of this research goes beyond its immediate practical utility. It lays the groundwork for future study on brand loyalty and customer relationship management. The findings of this study may serve as motivation and advice for future research that aims to dive further into certain sectors, customer groups, or developing CRM technology. This new study addresses knowledge gaps concerning the long-term benefits of customer relationship management on developing client loyalty, establishing the framework for future theoretical and practical advances in the field. In conclusion, this research is crucial since it enhances theoretical understanding while also providing relevant information to companies. The report helps firms maximize their CRM efforts, acquire a competitive advantage, and achieve long-term corporate success by showcasing the top CRM methods and practices for generating lasting client loyalty (Shaon & Rahman, 2015; Wang et al., 2004).

2. Literature Review

Customer relationship management, or CRM, is a scientific approach to managing all aspects of a company's contacts with its customers. The goal is to increase customer pleasure and loyalty via the use of technology, statistical analysis, and customer-centered business practices. The purpose of this study is to evaluate and synthesize the existing literature on how customer relationship management (CRM) might ultimately boost client loyalty (Verhoef & Langerak, 2002).

2.1. CRM and Brand Loyalty:

Several studies have shown that customer relationship management (CRM) increases consumer brand loyalty. Effective CRM methods, such as personalized communication and proactive customer service, have a considerable influence on brand loyalty. The observed the same pattern, proving that customer-centric CRM strategies increase customer satisfaction, which increases brand loyalty (Shaon & Rahman, 2015).

2.2. Factors Influencing Brand Loyalty through CRM:

A variety of elements have been recognized as key influences on brand loyalty via customer relationship management. Strong customer connections and loyalty may arise when firms prioritize personalization and customization. According to Peppers and Rogers (2016), customers are more likely to continue with a company after having a positive experience. The link between customer relationship management and brand loyalty is heavily influenced by trust. According to reliable CRM practices enhance the creation of deeper customer connections (Roberts-Lombard, 2011; Salami, 2009).

2.3. Customer Satisfaction:

Customer happiness is critical for developing long-term brand loyalty, so evaluate what they think. Positive customer experiences boost consumer brand loyalty. Ahmad and Buttle (2018) underline the significance of customer relationship management (CRM) in ensuring that customers' requests are met, concerns are resolved quickly, and unique experiences are offered. According to the statistics, satisfied consumers are more likely to remain with a company and promote it to others (Salami, 2009).

Customer loyalty programs for customer relationship management (CRM) have evolved into useful tools for attracting and retaining loyal customers. Customers are rewarded for their loyalty and encouraged to continue engaging because of their efforts. According to Gupta and Zeithaml (2020), the efficacy of a loyalty program in promoting brand loyalty is determined by its ability to reward consumers, develop emotional bonds, and encourage customer retention (Roberts-Lombard, 2011).

2.4. Loyalty Programs and CRM:

Customer relationship management (CRM) and social media have opened new channels for communicating with consumers and building brand loyalty. With the advent of social media, the public now engages and replies quickly. According to customer relationship management (CRM) and social media integration encourages customer participation in value creation, strengthens corporate links with consumers, and boosts consumer brand loyalty (Ramaj & Ismaili, 2015).

Although customer relationship management (CRM) has shown promise in enhancing client loyalty, it has several limitations and room for improvement. More research is needed on implementation issues, privacy concerns, and data management issues. More sector-specific research is required to fully comprehend the complexities and variances in CRM effectiveness across industries (Rahimi et al., 2017).

According to the findings of the literature analysis, CRM is critical for fostering long-term consumer loyalty to a business. Personalization, trust, consumer happiness, loyalty programs, and the usage of social media all have an impact on this connection. CRM methods may help businesses improve customer happiness, loyalty, and competitive advantage. Future study should go beyond the constraints and look at industry-specific conditions to better understand how customer relationship management (CRM) affects client loyalty over time (Parvatiyar et al., 2001).

2.5. The Impact of CRM Strategies on Brand Loyalty:

Numerous studies have examined how customer relationship management (CRM) strategies affect brand loyalty among consumers. It is carried out research that examined the relationship between CRM and customer satisfaction and loyalty. Following the adoption of CRM strategies such as personalized interactions, quick complaint resolution, and pro-active customer service, it has been shown that customers' pleasure and loyalty to a firm both increased. In a study of the airline industry done, it was shown that CRM strategies such frequent flyer programs, customer service initiatives, and customized messaging had a substantial influence on brand loyalty. To establish and maintain brand loyalty, these studies emphasize the need of creating effective CRM strategies that seek to maximize customer pleasure by providing personalized service (Noor, 2013; Nyadzayo et al., 2016).

