

ABSTRACT

The rapid growth of eCRM and its alarming failure rate call for a greater insight into the relationship between eCRM and its immediate objectives; customer satisfaction and customer loyalty. In this study, the researcher analyzed and empirically tested a model explaining the relationship between three eCRM features (i.e. personalization, community and convenience), customer satisfaction and customer loyalty.

The purpose of this research is to give a better understanding of customer perception of value from eCRM features on companies' websites. Multiple sources of literature were chosen and empirical data was collected from 402 customers through a survey questionnaire to find overall customer perceptions. Each customer, who was a university student enrolled in international programs in Thailand and used to have experience dealing with e-commerce and eCRM, was treated as a sample unit.

The gathered data was analyzed using quantitative methods based on a survey strategy. The Pearson's correlation analysis was used to identify the nature of the relationship between variables and the strength of their correlations. Findings of this study showed that all the features (i.e. personalization, community and convenience) influenced customer satisfaction significantly, at the same time a significant impact of personalization and convenience on customer loyalty was found. The results also indicated a moderate effect of customer satisfaction on customer loyalty.

This research contributes to knowledge in several ways. Mainly, it clarifies the roles of eCRM features in enhancing customer loyalty directly and through customer satisfaction. In particular, this research highlights the critical features of eCRM program which companies' websites should invest in their customer loyalty strategies.