CUSTOMER RELATIONSHIP MANAGEMENT IMPLEMENTATION AND ITS IMPLICATION TO CUSTOMER LOYALTY IN HOSPITALITY INDUSTRY IN NEPAL

Abstract

The main aim of this research paper is to identify impact of customer relationship Management and customer loyalty in hotel industry. This research is descriptive and primary data base research report. From the research it is analyzed that gender has no significant effect on customer loyalty towards hotel industry. Likewise, occupation has significant effect on customer loyalty towards hotel industry but education has no significant effect on customer loyalty towards hotel industry. It is also found that there is a significant positive relationship between customer staff relationship, customer retention, customer convenience and technology-based CRM with customer loyalty towards hotel industry with positive correlation.

1.1 General Background

Customer relationship management (CRM) refers to the practices, strategies and technologies that companies use to manage record and evaluate customer interactions in order to drive sales growth by deepening and enriching relationships with their customer bases. Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. CRM systems are designed to compile information on customers across different channels or points of contact between the customer and the company which could include the company, website, telephone, live chat, direct mail, marketing materials and social media. CRM systems can also give customer-facing staff detailed information on Customers, personal information, purchase history, buying preferences and concerns.

1.2 Statement of the Problem

Amoako, Arthur, Christian & amp; Katah (2012) found that in the hotel industry sector the basic thing which all the hotels have in common is the rooms they provide. So on the other hand, if the hotels want to get a competitive advantage in the competition they must focus on soft factor like personal treatment, personalization, one to one marketing and also various other parameters. So for overcoming level of competition in hotel industry hotels should work on relationship building approach.

Ganesh (2015) reviews that many hotel industries does not focus on providing training to it staff about courtesy and maintaining relationship with their attitude with the customer's that comes in hotel. So the research must overview on maintain the customer staff relationship for overcoming level of competition in hotel industry.

Elmubasher (2020) found that must of the hotels are lacking behind on technology use in order to manage a company's relationship and interactions with all of its customer and potential customer. They do not use SMS system, social media in order to greet their regular customers on their birthday, anniversary.

1.3 Research Question

☐ Is there any relationship between customer staff relationship, customer s retention, customer convenience, technology-based crm and customer loyalty?

☐ Does customer staff relationship, customer's retention, customer convenience; technology-based crm has affect on customer loyalty?

☐ Is there any difference among Gender, Education and Occupation with regard to different dimensions of customer loyalty?

1.4 Objectives of the study

General objective

☐ The purpose of this study to fill this gap with the focus on how this CRM dimensions can affect to the customer's loyalty.

Specific objective

- To measure the relationship between customer staff relationship, customer's retention, customer convenience, technology-based crm and customer loyalty.
- To examine the effect of customer staff relationship, customer s retention, customer convenience, technology-based crm on customer loyalty.
- To analyze the differences among Gender, Education, Occupation with regard to different dimensions of customer loyalty.

1.5 Hypothesis of the study

- H1: There is a significant relationship between Customer staff relationship and
- Customer Loyalty.
- H2: There is a significant relationship between Customer s retention and customer
- loyalty.
- H3: There is a significant relationship between Customer convenience and

- customer loyalty.
- H4: There is a significant relationship between Technology-based CRM and
- customer loyalty.
- H5: Customer staff relationship has significant effect on Customer Loyalty.
- H6: Customer s retention has significant effect on Customer Loyalty.
- H7: Customer convenience has significant effect on Customer Loyalty.
- H8: Technology-based CRM has significant effect on Customer Loyalty.

1.6 Limitation of the study
☐ The study is confined to the common public of Butwal city.
☐ Data collections regarding variables used are limited to Butwal City.

1.7 Significance of study

This research will help hotel industry person, analysts, academicians and researchers about impact of customer relationship management and customer loyalty in hotel industry in Butwal city. It helps to understand the relationship between customer staff relationship, Customer's retention, customer convenience, technology-based crm and Customer Loyalty in Butwal city. This research is to fill this gap with the focus on how this CRM dimensions can affect to the customer's loyalty.

CHAPTER II

## RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Theoretical Review

2.1 Customer Relationship Management

The Main aim of relationship Management is to establish, Maintain and enhance relationship with customers and other parties at a profit such the objectives of the parties involved are met. The following are the Review related to customer relationship marketing.

