

THE EMPIRICAL STUDY ABOUT E-CRM:
A CASE STUDY OF VIETNAM AIRLINES

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Abstract:

Customer relationship management is now the tools and strategies for airlines to increase service quality and customer satisfaction which in turn gain customer loyalty on the age of IT. The objective of the present study is to analyze the effect of electronic customer relationship management (e-CRM) on customer's loyalty in Vietnam Airlines (VNA). Research methodologies used in this paper are qualitative and quantitative methods. Qualitative method is expert interview conducted by questionnaires from 5 key managers to examine the e-CRM features and factors affecting customer loyalty from e-CRM. Quantitative method is qualified by a survey given to 401 customers randomly selected. Data is collected and examined by CFA and SEM through AMOS 20.0. The results of the study show that loyalty is significantly and positively affected by the largest determinant Service quality, followed by e-CRM features and Customer satisfaction.

Key words: e-CRM; Service quality; Customer satisfaction; Loyalty; Vietnam Airlines.