



## Survey relationship between Satisfaction and customer relationship management (case study Mellat bank of iran)

\* Maryam Ahrari (Corresponding author), \*\* Rasool Amirusefi

\* MA Of Business Management, Torbat-e- Jam Branch, Islamic Azad University, Torbat-e-Jam, Iran  
Email: ahrari.maryam @yahoo.com

\*\* MA Of Business Management, Torbat-e- Jam Branch, Islamic Azad University, Torbat-e-Jam, Iran  
Email: ra.amir62@yahoo.com

**ABSTRACT:** Nowadays, the role of organizations has been changed by business processes such as economic liberalization, globalization and the rapid evolution of internet. Also, the market environment has been changed due to increasing awareness of customers, their easy access to abundant information and unexampled right to choose. In such conditions, organizations could remain that do the operations, marketing, sales and services better than competitors; and increase their income and profits with obtain customer satisfaction and maintain their loyalty. According to above in this study, the customer relationship management in the Mellat bank in the Tehran city has been investigated. Results showed the research hypotheses at 95% confidence level were confirmed. Results of hypothesis test showed a significant and linear relationship have been between customer relationship management and satisfaction. Besides, after comparing the customer attitudes towards Mellat bank about tow variables (customer relationship management and satisfaction) and customer expectations in this field, observed that there is a difference (gap) between the two conditions is approximately%21.3. And it can be concluded to increase satisfaction; it needs to upgrade level of customer relationship management.

[Maryam Ahrari, Rasool Amirusefi. **Survey relationship between Satisfaction and customer relationship management (case study Mellat bank of iran)**. *J Am Sci* 2012;8(9):883-887]. (ISSN: 1545-1003). <http://www.jofamericanscience.org>. 121

**Keywords:** customer relationship management, satisfaction, customer loyalty, service quality

### 1. INTRODUCTION

In recent years customer relationship management (CRM) has been raised as a serious and widespread phenomenon to the extent that present companies are heading to it more than before. Increase of competition among companies for marketing their products and services and also accretion of customers' power in world of today have caused companies not only search for new customers but also try to preserve their former customers. Within the past decades, many of organizations of each size and kind have reached to the importance providing the satisfaction of their customers and perceived that preserving the customers is cheaper than attracting new ones. In addition, the powerful relationship between customer satisfaction and profit-making has been accepted, so; customer satisfaction and its growth has become an operational goal for most of the companies. With accretion of customer will-power in the game between buyer and seller, companies are facing with more knowledgeable customers having more freedom for choice and decision making and the more their understanding increase, the more their expectations soar. This issue augments the importance of a close and continuous relation with clienteles (Parhizi Gashti, 2001)

It must be mentioned that a CRM system is more complicated than automation of traditional operations of sale, marketing and chain of providing or

representing services through technology. A CRM system is also more than the issue of quality of services. CRM systems are systems for change of all the organization and its mentality about the customers (Galbreath, Rogers, 1999). This means that what is said to customers about the products should be inclusive and exact. In communication with customers, what is promised should be valid not of accidental occurrence (Nguyen et al, 2007). A key factor in CRM strategy is how to communicate with customers. This issue emphasizes the fact that for enjoying this relationship, there must be two involved sides at least (King, Burgess, 2007).

### 2. STATEMENT OF PROBLEM

Banks, utility companies are the biggest symbol that due to the nature of services that are intangible, increases the risk of customers in the use of services Therefore customers are always looking for ways to reduce your risk. The most important way to reduce this risk and confidence customers is setup deep and intimate relationship with their that from one side to be sure that they would gain in lieu use of services not suffered and on the other hand familiar with their expectations to improve services and also with good relationships can make more satisfied their customers and if there is dissatisfaction fix it to. In here we still saw a spirit of force and command in public banks

while private banks with using methods of communication with customers looking to improve their service quality, Created satisfaction in customer and finally keep their customers and attract customers from other banks. Therefore in this study, we are looking for this question that can with utilize correct customer relationship management achieve to service quality, satisfaction and customer loyalty in the public banks? In this study are looking for that how can with use technology of customer relationship management, improve service quality and also how we can satisfy customers and build customer loyalty in the final. This study was performed in the Mellat bank and at the end design proposals to improve this matter in the Mellat bank.