Jay Kandampully & Dwi Suhartanto (2003) have indicated that hotel image and customer satisfaction with the performance of housekeeping, reception, food, beverage and price are positively correlated to customer loyalty. The Performance of housekeeping, however, was found to be one of the most important considerations for customers of hotel chains.

Constantinos Stefanou J. Chrisotos Sarmaniotis, Amalia Stafyla, (2003) have investigated the extent of the usage of customer – and market-related knowledge management instruments and customer relationship management systems by Greek organization and their relationship with demographic and organizational variables, also investigated whether enterprises systematically carry out customer satisfaction and complaining behavior research and to examined the impact of the type of the information system used and manager's attitudes towards customer KM practices. It is found out that the survey showed that about half of the organizations of the sample do not adopt any CRM Philosophy. The remaining organization employ instrument to conduct customer satisfaction and other customer related research. However according to the proposed model, they are positioned in the first, the preliminary CRM development stage. It is also suggested that managers hold positive attitudes towards CRM and that there is no significant relationship between the type of the transactional information system used and extend to which customer satisfaction research is performed by the organizations

2.2 Theoretical Framework
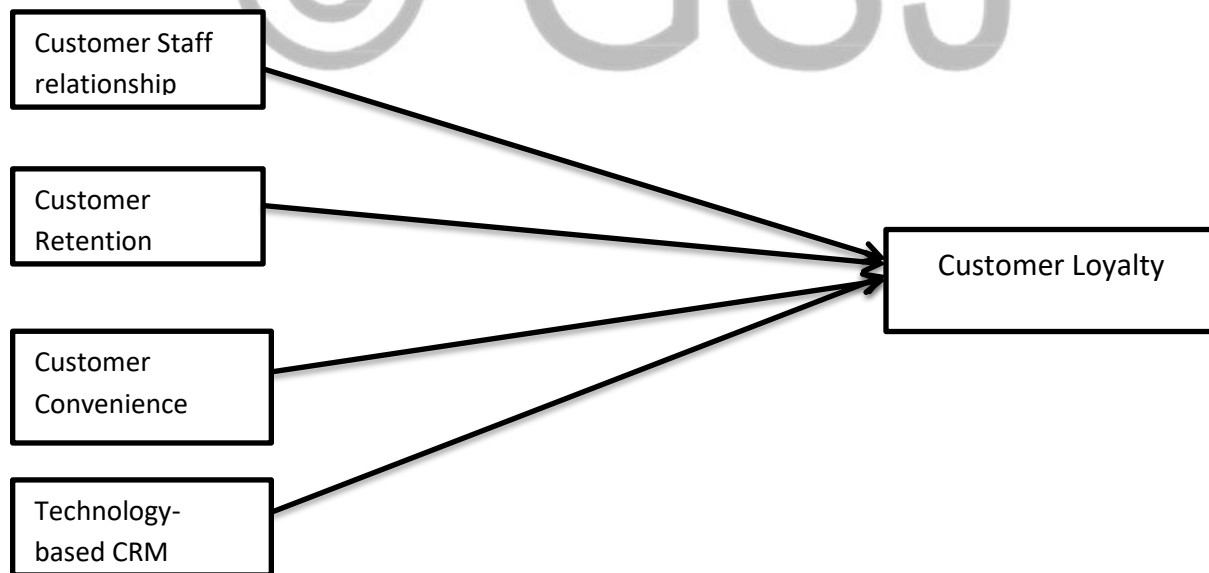
Source: Ganesh (2015)

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Research Design

This research is based on primary data hence; descriptive research design Descriptive Research Design help to identify the impact of customer relationship management and customer loyalty in hotel industry in Butwal city who are visiting three star and five star hotel. A causal-comparative design is a research design that seeks to find relationships between independent and dependent variables after an action or event has already occurred.