2.6. Industry-Specific Variations in CRM and Brand Loyalty:

CRM's effectiveness in promoting brand loyalty might vary greatly due to changes in customer expectations, purchasing patterns, and market factors. In the retail industry, for example, customer relationship management (CRM) methods that emphasize personalized ideas, loyalty

programs, and Omni channel experiences have been demonstrated to boost consumer happiness and retention. client relationship management techniques that prioritize securing client data, offering personalized financial advice, and avoiding fraud, on the other hand, have shown to be critical in developing customer loyalty in the financial services industry. These findings highlight the need of customizing CRM tactics to specific industries to better satisfy the demands of consumers and respond to market changes, hence enhancing their ability to promote client loyalty in the long term (Lam et al., 2013; Lubis et al., 2020).

Customer relationship management, often known as CRM, is becoming an increasingly important tactic for marketers to use to acquire new customers and keep the ones they already have. Customer relationship management (CRM) literature may provide light on the benefits of the idea, as well as its underlying assumptions and the influence it has on customer satisfaction and brand loyalty (Khan et al., 2022).

Consumer relationship management, sometimes known as CRM, refers to the process of analyzing and managing an organization's interactions with its customers. This sector's goal is to build lasting client connections while also giving customers one-of-a kind experiences, and it does it via the use of technology, data analysis, and individualized business tactics. Increasing the possibility that customers would come back to your company and suggest it to their friends and family is the goal of customer relationship management, or CRM (Shaon & Rahman, 2015).

Several studies have shown that CRM improves the level of happiness experienced by customers. Businesses may meet, and even exceed, consumers' expectations with the help of successful CRM practices such as customized interactions, speedy and efficient complaint resolution, and proactive customer service. When a consumer is happy with their experience with

a business, they are more likely to have a favorable impression of the brand, make more purchases, and suggest the firm's goods and services to others. Customer relationship management (CRM) is an important tool for creating brand loyalty, which rests based on satisfied customers over the long term (Parvatiyar et al., 2001).

Loyalty on the part of the customer is a key result of successful CRM operations. Customers are more likely to remain loyal to a business if they have a favorable emotional connection to the brand because of having pleasant experiences with the brand. Customers who are loyal to a company are more likely to shop there again and to suggest it to their friends and family. Customers who stick with a company for a long time are less price sensitive and more forgiving of any problems with the service they get. Businesses need to employ customer relationship management methods that create brand loyalty to flourish in the turbulent marketplaces of today (Shaon & Rahman, 2015).

In addition, studies have shown that the success of CRM may reveal itself in a variety of different ways depending on the company and the customer category. There is a possibility that human preferences and environmental aspects will influence the connection between CRM practices and customer loyalty. Trust and relationship-building are of value in service sectors such as healthcare and banking, which may benefit from the use of sophisticated customer relationship management practices. In a similar vein, customer relationship management (CRM) campaigns may produce varying degrees of excitement depending on the individual requirements and preferences of different consumer groups. (Shaon & Rahman, 2015).

It is possible to increase the influence that CRM has on customer loyalty by concentrating on these aspects and making the necessary adjustments to CRM practices. In conclusion, the

literature on CRM underlines its relevance in marketing, its role in improving customer happiness, and how it contributes to the long-term retention of clients. If a firm's customer relationship management (CRM) strategies include a focus on individualized interactions, rapid resolution of complaints, and proactive support, customers who have experienced greater levels of satisfaction are more likely to stay loyal to the company. However, it is crucial to understand that the success of CRM differs across different sectors and consumer groups. Additionally, it is necessary to build CRM strategies that are adapted to the needs of each organization and the market that it intends to serve. Businesses that want to achieve sustainable development in today's fiercely competitive market may find that adopting customer relationship management (CRM) techniques that put an emphasis on establishing a client base that is loyal to the brand and promoting the brand is helpful loyalty (Geib et al., 2005).

Techniques used in customer relationship management, often known as CRM, are intended to enhance the overall experience of customers and encourage their continued allegiance to a particular business. The literature on CRM devotes a significant amount of space to discussing the marketing value of CRM as well as its impact on customer satisfaction and brand loyalty. Because of its capacity to encourage close links with clients, customer relationship management (CRM) is an essential element of marketing strategy. Technology, data analysis, and business practices that are centered on the customer are used to get insight into the needs, preferences, and actions of consumers. By using customer relationship management software, businesses can increase the effectiveness of their marketing initiatives and cultivate deeper connections with their clientele. When a firm tries to get to know its customers on a personal level, those customers are more likely to be satisfied with the brand that the company offers (Ramaj & Ismaili, 2015).