## 1. LITERATURE REVIEW

### *CRM*

According to (Buttle, 2004) Customer relationship management, or CRM, means different things to different people. Even the meaning of the three-letter abbreviation CRM is contested. Most people use CRM to refer to customer relationship management. Others use CRM to mean customer relationship marketing. Another group, in the belief that not all customers want a relationship with a supplier, omits the word relationship, preferring the term customer management. Still others opt for the expression relationship marketing. Whatever it is called, CRM is clearly a business practice focused on customers. The goal of customer relationship management is to reach out to the customers who are spread across the length and breadth of the world and provide them satisfactory services in order to boost the economic status of the banks and other organisations. All modern organizations including banks have realized that customers should be won.

CRM is a holistic process of acquiring, retaining and growing customers. It includes all in-line and off-line relationship management. (Reimann et al. 2008). As Schneider (2004) expound; CRM is an abbreviation for customer relationship management, not customer relationship marketing. Management is a broader concept than marketing because it covers strategic management, human resources management, marketing management, service management, knowledge management, sales management and research management and development management. Thus CRM requires organizational and business level approaches, which are customer centric, to doing business rather than a simple marketing strategy. The banking industry is facing an ever-increasing level of competition around the world as the dynamics of the business change. Technology, commoditization, deregulation and globalization forever changed the face of banking (Joyner 2002).

Banks have understood the need to capitalize on the new technologies to gain advantage in the competition by exploiting their customer base, brand value and costly infrastructure investments in order to increase profits, as there's a direct link between the customer satisfaction and the profitability. CRM is the strategy which enables the banks to analyze the customer profiles, to detect their needs and potential profitability areas and establish the necessary actions the achieve customer satisfaction, competitive advantage and thus the profitability. From the customer's points of view, the competition brings them various choices and increases their bargaining power. Today, customers are looking for various benefits from a bank; better service, lower transaction fees, higher interest rates, a sign of prestige, new products access from different channel and etc. this scheme forces the banks to look for new ways a satisfy customers before any other bank or financial institution does.

### *Satisfaction*

Although confusion still exists between the two concepts (service quality and satisfaction), several authors have managed to highlight the distinction between them. Thus, 'service quality is the managerial delivery of services while satisfaction is customers' experiences with those services' (Lenka, Suar et al., 2009, p. 50) and is considered a consequence of service quality (Lassar, Manolis et al., 2000; Mohammed and Mohammad, 2003; Reimann, Ulrich et al., 2008). Other authors consider that 'service quality is a consumer's judgment about the service itself, while satisfaction is more a judgment of how the service emotionally affects the consumer' (Schneider and White, 2004, p. 51). This assertion has its grounds in the belief that customers need to experience a service in order to decide whether satisfied or not, but can make quality judgments in the absence of an experience with the service. In line with the above mentioned, Johnson and Gustafsson (2000, p. 63) point out that service 'attributes provide customers with benefits and the benefits derive overall satisfaction'. This idea could be extended and say that the higher the benefits are perceived by customers, the higher the satisfaction level. Other authors are of the opinion that 'customers' satisfaction is a combination of their cognitive and affective response to service encounters' (Lenka, Suar et al., 2009, p. 50) and others refer to channel satisfaction which is defined as 'the customer satisfaction with the experience of dealing with any given channel individually' (Madaleno, Wilson et al., 2007, p. 917). Thus, we may say that bank customer satisfaction is a positive emotional state that results due to a positive interaction experience. Considering the interaction within bank units, we must add that satisfaction is a result of positive interactions with bank personnel, with physical evidence and of

customers' perceptions about the attributes referring to processes which provide customers with the comfort and efficiency benefits.

Customer Satisfaction has been a central concept in marketing literature and is an important goal of all business activities. Today, companies face their toughest competition, because they move from a product and sales philosophy to a marketing philosophy, which gives a company a better chance of outperforming competition (Kotler, 2000).

Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance (or outcome) in relation to his or her expectations". Oliver (1981) defined satisfaction "as a summary of psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". According to Hansemark and Albinsson (2004) "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire".

