



# **Electronic Customer Relationship Management in Jordan Mobile Service: Conceptual Development, Research Tools, CRM Performance in Mobile Service, Customer Loyalty, Antecedent Factors of CRM**

*Samsudin Wahab*

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Electronic Customer Relationship Management (E-CRM) performance is a marketing strategy and integrated approach to identifying, acquiring, and retaining valuable customers, by enabling organizations to manage and coordinate customer interactions across multiple channels, to provide appropriate services and products to satisfy customers so as to retain customer loyalty and enhance customer profitability. ECRM is a combination of hard ware, software, processes, application and management to strengthen relationship between Customers and service provider. E-CRM will continue to develop as an important area of study in MIS and relevant referent disciplines as computer science, marketing, and psychology. A total of 488 university students in Jordan participated in this study by voluntarily completing the survey questionnaire. The study results indicated that between E-CRM performance has a positive influence on customer loyalty. Seven major antecedents' factors were found to have significant influence on E-CRM performance, Theoretical and practical implications of the study as well as suggestions for future research were discussed.

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