

# **Analyzing the Relationship between the Dimensions of Electronic Customer Relationship Management and Behavioral Intention to Use Commercial Banks Websites.**

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## **Abstract**

This study aimed to analyze the relationship between the dimensions of electronic customer relationship management and the behavioral intention to use commercial banks websites, by studying several dimensions, namely (quality of information, ease of navigation within the website, perceived trust, website security, speed of response, perceived interest).

To achieve these objectives, an electronic questionnaire was prepared using the Google forms application by choosing the random sample method, which allows all members of society to have the same percentage of appearance in the sample, so that (481) questionnaires were distributed to customers of (6) branches of commercial banks in the city of Madaba (Jordan), all of which are valid for analysis. The statistical approach was followed, which summarizes the answers of the sample in the form of tables and repetitions, in preparation for a deeper description through the inferential (analytical) approach, which analyzes these tables and interprets them individually.

As a prelude to finding out and analyzing the relationship between the dimensions of electronic customer relationship management and the behavioral intention to use commercial banks websites , while the results of the study concluded that the relationship between electronic customer relationship management and the behavioral intention is a strong correlation and significantly affecting the use of websites of commercial banks. The previously mentioned dimensions have a high degree of relative importance. Therefore, the study recommended the management of commercial bank branches in the city of Madaba to the need to develop the concept of electronic customer relationship management and improve Designs and systems used on websites, facilitating customer experiences within these websites, focusing on investing in cybersecurity and keeping abreast of everything new, which raises the level of protection within the websites of commercial banks.

**Keywords:** Dimensions of electronic customer relationship management, behavioral intention, commercial banks in madba , websites of commercial banks.