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Abstract
In Thailand, telecommunication is one of the intense competitive industries, especially in mobile phone sector. As there are a lot of service providers and the market is more likely to become saturated, most of these service providers try to expand their customer base by offering similar services and use only pricing strategy to attract new customers. However, pricing strategy may not be suitable for the company whose aim is to gain long-term benefits. CRM is one of the best strategies that these companies should consider. Many researches about the effects of CRM have been conducted, but only in the perspective of the company. Therefore, this research attempted to explore how customers' perception towards CRM affects perceived service quality as well as customer satisfaction, trust, and customer loyalty.
To gather information, 200 sets of structured questionnaire were distributed to university students and office employees in Bangkok Metropolitan Area as these groups of people are considered as mobile phone heavy users. The results of data analysis show that three dimensions of CRM, which are key customer focus, CRM organization, and technology-based CRM, have positive relationship with service quality and only perceived tangibles, reliability and assurance of SERVQUAL dimensions have positive relationship with customer satisfaction, trust, and customer loyalty.
As a result, it is suggested that telecommunication service providers should emphasize on improving these three dimensions of CRM on the customers' mind in order to upgrade the relationship quality.
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