3.3 Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate and a sample is an element from a population. Usually, the population is too large. Hence, a small, but carefully chosen sample can be used to represent the population. The sample thus selected, reflects the characteristics of the population from which it is drawn. (Pant, 2016)

3.3.1 Sampling Design

Sampling is the process of using small number of items or part of a larger population to make conclusion about the whole population. Sampling design is ultimate for researchers to collect accurate information from the right people, right time and right location for research question. Sampling process comprises of five steps that define target population, determine sampling frame and sampling location, select appropriate sampling technique, determining sampling size and execute sampling process.

3.3.2 Target Population

Target population for this research is gender and age group persons who are visiting 3 stars and five star hotel of Butwal. The reason of taking different gender and age group person is used to find which gender and age group person prefer to visit 3 stars and five star hotels on frequent basis in Butwal. The research is done among 4 hotel located in Butwal city.

3.3.3 Sampling Location

Sampling location is chosen to distribute four hotel like Tiger palace resort, Lumbini palace resort, Hidden palace hotel and The Flamgio hotel which is located in Butwal. However, some of the questionnaires has been distributed to respondent through personally visiting the hotels at different time intervals at different days.

3.3.4 Sampling Elements

The sampling element for the study included demographic information such as gender, Education, Occupation. From our study we were trying to analyze the impact of customer relationship management and customer loyalty in hotel industry in Butwal city.

3.3.5 Sampling Technique:

Convenience sampling is a type of nonprobability sampling in which people are sampled simply because they are "convenient" sources of data for researchers. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure.

3.3.7. Sampling Size

Roscoe (1975) suggested that the rule of thumb of selecting appropriate sample size at least 30 and below 500.Since the size of population is unknown .so this sample size can maintain the sample error at an acceptable level.

Calculation of sample size:

Necessary Sample Size = (Z-score) 2 * Std Dev*(1-StdDev) / (margin of error) 2

By taking 95% confidence level, 0.5 standard deviation, and a margin of error (confidence

interval) of ±5%.

((1.96)2 x0 .5(0.5)) / (.05)2

= (3.8416 x 0.25) / 0.0025

=0.9604 / 0.0025

=384.16

In this research, 400 questionnaires were distributed in Butwal selected hotels. Out of which only 378 responses were collected. 22 questionnaires were eliminated from the data as some were not returned and some were incomplete. The questioner is distributed to selected the five stars and3 stars hotel located in Butwal.

3.4. Nature and Sources of Data

Self –administrative questionnaire has been using in this research to get the primary data. Participants include from various college students. The primary data has been collected by developing a questionnaire and secondary data through online websites, journals article and other relevant sources.

3.5 Primary data:

The Questionnaire titled "Impact of Customer Relationship Management And Customer Loyalty In Hotel Industry In Butwal City" was distributed by going to selected hotels in Butwal.

3.6 Multiple linear regression

Multiple linear regression analysis is used to predict the impact of independent variables of peer and parental influences. The equation for Impact of independent variables is expressed in the following equation:

$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$

Where,

Y= Customer loyalty

X1= Customer Staff relationship

X2= Customer Retention

X3= Customer Convenience

X4= Technology-based CRM

CHAPTER –IV
ANALYSIS AND RESULTS

.1.1 Distribution of Respondents by Gender

The researcher categorized the total sampled respondents based on gender. The groups are male and female.

Table 4.1 Distribution of Respondents by gender

Gender	Frequency	Percent	Cumulative Percent
Male	219	57.9	57.9
Female	159	42.1	100.0
Total	378	100.0	

Table 4.1 shows the gender of the respondent who participated in this survey. Out of 378 respondents, the majority respondents are male that are 219 respondents and it represents 57.9 % of the total respondents. While there are only 42.1% female participated in the survey which is equal to 159 respondents.

4.1.3 Distribution of Respondents by Age Group

Table 4.3 Distribution of Responses by Age group

Age group	Frequency	Percent	Cumulative Percent
18-25	124	32.8	32.8
25-32	143	37.8	70.6

35-39	44	11.6	82.3
39-46	38	10.1	92.3
46 and Above	29	7.7	100.0
Total	378	100.0	

Table 4.3 reflected that the majority of the respondents were aged of 25 to 32 years old, representing 37.8% and second highest majority were aged of 18 to 25 years old, representing 32.8%. It was followed by 11.6%, 10.1% and 7.7 % of the respondents were aged 35 to 39, 39-46 and 46 and above years old respectively.