## 2. HYPOTHESIS

$H_1$ : There is significant relationship between Customer Relationship Management (CRM) and Satisfaction

## 3. METHODOLOGY

This study in view of the survey method is correlation, in view of the type is descriptive and in view of the purpose is applied. Statistical society of this study includes customers of Mellat bank in the Tehran city, the method of the sampling is categorisation. And a data collection tool is questionnaire. Reliability analysis of questionnaire was conducted using Cronbach's alpha method that was equal to 0.913.

**Table 1. Cronbach's alpha Reliability Statistics**

Cronbach's Alpha	N of Items
.913	32

## 4. FINDINGS

### Correlation coefficient test

$H_1$ : There is significant relationship between Customer Relationship Management (CRM) and Satisfaction. Because for both variable, CRM and satisfaction,  $H_1$  be accepted and also the correlation coefficient of 0.727 in the table2 shows at 95% confidence level, a strong and positive relationship exists between CRM and Satisfaction.

**Table 2. Correlations CRM & Satisfaction**

		Correlations	
		CRM	SATISFUCTION
CRM	Pearson Correlation	1	.727**
	Sig. (2-tailed)		.000
	N	250	250
SATISFUCTION	Pearson Correlation	.727**	1
	Sig. (2-tailed)	.000	
	N	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Comparison variables in two positions

After do the t-test and compare average of variables following findings were obtained.

Because high and low level of both variable is negative the average difference between the two position is less than zero and for both variable the average of desirable positions (Second position, customer expectations) is more than available positions (First position, customer attitudes towards Mellat bank).

According t-test table the average difference between two positions for CRM is equal to - 1.228

According t-test table the average difference between two positions for Satisfaction is equal to - 1.0795.

**Table 3. Comparison variables of two positions**

		Independent Samples Test									
		Levenes's Test for Equality of variances		t-test for Equality of Means						95% Confidence Interval of the difference	
		F	Sig.	t	df	Sig.(2-tailed)	Mean difference	Std.Error difference	Lower	Upper	
CRM	Equal variances assumed	263.357	.000	-	498	.000	-1.22800	.06690	-	-	
	Equal variances not assumed			18.355	296.518		-1.22800	.06690	1.35944	1.09656	
SATISFUCTION	Equal variances assumed	74.195	.000	-	498	.000	-1.07950	.05815	-	-	
	Equal variances not assumed			18.564	357.252		-1.07950	.05815	1.19375	-.96525	
				18.564					1.19386	-.96514	

**Priority indicators**

For Priority indicators use from Friedman test and the indices Survey for each variable Separately, until importance of each variable to be determined.

CRM variable:

Indicators in order of priority are as follows I3, I2, I7, I9, I4, I5, I8, I6, I1.

**Table 4. Priority indicators CRM variable**

Ranks	
	Mean Rank
i1	3.44
i2	5.45
i3	6.15
i4	5.10
i5	5.03
i6	4.57
i7	5.30
i8	4.68
i9	5.28

Satisfaction variable:

Indicators in order of priority are as follows I18, I25, I24, I22, I23, I19, I21, I20.

**Table 5. Priority indicators Satisfaction variable**

Ranks	
	Mean Rank
i18	5.27
i19	4.27
i20	3.54
i21	3.70
i22	4.72
i23	4.70
i24	4.79
i25	5.01

**5. RESULTS AND DISCUSSION**

Data showed the research hypotheses at 95% confidence level were confirmed. Results of hypothesis test showed a significant and linear relationship have been between customer relationship management and the Satisfaction. Besides, after comparing the customer attitudes towards Mellat bank about the tow variables (customer relationship management and Satisfaction) and customer expectations in this field, observed that there is a difference (gap) between the two conditions is approximatel%21.3. And it can be concluded to increase Satisfaction; it needs to upgrade level of customer relationship management. Also data showed the most important indicators in each variable as follows

CRM variable:

- A - Classification of customers by banks
- B - There are automated phone bank
- C - connect to the Internet and providing services through this

Satisfaction variable:

- A - shorter waiting times for obtaining services
- B - easy connection with a bank customer
- C - customers does not feel losses in interactions with the bank

According to confirmed there are the relationship between Satisfaction and customer relationship management we suggest to the managers of the Mellat bank to satisfy customers and build loyalty in their customer improve their relationship management system, also suggest in this regard to Indicators that are important to terms of customer and mentioned above, have more attention.