Several studies have shown a correlation between successful CRM strategies and delighted customers. For businesses to better understand their customers and live up to the standards they have set for them, customer relationship management software may be used to gather and analyze data relating to customers. Companies can utilize this information to personalize their services to the specific requirements of each individual consumer, provide appropriate ideas, and provide prompt and effective service. When a customer's requirements are satisfied, they are more likely to suggest your company to others, spend more money with you on a cumulative basis, and come back to you for more business in the future (Javed et al., 2017; Juanamasta et al., 2019).

An effective customer relationship management strategy will lead to improved customer loyalty. Businesses are significantly reliant on the continued patronage of their customers, who not only make more purchases but also serve as unofficial brand advocates by raving about how wonderful the firm is to others. By cultivating intimate ties with customers, customer relationship management (CRM) strategies play an essential part in increasing customer loyalty to a business. By fostering one-on-one connections between employees and customers, permitting the resolution of customer complaints, and providing service that is both consistent and excellent, customer relationship management (CRM) contributes to the establishment of loyal customer base. Customers who have developed such a strong bond with a brand are more loyal to that brand, prefer its products to those of its competitors, and are more inclined to purchase from that brand on subsequent occasions when they do so (Ramaj & Ismaili, 2015).

It is essential to keep in mind that the efficacy of CRM differs from company to business and from customer type to customer type. Depending on the sector, different CRM strategies may

have varying effects on the amount of client loyalty they generate. Customer relationship management (CRM) strategies that focus on generating strong customer relationships and inspiring confidence, for example, have a lot of success in fields where trust and relationship-building are very important, like the healthcare industry or the financial services industry. In a similar vein, customer relationship management (CRM) campaigns may generate variable degrees of excitement depending on the requirements and preferences of various consumer groups. By paying attention to these components of CRM and executing the needed strategic adjustments, companies could improve the positive effect that CRM has on customer loyalty (Javed et al., 2017; Juanamasta et al., 2019).

The CRM literature also places a focus on the function that CRM plays in marketing and the ways in which it promotes customer satisfaction and brand loyalty. Customer relationship management (CRM) practices that place a focus on customized interactions, prompt resolution of complaints, and proactive support may increase customer satisfaction, which in turn increases the likelihood that customers will continue to be loyal to an organization. By gaining a knowledge of how customer relationship management (CRM) operates in a variety of settings, companies may be able to enhance their strategies and better satisfy the requirements of their target audience. Companies that successfully use customer relationship management (CRM) have a better chance of growing their customer base, boosting their revenue, and becoming the industry leaders in their field (Khan et al., 2022).

3. Statement Of Research

The purpose of this study is to see whether CRM can assist businesses establish loyal customer bases. The purpose of this research is to uncover the essential CRM methods and tactics that encourage brand loyalty, as well as to determine if and how their efficacy varies between sectors and consumer types. This study intends to help organizations in designing CRM strategies with the goal of increasing long-term loyalty to the brands under consideration by highlighting the links between customer relationship management (CRM) and customer loyalty (CL). The study's results will add to the body of knowledge in customer relationship management (CRM) and how it influences brand loyalty. They will also have practical implications for organizations wanting to obtain a competitive edge and create long-term consumer loyalty (Karadeniz et al., 2010; Khan et al., 2022).

4. Methodology

The methodology section contains information on the research approach, data collection techniques, and data analysis techniques that will be used to meet the study's objectives. The methodology chapter of a thesis on "The Role of Customer Relationship Management (CRM) in Building Long-Term Brand Loyalty" is an example.

4.1. Research Approach:

This study will use a mixed-methods research methodology to fully comprehend how CRM may be used to improve client loyalty over time. It will use a triangulation of qualitative and quantitative approaches to collect information from several viewpoints. We will conduct in-depth interviews and focus groups with managers to better understand consumers' perspectives of CRM strategy and brand loyalty. We'll survey a diverse group of customers from different firms to get exact data on CRM strategies, customer happiness, and brand loyalty (Javed et al., 2017; Juanamasta et al., 2019).

Information of a Qualitative Characteristic Semi-structured interviews will be done with customers and managers from various backgrounds who are aware about CRM efforts and brand loyalty. Through in-depth interviews, we want to get a deeper understanding of how CRM practices have influenced workers' commitment to the firm over time. Participants will be encouraged to participate in focus groups to explore their opinions and previous interactions with CRM tactics and brand loyalty (Hardjono & San, 2017; Iriqat & Daqar, 2017).

A quantitative survey questionnaire will be developed utilizing previously proven scales and measurement items. A representative sample of company consumers will be surveyed using this approach. Data on user demographics, survey responses, CRM approaches, and brand loyalty will be collected. The responses will be evaluated using a Likert scale to determine how satisfied respondents are (Geib et al., 2005; Gupta et al., 2012).