4.1.4 Distribution of Response by Education Level

Total respondents are categorized into 5 group based on education level of respondents i.e. See and below, Intermediate level Bachelor, Master and above

Table 4.4 Distribution of Response by Education Level

Education	Frequency	Percent	Cumulative Percent
See and below	6	1.6	1.6
Intermediate	78	20.6	22.2
Bachelors	179	47.4	69.6
Masters and Above	115	30.4	100.0
Total	378	100.0	

According to table 4.4, the results revealed that Majority of respondent are 47.4% and 30.4% who have   Bachelor's and Master and above degree of Education. Rest are followed by 20.6%, 1.6% respondents have Intermediate and see and below level of Education respectively.

4.1.5 Distribution of Response by Occupation

Total respondents of the population are categorized into four groups based on current employment of respondents, i.e. Employee, farmer, Business person and others.

Table 4.5 Distribution of Response by Occupation

Occupation	Frequency	Percent	Cumulative Percent
Employee	104	27.5	27.5

Farmer	19	5.0	32.5
Business person	156	41.3	73.8
Others	99	26.2	100.0
Total	378	100.0	

Based on table 4.5, there are 41.3 % of respondents are Business person which is the highest proportion among the 378 respondents. Moreover, respondent who are Employee consist of 27.5%. It is followed by respondents at Others which is 26.2% and lastly Farmer which is 5%.

4.1.5 Distribution of Response by Star Status of the Hotel

Total respondents of the population are categorized into two groups based on current rating of hotels i.e. 5 stars and 3 stars.

Table 4.6 Distribution of Response by Star Status of the Hotel

Rating	**Frequency**	**Percent**	**Cumulative Percent**
5 star	115	30.42	30.42
3 star	263	69.57	100.0
Total	378	100.0	

Based on table 4.6, there are 69.57 % of respondents are staying on 3 star hotel which is the highest proportion among the 378 respondents. Rest it was followed by respondents 30.42% of respondents are staying on 5 star hotels.

4.1.5 Distribution of Response by Purpose of stay

Total respondents of the population are categorized into four groups based on Purpose of stay i.e. Rest, Business reason, Religious reason and Health.

Table 4.6 Distribution of Response by Purpose of stay

Purpose of stay	Frequency	Percent	Cumulative Percent
Rest purpose	104	27.5	27.5
Business reason	19	5.0	32.5

Religious reason	156	41.3	73.8
Health	99	26.2	100.0
Total	378	100.0	

Based on table 4.5, there are 41.3 % of respondents are Religious reason which is the highest proportion among the 378 respondents. Moreover, respondent who are Rest purpose consist of 27.5%. It is followed by respondents at Health which is 26.2% and lastly Business reason which is 5%.

Descriptive Statistics of all variables

Table 4.13 Descriptive Statistics of all variables

Statements	Mean value	Standard Deviation
Customer staff relationship	4.8426	.03340
Customer s retention	4.6713	.04682
Customer convenience	3.3102	.03237
Technology-based CRM	3.2095	.03101
Customer loyalty	4.7413	.03623

Table 4.13 shows the descriptive statistic of the response of participants towards the factor under study. The mean value of Customer staff relationship and Customer loyalty is 4 (labeled strongly agree in measurement scale) by 4.8426, 4.6713 and 4.7413 respectively. Likewise the means value of Customer convenience and Technology-based CRM is near to 4 (labeled agree in measurement scale).

4.2 Scale Measurements

4.2.1 Reliability Test

Table 4.14 Reliability Test

Variables	Cronbach's Alpha
Customer staff relationship	0.654
Customer s retention	0.856
Customer convenience	0.748
Technology-based CRM	0.745
Customer loyalty	0.770

According to Malhotra (2002), the alpha coefficient below 0.6 shows weak reliability of the variables. If the alpha coefficient ranges from 0.6 to 0.8, they are considered to be moderate strong. If the alpha coefficient is in the range of 0.8 to 1.0, they are considered to be very strong. In this study; it illustrates the reliability of five variables on an average. Cronbach's alpha was use to examine internal reliability of items and used to measure the 5 constructs. As per the table 4.9 it is found that the value off cronbach alpha for customer staff relationship, customer s retention, customer convenience, technology-based crm and customer loyalty are 0.654, 0.856, 0.748, 0.745, and 0.770 respectively which means that the question for the entire variable mentioned in the questioner are reliable and acceptable. Based on table 4.9, the results have revealed that the internal reliability is 0.790 which is considered to be moderate strong.