**References**

1. -Buttle, F. (2004), "Customer Relationship Management: Concept and Tools", Burlington, MA: Elsevier.
2. -Foss, B. and Stone, M. (2001) *Successful customer relationship marketing*. 1st ed. London: Kogan Page Limited.
3. -Galbreath, J., Rogers, T., (1999), "Customer relationship leadership: a leadership and motivation model for the twenty-first century business", *The TQM Magazine*, Vol. 11 No.3, pp.161-171.
4. -Garland, R. and Gendall, P. (2004) Testing Dick and Basu's customer loyalty model. *Australasian Marketing Journal*. **12**(3), 81-87.
5. -Gee, R.; Coates, G. and Nicholson, M. (2008) Understanding and profitably managing customer loyalty. *Marketing Intelligence and Planning*. **26**(4), 359-374.
6. -Hansemark, O. C. & Albinson, M., (2004) "Customer Satisfaction and Retention: The Experiences of Individual with Employees", *Managing Service Quality*, Vol. 14 (1)
7. -Kotler, P. (2000), *Marketing Management*. 10th edn., New Jersey, Prentice-Hall.
8. -Lassar, W.M., Manolis, C., and Winsor, R.D. (2000), "Service quality perspectives and satisfaction in private banking", *Journal of Services Marketing*, **14**, 244- 271.
9. -Lenka, U., Suar, D., and Mohapatra, P.K.J. (2009), "Service Quality, Customer Satisfaction, and Customer Loyalty in Indian Commercial Banks", *The Journal of Entrepreneurship*, **18**, 47-64.
10. -Madaleno, R., Wilson, H., and Palmer, R. (2007), "Determinants of Customer Satisfaction in a Multi-Channel B2B Environment", *Total Quality Management and Business Excellence*, **18**, 915-925.
11. -Mohammed, A., and Mohammad, S. (2003), "Service Quality Dimensions: A Conceptual Analysis", *The Chittagong University Journal of Business Administration*, **19**, 1-11.
12. -King F. S., Burgess F. T., (2007), "Understanding success and failure in customer relationship management", *Industrial Marketing Management*, Vol.10 NO.16, pp. 3-11.
13. -Ndubisi, N. (2005) Customer loyalty and antecedents: a relational marketing approach. *Allied Academies International Conference. Academy of Marketing Studies. Proceedings*. **10**(2), 49-54.
14. -Nguyen H.T., Sherif S. J., Newby M., (2007), "Strategies for successful CRM implementation", *Information Management & Computer Security*, Vol. 15 No. 2, pp. 102-115.
15. -Oliver, Richard (1981), "Measurement and Evaluation of Satisfaction Process in Retail Settings," *Journal of Retailing*, **57**, pp 25-48
16. -Palmer, R.; Cockton, J.; and Cooper, G. (2007) *Managing Marketing: marketing success through good management practice*. 1st ed. Burlington: Elsevier Ltd.
17. -Parhizi Gashti, (2001), "Marketing based on Relationships", specialized monthly magazine of marketing, No. 13,p.35
18. -Pfeifer, P. (2005) The optimal ratio of acquisition and retention costs. *Journal of Targeting, Measurement and Analysis for Marketing*. **13**(2), 179-188.
19. -Reimann, M., Ulrich, F.L., and Richard B.C. (2008), "Uncertainty avoidance as a moderator of the relationship between perceived service quality and customer satisfaction", *Journal of Service Research*, **11**, 63-73.
20. Schneider, B. and White, S.S. (2004), *Service Quality-Research Perspectives*, Sage Publications, London.
21. Singh, J. and Sirdeshmukh, D. (2000) Agency and trust mechanism in relational exchanges. *Journal of Marketing*. **66**(1), 15-37.
22. -Walsh, G.; Groth, M. and Wiedmann, K.P. (2005) An examination of consumers' motives to switch energy suppliers.

7/19/2012