

THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON COSTUMERS' IMAGE FOR JORDANIAN FIVE STAR HOTELS

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Abstract

The study aims to investigate the impact of customer relationship marketing (CRM) on costumers' Image for Jordanian Five star Hotels. The survey method was used the application of a self administrated questionnaire which was distributed to a convenience sample amounting 500 costumers: 366 questionnaires were collected, 12 questionnaires were disregarded. Therefore 354 were used for proper statistical analysis; that is 70.8% of the total sample. The study results indicated that that there are positive attitudes toward CRM used in five star hotels in Jordan. There is an impact of using CRM on costumers' Image of Jordanian Five star Hotels. This study is one of several researches that will be conducted in the tourism sector in Jordan in the next few years, in order to increase the number of tourists in Jordan for the next five years.

Keywords: customer relationship marketing (CRM), five star hotels, Image

JEL classification: M31, L83