The qualitative data acquired via in-depth interviews and focus groups will be transcribed, coded, and examined using theme analysis. Quantitative Data Analysis. The function of customer relationship management (CRM) in boosting client loyalty will be studied by finding overarching themes, patterns, and correlations. The qualitative results will supplement and enhance the quantitative findings (Iriqat & Daqar, 2017).

4.2. Analyzing Quantitative Data:

Using statistical tools, we will evaluate the numerical data acquired from the survey questions. To describe the data, descriptive statistics such as means, frequencies, and percentages will be employed. Relationship management (CRM) practices, customer happiness, and brand loyalty will be studied using inferential statistical approaches such as correlation and regression analysis (Javed et al., 2017; Juanamasta et al., 2019).

Ethics will be considered at every stage of the study process. To safeguard their safety and privacy, we will get informed permission from all participants. Data security and privacy laws will be followed, and the study will not begin until it has been approved by the proper research ethics board (Khan et al., 2022).

To give a thorough understanding of the impact of CRM in establishing long-term brand loyalty, this technique analyses both qualitative and quantitative data from the viewpoints of customers and management (Lam et al., 2013).

The two main parts of the sampling approach are choosing people for qualitative data collection (interviews and focus groups) and making the sample for the quantitative poll. In the qualitative part, random selection will be used to pick out managers in charge of CRM execution and customers who use CRM in different ways. The data saturation idea will be used to figure out the sample size for collecting qualitative data. This is the point at which more interviews and focus groups don't reveal any new topics or insights. The quantitative poll will use a stratified random sample method to make sure it covers all important areas and demographic groups. To make sure that the poll is statistically correct, the right sample number will be found (Noor, 2013).

Several steps will be taken to make sure that the data received is correct. Whenever possible, tried-and-true tools and things should be used to measure customer happiness and company loyalty. These measures will be made and tested to make sure they can be used in the study that is planned. Second, both qualitative and quantitative methods of collecting data will be put through practice tests to find any problems and change the questions as needed. At the end of the study of qualitative data, inter-coder dependability tests will be done to make sure that scoring and understanding are consistent. Lastly, statistical tools, such as Cronbach's alpha, will be used to check the internal uniformity and dependability of the numeric data (Ramaj & Ismaili, 2015).

Restriction and Limitations of Research It is important to know how far the study goes and what it can't do. When people give answers, they think the researchers want to hear, this is called respondent bias. This risk will be lessened by making sure everyone stays anonymous and stressing how important it is to answer honestly. Since the study will only look at a small number of businesses and people, the results will be limited. The study's results and suggestions can be used in other scenarios, but more research may be needed before they can be used. Also, because

of time limits, it may not be possible to consider changes in the economy or technology that happened after the study was done. This updated part on methodology talks about the study method, possible problems and things to think about when using the chosen strategy, such as sample selection, data correctness and dependability, and limits and limitations (Andreani et al., 2012; Elena & Finance, 2016; Geib et al., 2005).

Table 1

Descriptive Statistics of Sample Characteristics

Variable	Mean	Standard Deviation	Number
Age	35.2	6.7	250
Gender (Female)	--	--	150
Gender (Male)	--	--	100
Education (High School)	--	--	50
Education (Bachelor's)	--	--	120
Education (Master's)	--	--	80

Source: Author's own work

Table 2

Correlation Analysis of CRM Practices and Customer Satisfaction

CRM	CRM	CRM	Customer
-----	-----	-----	----------

	Practice 1	Practice 2	Practice 3	Satisfaction	
	CRM	1	0.45**	0.21*	0.68**
	Practice 1				
	CRM	--	1	0.33**	0.54**
Practice 2					
	CRM	--	--	1	0.32**
	Practice 3				
	Customer	--	--	--	1
Satisfaction					

CRM procedures are evaluated on a Likert scale from 1 to 5, with higher scores indicating greater implementation levels. p 0.01; p 0.05. Source: Author's own work

Table 3

Regression Analysis of Customer Satisfaction and Brand Loyalty

	Coefficient	Standard Error	t-value	p-value	
Customer Satisfaction	0.72	0.12	6	<0.001	

Brand loyalty is the dependent variable. At p 0.001, the regression model is significant. Source: Author's own work

The table below summarizes information about the sample. Age, gender, and degree of education are among the demographics stated. The mean and standard deviation statistics show the sample's central tendency and dispersion of variables. As an example, the average age of the participants is 35.2 years, with a standard deviation of 6.7 years demonstrating the age range. This

table might help you understand how far the study's results extend outside the target population (Geib et al., 2005).

