

Customer Care Registry

Literature Survey

Customer Relationship Management ,Satisfaction, Customer Loyalty.

Author:

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Journal:

Research journal of Business Management 6(1):86-107

This study aims to determine the effect of Customer Relationship Management (CRM) on Customer Satisfaction and its impact on Customer Loyalty of Islamic Bank in Aceh's Province. The study population is all customers in the Islamic Bank. The analytical method used is structural equation modeling (SEM). The results showed that the Customer Relationship Management significantly influences both on satisfaction and its customer loyalty. Furthermore, satisfaction also affects its customer loyalty. Customer satisfaction plays a role as partially mediator between the influences of Customer Relationship Management on its Customer Loyalty. The implications of this research, the management of Islamic Bank needs to improve its Customer Relationship Management program that can increase its customer loyalty.

Customer Satisfaction, Complaint Level, Product Quality and Service Quality

Author:

Yusuf Indra Wibowo

Year of Published:

Received: 24 April 2022, Revised: 27 May 2022, Publish: 11 June 2022.

Previous research or relevant research is very important in a scientific research or article. Previous research or relevant research serves to strengthen the theory and influence of relationships or influences between variables. Article in review customer satisfaction determination and complaint level: Product Quality and Service Quality Analysis, A Study of Marketing Management Literature. The purpose of writing this article is to build a hypothesis of influence between variables to be used in future research.

Customer care complaints management**Author:**

Merlin Stone

Year of Published:

June 2011.

Journal :

database marketing and Customer strategy management 18(2):108-122

Consultants working on commercial projects often fail to take account of the deep and broad academic literature on the topic on which they are working. Because of his position as a hybrid academic and consultant, the author is obliged to keep closely in touch with the different literatures for the areas in which he teaches - broadly marketing, customer relationship management, customer service and branding. As the number of management journals increases, so the supply of research-based articles increases, and it becomes harder for practitioners to stay in touch with it. The author has therefore identified that a critical role in his research projects for clients is to review the academic and other literatures for clients. This particular literature review was part of a white paper project commissioned by a hi-

tech client to help them understand how the management of problems affects the management of customer relationships. It excludes a section on social media, which was too client specific and therefore confidential to be published.

Customer satisfaction,factors and constraction

Author:

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Year of Published:

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Customer satisfaction is decisive for construction field and firms relying on customers relationship. Measuring the customer satisfaction has several benefits such as for improving communication between parties, evaluation of progress towards goals and enabling of mutual agreement and monitoring results. This paper focuses on analysing the satisfaction factors of customers including all aspects of products and services in the construction projects. In this study factors for customer satisfaction in construction industry are taken from the past literature review. The literature reviews are summarized and various factors related to customer satisfaction in construction industry based on literature review summary.

Customer relationship management and its impact on innovation.

Author:

Guerola-navarro, vicente,gil-gomez, hermenegildo,oltra-badenes
Raul,sendra-garcía, javier.

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11-6-2019

Journal:

Journal of business research elsevier, vol. 129(c).

This article presents an exhaustive management supported by a powerful technological solution for business management such as customer relationship management (crm) is essential for business success. It has proven to be one of the fastest growing technological solutions due to the impact of its implementation review of previously published findings and studies the reality of crm in business through a qualitative, descriptive approach, reviewing the present-day literature on the impact of crm in the modern business environment.