4.3 Inferential Analysis

4.3.1 Independent t test for Gender

Table 4.15 Independent t test for Gender

Statements	Mean	Df	F	Sig.
Male	18.3744	376	3.057	0.81
Female	19.1635	330.846		

According to this table 4.15 independent t tests is used for analyzing the effect of Gender on Customer loyalty towards hotel industry. Since the p value of this test is greater than 0.05 by 0.81 at 5% level of significance. It means we accept null hypothesis. So, we came to can conclusion that there is no significant effect of Gender on Customer loyalty towards hotel industry.

4.3.3 One-way ANOVA for Occupation

Table 4.17 One-way ANOVA test For Occupation

Statements	Mean	Df	Mean Square	F	Sig.
Employee	17.0096	3	284.350	27.815	.000
`Farmer	22.6316	374	10.223		
Business person	19.8462	377			
Others	17.9394				

According to Table 4.17 one-way Anova test is used in order to find the effect of Occupation on Customer loyalty towards hotel industry. Since the (P<0.05) p value of this test is 0.00 at 5% level of significance it means we reject null hypothesis. From this result we came to conclusion that occupation and Customer loyalty towards hotel industry has significant relationship.   It means Occupation is one important factor that is affecting on the Customer loyalty towards hotel industry.

4.3.4 One-way ANOVA for Education

Table 4.18 One-way ANOVA for Education

Statements	Mean	Df	Mean Square	F	Sig.
See and below	16.5000	3	44.827	3.691	.012
Intermediate	17.8974	374	12.144		
Bachelors	19.2402	377			
Masters and Above	18.5391				

According to Table 4.18 one-way Anova test is used in order to find the effect of Education on Customer loyalty towards hotel industry. Since the (P>0.05) p value of this test is 0.012 at 5% level of significance it means we accept null hypothesis. From this result we came to conclusion that   Education and Customer loyalty has no any significant relationship. It means Education is one important factor that does not affect on the Customer loyalty towards hotel industry.

4.3.5 Pearson Correlations Analysis

Table 4.19 Pearson Correlations Analysis

Statements	Variables	Customer loyalty	Customer staff relationship	Customer retention	Customer convenience	Technology-based CRM
Pearson Correlation	Customer loyalty	1.000	.331	-.291	.592	.361
	Customer staff relationship	.331	1.000	.043	.417	.067
	Customer retention	.291	.043	1.000	.224	.218
	Customer convenience	.592	.417	.224	1.000	.517
	Technology-based CRM	.361	.067	.218	.517	1.000
Sig. (1-tailed)	Customer loyalty	.	.000	.000	.000	.000
	Customer staff relationship	.000	.	.203	.000	.096
	Customer retention	.000	.203	.	.000	.000
	Customer convenience	.000	.000	.000	.	.000
	Technology-based CRM	.000	.096	.000	.000	.

Based on table 4.19, it has shown that the correlation matrix for the five examined variables which are customer loyalty, customer staff relationship, customer retention, customer convenience, technology-based CRM.

According to the table above, the entire construct did not exceed the value 0.75 except customer retention. Hence the entire construct was different and did not overlap with each other. This study has shown positive relationship with r =1 at 0.05 level of significance. Next it was

followed by customer staff relationship, customer retention, and customer convenience, technology-based CRM which seems to have positive relationship with value of r as 0.331, 0.291, 0.592 and 0.361 respectively at 0.05 level of significance. Thus, the results show that there is significant relationship between independent variables (Customer staff relationship, Customer convenience) and dependent variable (Customer loyalty). But from above table P value of Customer s retention and Technology-based CRM is 0.203 and 0.96 respective which is greater than 0.05. So, Customer s retention and Technology-based CRM has no significant relationship with Customer loyalty.

