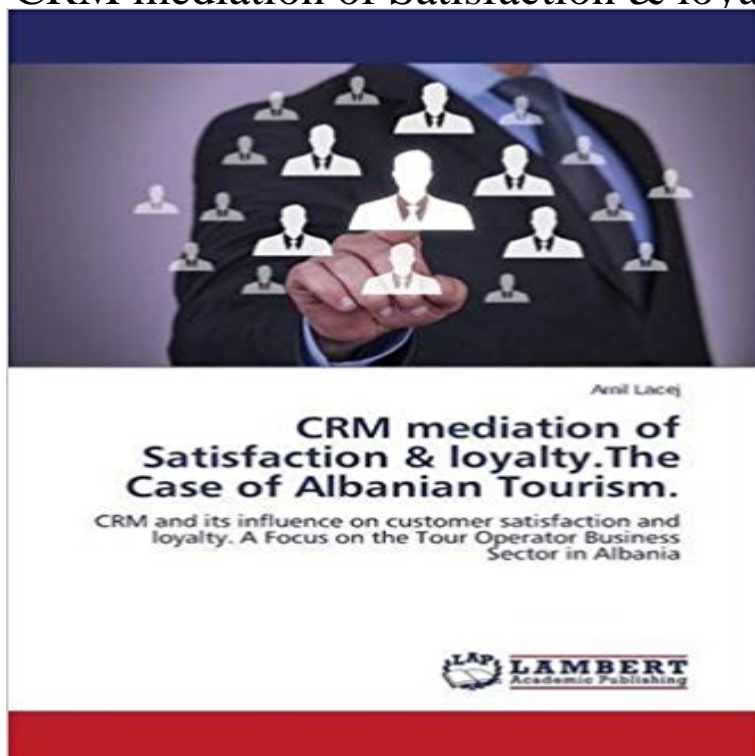


CRM mediation of Satisfaction & loyalty.The Case of Albanian Tourism.



This book examines the influence of Customer Relationship Management on customer satisfaction and customer loyalty in the Albanian Tourism Industry. Despite the fact that CRM positive influence on customer satisfaction is widely accepted as a rule of thumb, very little research has been done to further investigate on such a theory. Hence, the study tries to find out if an effective Customer Relationship Management strategy indeed influences customer satisfaction and loyalty. The empirical research attempts to unveil the relationship between Customer Relationship Management Effectiveness, customer satisfaction and customer loyalty by analyzing five CRM attributes. From the academic perspective, the study done helps in enriching the body of knowledge focused on CRM, CRM effectiveness and CRM in the tourism industry. CRM is considered to be an important investment for the companies, at least from the financial point of view. Hence, from the managerial perspective it is of high importance to know if it is worth investing such amounts of money on it, and this is what the research tries to help with.

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