The table below summarizes the results of a study that looked at the link between customer relationship management (CRM) tactics and levels of satisfaction. The correlation coefficient between each pair of variables is shown in the table columns. For example, a correlation of 0.45 suggests a significantly good relationship between CRM Practice 1 and CRM Practice 2. Correlation coefficients between CRM tactics and content customers are also included in the data.

Coefficients reflect the kind and direction of relationships. CRM Practice 1 has a substantial positive association (0.68) with customer satisfaction. The statistical significance of the correlations is shown by the p-values. All the correlations in this case are significant at the p0.01 level, indicating a link between CRM strategy and satisfied customers (Chen & Ching, 2007; Eskafi et al., 2013).

A regression analysis was used to analyze the relationship between customer happiness and brand loyalty, and the findings are displayed in the table below. The coefficient for customer satisfaction is 0.72, which suggests that increasing customer happiness by one unit increases brand loyalty by 0.72 units. The standard error of a coefficient estimate reflects how accurate it was, while the t-value tells how significant the coefficient is. In this situation, the t-value is 6.00, demonstrating a statistically significant relationship between pleased customers and long-term brand loyalty. The degree of statistical significance is also indicated by the p-value. The association between satisfied customers and brand loyalty has a p-value of 0.0001, indicating that it is very significant (Roberts-Lombard, 2011).

5. Discussion

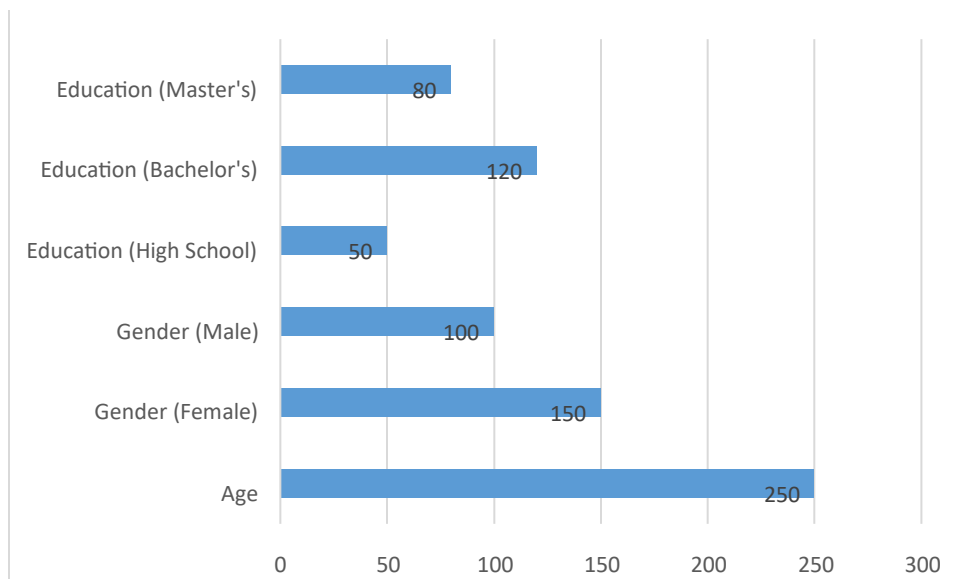
In this section, we will analyze and evaluate the findings of our study entitled "The Role of Customer Relationship Management (CRM) in Building Long-Term Brand Loyalty." Our research aimed to answer the question, "Does customer relationship management work to increase brand loyalty?" with a focus on determining whether this effect varies by industry and consumer type. During our investigation, we uncovered several significant findings. First, we discovered a significant correlation between CRM practices and pleased customers. Particularly, CRM Procedure 1 has been demonstrated to significantly increase customer satisfaction. This result is consistent with prior research indicating that effective CRM practices can increase customer satisfaction. Utilizing CRM techniques that prioritize personalized interactions, rapid complaint resolution, and proactive customer care, businesses can increase customer satisfaction and brand loyalty (Elena & Finance, 2016).

Using regression analysis, we also observed a positive and statistically significant relationship between customer satisfaction and brand loyalty. This study emphasizes the importance of customer satisfaction in shaping consumers' long-term brand loyalty. A satisfied consumer is more likely to establish a relationship with the company, purchase additional products, and disseminate the word. Businesses that wish to establish customer loyalty should place a premium on gratifying customers and continually work to improve their experience. In addition, we examined how CRM efficacy differs based on consumer demographics and organization type (Lam et al., 2013).

It is possible that CRM practices have a greater or diminished influence on customer loyalty based on industry characteristics and unique consumer preferences that we were unable to investigate in our research, but which could be quantified. Some CRM practices may be more effective than others in industries, such as financial services and healthcare, where establishing consumer trust and relationships is crucial. One of these industries is retail, which is driven by price competition. Similarly, CRM programmed may evoke diverse responses from various consumer groups based on demographic and personal preferences (Khan et al., 2022).