4.3.6 Multiple Regressions

Table 4.20 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750a	.563	.558	2.34183

    a.   Predictors: (Constant), customer staff relationship, customer retention, customer convenience, technology-based CRM

    b.   Dependent Variable: Customer loyalty

Based on the output of the Table 4.20, the value of Adjusted R Square is 0.558. Hence, the change of the Customer loyalty towards hotel industry was 55.8% which was influenced by the factors of customer staff relationship, customer retention, customer convenience, technology-based CRM. Furthermore, other 44.2% of the model is explained by other factors which are able to influence the Customer loyalty towards hotel industry.

Table 4.21 *ANOVA*

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2630.819	4	657.705	119.928	.000[b]
Residual	2045.586	373	5.484		
Total	4676.405	377			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), customer staff relationship, customer retention, customer convenience, technology-based CRM

Based on the ANOVA Table 4.21, the F value is proven to be significant at 119.928. The overall regression model with customer staff relationship, customer retention, customer convenience, technology-based CRM and Customer loyalty.

4.7 Coefficient

Table 4.22 Coefficient

Model	Unstandardized Coefficients	Standardized Coefficients	Standardized Coefficients	T	Sig.
	B	St. Error	Beta		
(Constant)	7.758	.959		8.091	.000
Customer staff relationship	.139	.052	.102	2.669	.008
Customer s retention	.444	.034	-.459	-12.946	.000
Customer convenience	.797	.063	.569	12.620	.000
Technology-based CRM	.187	.048	.160	3.908	.000

Customer Loyalty = 7.758+0.139b1+0.444b2+0.797b3+0.187b4

Here,

R- Squared=0.563   F statistic=119.928

Adjusted R-Squared=0.558   P value=0.000

Based on the output in table 4.17, the following equation is formed

Customer Loyalty = 7.758 + 0.139 (Customer staff relationship) + 0.444 (Customer s retention) + 0.797 (Customer convenience) + 0.187 (Technology-based CRM)

The regression model is fit at 5% level of significance. Also, R square value of 0.563 indicates that 56.3 percent variation in Customer Loyalty is explained by customer staff relationship, customer retention, customer convenience and technology-based CRM. Results of the regression indicate that the Customer Loyalty to a large scale is dependent customer staff relationship, customer retention, customer convenience and technology-based CRM.

The regression coefficient of Customer staff relationship is 0.139 which means that the customer loyalty towards hotel industry will increase 0.139 units when customer staff relationship is increased 1 unit while another thing remains same.

Similarly, the regression coefficient of customer retention is 0.444 which means the customer loyalty towards hotel industry will increase 0.444 when customer retention increased 1 unit while other remains same.

Likewise, the regression coefficient of customer convenience is 0.797. It means the customer loyalty towards will increase 0.797 when customer convenience increased 1 unit while other remains same. Furthermore, the regression coefficient of technology-based CRM is 0.187. It means the customer loyalty towards hotel industry will increase 0.187 when technology-based CRM increased 1 unit while other remains same.

The result of regression Highlight that there is a significant positive relationship between customer staff relationship, customer retention, customer convenience and technology-based CRM with customer loyalty towards hotel industry. Since the p value of all variabl

0.05 at 5 percent level of significance.

CHAPTER V

DISCUSSION, CONCLUSION AND IMPLICATION

5.1 Conclusion

The main aim of this research paper is to identify impact of customer relationship Management and customer loyalty in hotel industry. From this research report it is found that male respondents are higher who go to hotels by 57.9% and generally, 25 to 32 age group person visit more hotels by 37.8%. Likewise, majority of respondents having education qualification of

bachelor's level visit most by 47.4% and the majority of visitors having occupation of employee visit hotel by 27.5%. However, majority of visitors prefer to visit 3 stars by 69.57% and the most of reason to stay in hotels are religious reason by 41.5%.From the descriptive statistic it is found that the mean value of customer staff relationship is reported highest as 3.8302 and it has greater impact on customer loyalty towards hotel industry.

It is also found that gender has no significant effect on customer loyalty towards hotel industry. Likewise, occupation has significant effect on customer loyalty towards hotel industry but education has no significant effect on customer loyalty towards hotel industry. It is also found that there is a significant positive relationship between customer staff relationship, customer retention, customer convenience and technology-based CRM with customer loyalty towards hotel industry with positive correlation.

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