

## عنوان مقاله:

Structural Model of the Impact of E-CRM on Customer Satisfaction, Customer Loyalty, and Brand Equity

## محل انتشار:

چهارمین کنفرانس بین المللی بازاریابی خدمات بانکی (سال: 1391)

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## خلاصه مقاله:

The ultimate performance of a bank depends upon the satisfaction of its customers. In the emerging competitive and technological driven banking era, banks have to strive hard for retaining and enlarging their customer base. A key component of many initiatives is the implementation of Electronic Customer Relationship Management (E-CRM) concept. E-CRM has its origin in the basic paradigm of bank era to satisfy customers with the best possible alternative in the market through a relational exchange process. The purpose of this study is to develop an E-CRM model in the Iranian banks. The data were collected from a sample of 384 bank's customers. The research model was tested using structural equation modeling (SEM) using LISREL 8.7. The findings show that successful implementing of E-CRM help banks to having satisfied and loyal customer, and improve their brand equity

## کلمات کلیدی:

Customer relationship management, E-CRM, Brand equity, Satisfaction, loyalty

## لینک ثابت مقاله در پایگاه سیویلیکا:

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