

# TRUST AND COMMITMENT: DO THEY INFLUENCE E-CUSTOMER RELATIONSHIP PERFORMANCE?

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## ABSTRACT

Customer relationship management can help companies build lasting relationships with their customers. Today, CRM has dramatically changed because the internet can be used for CRM applications. Thus, Electronic Customer relationship management (e-CRM) is a comprehensive business and marketing strategy that integrates people, processes, technology and all business activities for attracting and retaining customers through the internet and mobile phones. E-CRM results in repeat purchases, word of mouth, retention, cross buying, brand loyalty and customer satisfaction. The keen competition in the communication and mobile phone service market place and the increasing numbers of mobile phone users worldwide has influenced researchers to investigate factors that contribute to e-CRM performance. This study investigates the influence of customer trust and commitment on e-CRM performance in the Jordanian mobile phone services industry. The analysis shows that customer trust and commitment were positively related to e-CRM performance.

**Keywords:** Customer Relationship Management, Electronic Customer Relationship Management, Trust, Commitment

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## 1. INTRODUCTION

Customer Relationship Management (CRM) has become the main strategy to retain customers for companies, regardless of size. A company's customer care strategy and its CRM software go hand in hand<sup>1</sup>. It costs up to five times more to acquire a new customer than to get an existing customer to make a new purchase<sup>2</sup>. According to Wu and Wu<sup>3</sup>, the damage caused by a dissatisfied customer can be expanded exponentially, as they are more