

The Influence Of Customer Relationship Management And Customer Satisfaction On Customer Loyalty

S. Kotteeswaran¹, Dr. R. Murugan²

¹Research scholar, St. Peter's Institute of Higher Education and Research, Chennai, Avadi

Email ID: kotteeswaran7589@gmail.com

²Professor, St. Peter's Institute of Higher Education and Research, Chennai, Avadi

Email ID: drmurugan.commerce@spiher.ac.in

Cite this paper as: S. Kotteeswaran, Dr. R. Murugan, (2025) The Influence Of Customer Relationship Management And Customer Satisfaction On Customer Loyalty. *Journal of Neonatal Surgery*, 14 (8), 858-860.

ABSTRACT

Customer Relationship Management (CRM) is a widely implemented model for managing a company's interactions with customers and sales prospects. It involves using technology to organize, automate, and synchronize business processes, primarily those related to sales activities, but also marketing, customer service, and technical support. The overall objectives of CRM are to find, attract, and acquire new customers; nurture and retain existing ones; win back former customers; and reduce the costs of marketing and customer service. CRM represents a company-wide business strategy that includes customer-facing departments as well as other internal departments.

The primary aim of this study is to analyze customer relationship management practices in the context of products and services. The research is conducted by collecting feedback from customers and comparing those results with expected outcomes. By studying and comparing customer perceptions of products and services, businesses can build more effective relationships with their customers. Maintaining strong customer relationships is crucial, as it helps organizations establish a competitive position in the market.

Keywords: Client satisfaction, Client relations, Perception, Marketing, Customer Relationship Management

1. INTRODUCTION

One of the biggest functional challenges in the new era of liberalization and globalization is for businesses to serve and maintain strong relationships with their most important asset — the customer. In the past, managers did not take customers for granted, but customer demands were relatively low, and there were fewer alternatives or suppliers available.

Today, however, there has been a radical transformation. The modern business environment is characterized by economic liberalization, increasing competition, a wide range of consumer choices, more demanding customers, and a growing emphasis on quality and value. These changes have led to a shift from traditional marketing approaches to more modern marketing strategies.

Modern marketing involves more than just developing a product, setting a price, promoting it, and making it available to target customers. It requires building trust, fostering loyalty, and creating value-added relationships with customers. This ongoing process of developing collaborative and cooperative relationships between buyers and sellers is known as Customer Relationship Management (CRM).

STATEMENT OF THE PROBLEM

In today's highly competitive and customer-centric marketplace, **retaining customers** has become a significant challenge. While organizations invest considerable resources in acquiring new customers, many struggle to foster **long-term relationships** that lead to sustained **customer loyalty**. Despite the widespread implementation of **Customer Relationship Management (CRM)** systems, a notable gap remains in understanding how these systems directly influence **customer satisfaction** and, subsequently, loyalty. Many businesses fail to leverage CRM data effectively to personalize experiences or address customer concerns in a timely manner, resulting in persistently high churn rates and fragile loyalty. This study aims to examine the impact of CRM practices on customer satisfaction and investigate how both elements contribute to building long-term customer loyalty.

2. OBJECTIVES OF THE STUDY

1. To Study the client Relationship Management Practices of Products and Services.
2. To Focus on the effect of Customer Relationship Management (CRM) on satisfaction and its impact on customer loyalty
3. To determine the indirect effect of Customer Relationship Management (CRM) on customer loyalty
4. To study the factors affecting the CRM practices.

3. RESEARCH APPROACH

An exploration design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine applicability to the exploration purpose.

4. SOURCES OF DATA

Primary Data

Primary data is collected through Questionnaires.

Secondary Data

Websites and online journals, Published reports and Review of literature from published papers.

SAMPLE SIZE

A check is collected as a questionnaire of size containing 110 samples through Google forms.

5. DATA ANALYSIS AND INTERPRETATIONS

Response Rate, the surveys were physically with a 95% response rate assumed, 150 questionnaires were circulated, however only 110 were correctly filled and useable, resulting in a 73.33% response.

/espondents Profile The demographic profiles of the respondents are compiled and provided in this section.

GENDER OF RESPONDENTS				
VALIDITY	Frequency	%	Valid Percent	Cumulative Percent
	Male	85	77.3	77.3
	Female	25	22.7	100.0
	Total	110	100.0	100.0

TABLE 5.2

Showing the comparison and evaluation of the services provided by this company against products and services on the following factors through **descriptive statistics**, specifically **frequency distribution** presented in both **absolute frequencies** (counts) and **relative frequencies** (percentages).

Particulars	1	%	2	%	3	%	TOTAL
Promptness	36	33%	41	37%	33	30%	110
Qualified personnel	35	32%	44	40%	31	28%	110
Customised Solution	54	49%	9	8%	47	43%	110
Price	42	38%	57	52%	11	10%	110

Consistency in service quality	54	49%	46	42%	10	9%	110
Timely communication	36	33%	41	37%	33	30%	110
Honouring deadlines	35	32%	44	40%	31	28%	110
Post service delivery guidance	54	49%	9	8%	47	43%	110

Source: Primary data

The above table shows that 52% of the respondents mentioned that the price factor of the services provided by this company is the same as Products and Services and 8 % of the respondents mentioned that the Customized solutions factor of the services provided by this company is the same as as Products and Services. Therefore, most of the respondents mentioned that the price factor of the services provided by this company is the same as products and services.

6. FINDINGS

This study effectively summarizes and highlights the key outcomes of the research. It also explores the significance of the current investigation, the innovative concepts introduced, its limitations, and the scope for future research. By analysing the role of **Customer Relationship Management (CRM)** and its influence on **consumer commitment**, the study demonstrates that relationship strategies and customer loyalty are closely linked to **customer retention**. Rather than relying solely on internal resources, CRM practices should be continuously updated to ensure sustained customer satisfaction. As a result, business leaders are encouraged to implement **modernized CRM strategies** that support effective communication, application, and management of customer information. These strategies should align with clearly defined CRM objectives and be overseen by the appropriate governing authority.

7. CONCLUSION

The findings reveal that **trust, commitment, and effective communication** contribute significantly to **customer satisfaction**, which in turn positively influences **brand loyalty**. These factors are closely interlinked, supporting the conclusion that **customer relationship management (CRM)** plays a vital role in fostering brand commitment. Trust, engagement, and interaction are essential for achieving high levels of customer satisfaction. The study confirms the **positive impact of CRM on brand loyalty**, highlighting the need for organizations to focus on strategies that enhance customer satisfaction, as it directly strengthens overall customer relationship efforts.

REFERENCES

- [1] Vidya, S. R., & Shanthi, R. (2021). A Study on the Performance of E-CRM of Public Sector Banks in Chennai City. *International Journal of Management, Technology and Engineering*, 11(1), 4709-4719.
- [2] Khanh, T. D., Linh, N. T., & Thuy, T. T. (2021). The impact of organizational factors on the successful implementation of electronic customer relationship management in airlines in Vietnam. *Journal of Asian Finance, Economics and Business*, 8(6), 581- 592.
- [3] Kampani, V., & Jhamb, P. (2020). Role of E-CRM in Customer Relationship Management: A Review. *International Journal of Engineering Research and Technology*, 13(8), 1260-1266.
- [4] Abdi, A., Khani, F., & Afshari, M. (2020). The impact of electronic customer relationship management on service attributes and quality of customer-bank relationship in Tehran city. *International Journal of Emerging Markets*, 15(6), 1072- 1091.