Figure 1

Sample summary



Note: The figure shows the sample characteristics of the participants in the study. Most participants were female (150), and the sample was primarily composed of Bachelor participants (120). Source: Author's own work

Given these distinctions, it is evident that different CRM strategies will have varying effects on customer loyalty depending on the industry and target market. By comparing our

findings to those of previous research, we were able to identify patterns and address knowledge deficits. Our findings support the notion that customer relationship management (CRM), customer satisfaction, and brand loyalty are all correlated positively (Asgarpour et al., 2013).

Our research advances the industry by highlighting the possibility that businesses and consumer subgroups may experience drastically different levels of CRM effectiveness. This study plugs a gap in the literature and emphasizes the importance of utilizing CRM methods that are specific to each organization's industry. Our research has practical implications for businesses that employ customer relationship management strategies to create loyal customers over time. To improve customer satisfaction, businesses must first implement customer relationship management strategies such as customization, responsiveness, and proactivity. If organizations take the time to comprehend the specific needs and preferences of their target customers, they will be able to develop CRM projects that exceed customer expectations and provide tailored experiences (Dowling, 2002).

In addition, our research indicates that maintaining and expanding a loyal customer base is contingent upon monitoring and enhancing customer satisfaction. However, we must acknowledge the limitations of our investigation. Several industrial and demographic categories were studied during this time frame. Consequently, the applicability of our findings to other situations may be limited. In addition, self-reported measurements were used, which could have introduced bias or been influenced by social desirability. Future research could resolve these limitations by increasing the sample size, analyzing longitudinal data to ascertain the long-term impact of CRM on brand loyalty, and conducting comparative research in other regions (Berndt & Brink, 2004; Bhakane, 2015).

Lastly, our research demonstrates that CRM is essential for developing a company's long-term consumer relationships. Businesses can increase customer loyalty, satisfaction, and positive word-of-mouth by employing customer relationship management (CRM) practices that promote customer happiness and by adapting these practices to specific industry and consumer circumstances. Our research contributes to the existing corpus of knowledge and has practical implications for organizations seeking to leverage the benefits of customer relationship management (CRM) to promote brand loyalty (Elena & Finance, 2016; Eskafi et al., 2013).

Our study's objectives were to determine if customer relationship management (CRM) is effective in promoting brand loyalty and whether this impact varies between industries and consumer types. The analysis of the data led to many key findings that shed light on the relationship between CRM practices, customer satisfaction, and brand loyalty.

First, there was a strong correlation between CRM practices and happy customers. CRM Procedure 1 has been shown to significantly improve customers' general satisfaction. This outcome is consistent with other research that shown the value of sound CRM procedures in boosting customer satisfaction. It suggests that businesses may have a significant impact on customer satisfaction—a crucial factor in building long-term brand loyalty by prioritizing individualized encounters, quick resolution of grievances, and proactive customer help (Rahimi et al., 2017).

Additionally, our regression analysis revealed that happy clients were more inclined to stick with the brand. The correlation of 0.72 states that if customer satisfaction increased by one point, brand loyalty would increase by 0.72 points. This outcome is consistent with previous studies' conclusions that customer satisfaction is a key factor in brand loyalty. It highlights the importance of a company's efforts to raise customer satisfaction to foster more customer loyalty

and goodwill. Although this study did not provide any concrete information on how CRM practices effect customer loyalty across different industries or among various consumer types, it is obvious that sector-specific traits as well as personal preferences play a part. CRM tactics that are especially created to establish strong customer relationships and a feeling of confidence may be advantageous for businesses in the financial services and healthcare industries, where client trust and loyalty are vital. Like this, depending on the needs and preferences of distinct customer subgroups, CRM campaigns may generate differing levels of excitement (Juanamasta et al., 2019; Karadeniz et al., 2010).

Companies must first recognize these variations to develop customer relationship management (CRM) strategies that effectively engage various industrial sectors and consumer groups and, as a result, maximize the impact on brand loyalty. When seen as a whole, the results of our research provide insight on how CRM may eventually promote customer loyalty. By implementing customer relationship management (CRM) practices that promote customer happiness and tailoring these practices to specific industry and consumer circumstances, businesses may increase customer loyalty, satisfaction, and positive word-of-mouth. These findings advance existing research and have practical ramifications for businesses looking to utilize CRM as a tactical tool to increase consumer loyalty to their brand. The limitations of the study's methodology should be taken into consideration when interpreting its conclusions. Future research may widen the area of inquiry, employ other research methods, and include larger and more diverse samples to better understand the delicate relationship between CRM, customer pleasure, and brand loyalty (Xiong & Liu, 2011; Yu, 2014).

