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THE INFLUENCE OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) ON SERVICE QUALITY, CUSTOMERSATISFACTION, LOYALTY AND TRUST

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Abstract

E-CRM is the main e-commerce approach. E-CRM is an association of management, application, and software. E-CRM aims to improve customer service, establish a relationship and retain important customers. As the literature states, E-CRM deals with technology, procedures, people, and E-CRM is intended to achieve customer loyalty. Previous researches have examined E-impact CRM's on customer satisfaction, service quality, trust, and customer loyalty. The major aim of the current study is to investigate important research on customer satisfaction, service quality, trust, and customer loyalty for E-CRM. To do that, the author has sought and reviewed in detail several corresponding journals indexed in reputable databases to collect adequate indexes. Findings give information on each source, show what can be found there and how valuable the knowledge may be. This article meets defined needs for information/resources and gives practical aid for an individual and academic who initiate an E-CRM research with customer satisfaction, service quality, trust, and loyalty. This research also offers a useful insight into E-CRM in the best possible form for the supervisors of administrative firms and adapts it to their businesses or industry cultures to raise the levels of customer loyalty and improve their organization's profitability and revenue.

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