

The Impact of E-CRM on Customer Loyalty in the Airline Industry: The Mediating Role of Customer Experience

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Abstract

The purpose of this study is to examine the impact of E-CRM (security, problem-solving, customer orientation, and technology) on Customer Loyalty in the Airline Industry: It also examines the mediating role of customer experience on the relationship between E-CRM and customer loyalty. A quantitative research approach was used in this study. The target population of this study consisted of Royal Jordanian Travelers; the study sample consisted of 386 who flew on Royal Jordanian Air Lines Convenience sample method was used by the researcher. The statistical package for the social sciences V.26 (SPSS) was used to analyze the data. The results of the study showed the existence of a statistically significant impact of (E-CRM) dimensions on customer Loyalty and customer's experience. The relationship between (E-CRM) dimensions and customer loyalty is mediated by the customer's experience .

The study recommends that priority should be given to improving the effectiveness and high level of reliability of the Royal Jordanian Airlines website.

Keywords: E-CRM, Customers' experience, Customers' loyalty, Jordanian Airline Industry.