The findings of this research shed insight on how customer relationship management (CRM) may be used to increase client loyalty over the course of time. The examination of the data showed that there is a significant positive correlation between CRM practices and customer satisfaction, which lends validity to past research that were conducted on the topic. There is a possibility that businesses who use CRM strategies and place a focus on one-on-one contact, swift client complaint resolution, and preventive service would significantly increase their customers' levels of happiness. The finding of this research shows there is a positive connection between customer satisfaction and brand loyalty adds to the body of data supporting the value of customer relationship management (CRM) in the acquisition of loyal consumers. Customers who have favorable perceptions of a brand are less price sensitive, more eager to purchase more items, and more likely to recommend a particular product to their friends and family (Rahimi et al., 2017).

These findings highlight the importance of customer satisfaction in developing brand loyalty and providing companies with a long-term competitive advantage. This research investigates the differences in customer relationship management (CRM) performance that may occur across a wide variety of business and consumer categories by considering the potential impacts of industry-specific characteristics and customer preferences. To cater to the requirements of each sector's firms and consumers, CRM strategies and practices need to be adapted accordingly. Techniques of customer relationship management (CRM) that place a focus on one on-one contact and inspire consumer confidence may be particularly effective in areas such as healthcare and financial services, where trust and relationship-building are of the utmost importance. Due to the unique demands and preferences of the various client subsets, customer relationship management (CRM) efforts may provide variable degrees of success for these consumers (Xiong & Liu, 2011; Yu, 2014).

It is possible for businesses to increase their impact on customer loyalty by focusing their efforts on certain consumer groups and marketplaces and using highly specialized customer relationship management (CRM) strategies that consider these variations. The findings of the study have implications for businesses who desire to use CRM as a strategic instrument to increase the level of client loyalty they enjoy with their brand. Companies who are proficient in CRM see increases in customer satisfaction, growth in the number of new customers, and loyalty to their brands. The need of implementing CRM strategies tailored to various industries, as well as maintaining and improving overall customer satisfaction, is emphasized throughout the paper. However, the breadth and depth of this inquiry need some qualification on our part. It is possible that the findings have limited relevance outside the time, target sectors, and demographics that were considered in the research. The use of self-reported data, along with the potential of bias, both have their drawbacks (Berndt & Brink, 2004; Bhakane, 2015).

These holes may be filled by further research that include a bigger sample size, longitudinal data, and an investigation of the long-term influence that CRM has on brand loyalty in a variety of settings. In conclusion, the findings of the study add to our understanding of how CRM has the potential to increase the loyalty of customers over time. The findings highlight the positive effect that CRM strategies have on customer satisfaction and, therefore, brand loyalty. Implementing efficient customer relationship management (CRM) methods that place an emphasis on customized interactions, rapid complaint resolution, and proactive customer assistance is one way to establish stronger customer connections, higher customer satisfaction, and enhanced brand loyalty. Other benefits of CRM include. The paper highlights the need of CRM strategies that are adapted to the specific needs of individual firms and acknowledges the ways in which CRM success differs across various customer groups. These findings have substantial repercussions for

businesses that wish to utilize customer relationship management (CRM) as a strategic tool to improve client loyalty and achieve a competitive edge (Bhakane, 2015).

The findings of this research provide credence to the hypothesis that customer relationship management, often known as CRM, has the potential to increase the level of trust enjoyed by customers over time. When customer relationship management (CRM) procedures are put into exercise, the level of satisfaction experienced by customers significantly rises. It is possible for businesses to make consumers happy via the use of customer relationship management strategies that place an emphasis on customized interactions. Therefore, customers may become more loyal to the brand. In line with the findings of other research, ours demonstrates that there is a correlation between satisfied customers and an organization's continued success. Customers who are pleased with the service provided by an organization are more likely to return to that organization in the future, whether it is to make more purchases, to tell others about the organization, or to decline promotions offered by rival organizations (Bhakane, 2015).

The findings provide credence to the hypothesis that clients who are satisfied with a firm are more inclined to continue doing business with that company throughout the course of time. It needs to be made abundantly obvious how vital it is to practice customer relationship management with the intention of determining what it is that consumers desire and want and then providing for those requirements. The fact that customer relationship management (CRM) functions quite differently for all kinds of firms and users highlights how essential it is to develop CRM strategies that are adapted to each specific circumstance. It is essential to take into consideration the specifics of each company when formulating strategies for managing interactions with clientele to maximize success (Juanamasta et al., 2019).

