

The Impact of Customer Relationship Management on Customer Loyalty in the Sector of Jordanian Banks

(Empirical Study– Amman)

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Abstract

The aim of this study is to find out the impact of customer relationship management on customer loyalty in the sector of Jordanian Banks, in an attempt to deal with the empirical problem of field study whose content is: lack in customer relationship management and the absence of focusing on a clear methodology and implementation in reality which weakens customer loyalty. Therefore, to achieve the aims of the study two main hypotheses were formulated, six null sub-hypotheses were derived. The study was applied on eight Jordanian Commercial Banks. The population of the study reached 8552 persons. Valid samples return 379 persons were subjected to analysis. Data were collected through questionnaire prepared for this purpose after it was subjected to validity and reliability tests.

The study has used a set of descriptive inferential statistical methods for social science (SPSS).

The study reached several conclusions such as:

1. There is a significant impact of customer's relations management on customer loyalty (attitudinal and behavioral).
2. There are no modifications concerning the personal variables adopted in this study (experience and educational level) from the impact of CRM on customer loyalty (attitudinal and behavioral).

The most important recommendations of this study are:

1. Jordanian Banks need to pay attention to customer's relations management in its different dimensions and strategic approach to understand customer's behavior and influencing them to secure the mutual benefits between customers and banking management.
2. Jordanian Banks need to be concerned to possess detailed and comprehensive database related current and potential customers through customer relationship management and possessing operational abilities which will be reflected positively on the banking performance concerning sales and marketing.
3. Fostering a truth loyalty in Jordanian Banks in both types attitudinal and behavioral through implementation in banks policies, instructions and procedures that motivates work and satisfying the staff needs, in order to defend the image of the bank and to take care of customers.