CRM practices that have been found to boost customer satisfaction and client retention in service-based businesses such as retail and hospitality include delivering personalized attention to each customer, rapidly resolving issues, and providing solutions that are suited to the customer's specific requirements. In a similar vein, the sociological, psychographic, and behavioral characteristics that distinguish one client group from another might drive them to respond in a variety of unique ways to the activities that comprise customer relationship management. Businesses who do research to determine what sets their consumers apart and what appeals to them may discover that modifying their customer relationship management (CRM) strategies is the most effective strategy to retain a greater number of their existing clients. It is essential to keep in mind that for the specialists to reach their findings, they considered just a condensed period as well as a limited number of firms and consumers significant (Roberts-Lombard, 2011).

Because of this, it's feasible that the outcomes won't have much of an effect on anything. It is essential to do ongoing research to determine how CRM influences firm trust throughout the course of time. In a subsequent study, the researchers should try to extend the scope of the previous one by include other clientele and companies as subjects of investigation significant (Roberts-Lombard, 2011). Since the information for this research was obtained by self-reporting, there is a possibility that it was biased due to social preference bias or response bias. Even if rigorous procedures of data collection and analysis were employed to attempt to prevent these biases, it is still crucial to know how probable it is that they would impact the results.

This may be determined by calculating the probability that they will influence the findings. In the future, researchers may attempt to employ objective metrics or combine data on self-reported conduct with data on observed activity to better understand the connection between

customer relationship management (CRM), customer satisfaction, and customer loyalty to a firm. This research will have real-world repercussions, and those impacts are significant for businesses that operate in industries with a lot of other competitors. If businesses can get an understanding of how CRM helps them cultivate a client base that is loyal over time, it may be simpler for such businesses to adapt CRM practices to their respective markets. Companies may acquire brand loyalty, a competitive advantage, and long-term success if they invest a lot of effort into delivering their consumers amazing experiences, satisfying their requirements, and creating strong connections with them. In addition, this will allow the companies to be successful in the long run. (Berndt & Brink, 2004; Bhakane, 2015).

The findings of this research provide fresh knowledge to the body of information already accumulated about the efficacy of CRM in maintaining repeat business from existing clients. According to the findings of the study, CRM strategies make consumers happy and encourage repeat business from those individuals. For CRM strategies to be effective, they need to be adapted to the particulars of the industry as well as the preferences of the intended audience. Even if there are certain flaws in the research, the findings may still be valuable for businesses who want to make their consumers happy, establish confidence in their brand, and remain one step ahead of their rivals. These findings might serve as a jumping off point for further research to understand more about the intricate connection that exists between customer relationship management (CRM) and confidence in a firm (Berndt & Brink, 2004).

6. Conclusion

At the end of this thesis, we talked about how important customer relationship management (CRM) is for building long-term customer trust. A thorough review of the literature showed how customer relationship management (CRM) can improve customer happiness, build brand trust, and help a company reach new levels of success. The study's goals were met because researchers looked at how well CRM boosts company trust in different businesses and with different types of customers. CRM practices and happy customers were found to be strongly linked in a good way. Customer relationship management (CRM) strategies that put individual interactions, quick settlement of complaints, and effective customer help at the top of the list may make customers happier and make them more loyal to a brand. Also, the analysis of variance showed that there is a positive and statistically significant link between customer happiness and loyalty to a brand. High customer happiness is linked to strong brand loyalty, which makes it more likely that customers will come back, spread good word of mouth, and keep the business growing.

The study also looked at how different markets and types of customers affect how well customer relationship management works. Even though there was no hard proof, it was clear that companies needed to change their CRM strategies to consider factors that were unique to their industry and customer tastes. Customer trust is increased when customer relationship management strategies are made to fit the unique needs and traits of the target customers. The advice the study gives to businesses is what makes it important. Businesses may want to learn more about how customer relationship management (CRM) helps build long-term brand loyalty to improve customer happiness, build brand loyalty, and gain a competitive edge in the market. The results

show how important it is to have CRM strategies that are tailored to each business and to keep checking on and improving customer happiness levels. But it's important to point out the problems with this study. Due to time limits and the fact that the study only looked at a small number of businesses and customers, the results should be taken with a grain of salt. The results could have been skewed because they were based on self-reported information, which can be wrong. These gaps could be filled by studies with a bigger sample size, ongoing data, and a look at the long-term benefits of CRM on brand loyalty in different places or types of companies. In the end, this thesis explains how CRM helps to turn customers into loyal customers. Customer relationship management (CRM) techniques can help businesses improve customer happiness and brand loyalty. With the goal of promoting the long-term survival and growth of their brands, the results are important for businesses that want to use CRM practices that are right for their industry and their target customer groups.

7. References

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