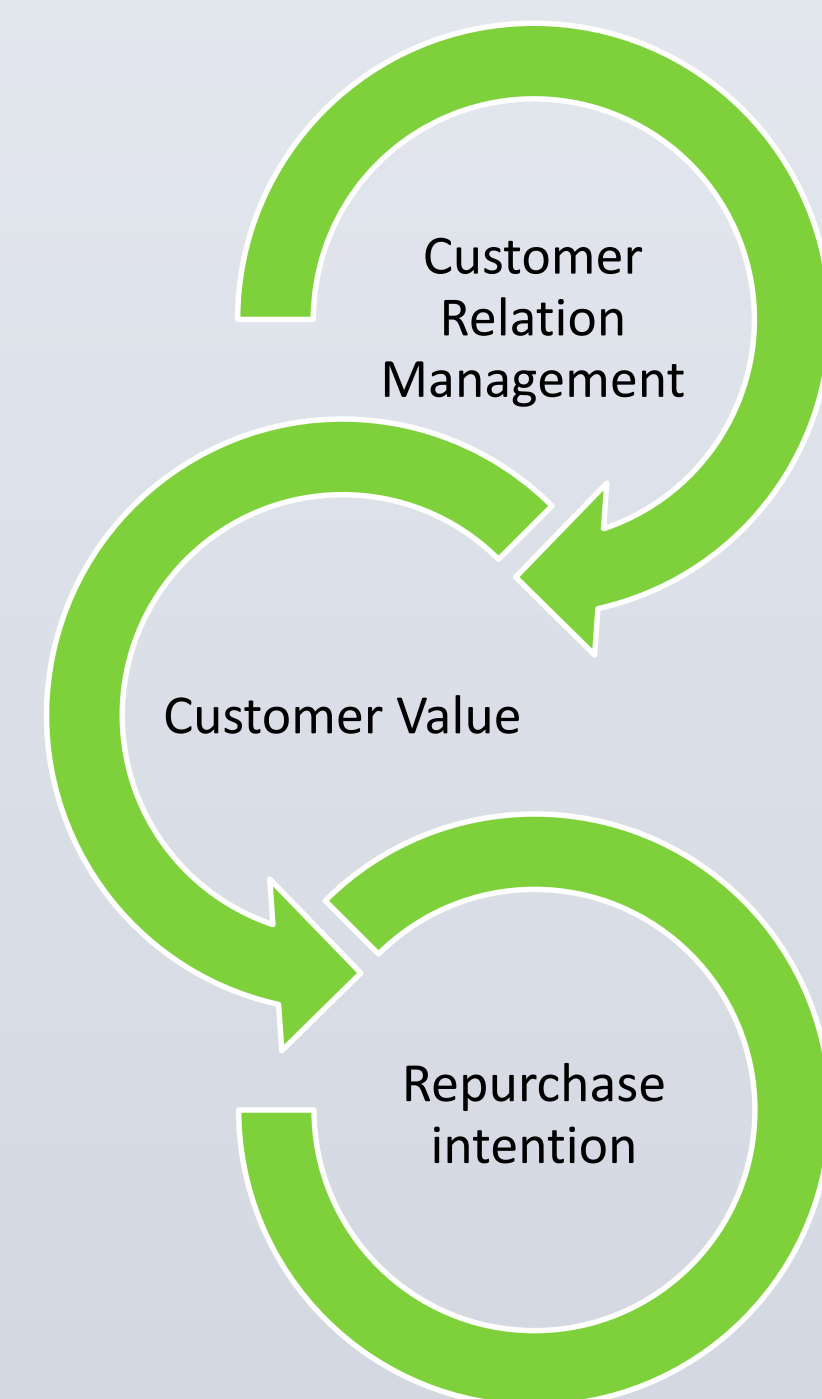


Aim

To suggest affecting factors on travel agencies CRM and to analyze the effect on re-buying intention, while comprehending affecting factors on travel agency's customer value and prove the customer value.



Objective

1. To suggest the influence factors of travel agency CRM and analyze the impact on repurchase intention.
2. To identify the factors affecting customer value of travel agencies and demonstrate customer value.
3. To demonstrate the cost of switching, which affects the repurchase and word - of - mouth for customer retention.

LITERATURE REVIEW

Definition CRM

- CRM is a concept that emerged in the late 1990s and has not yet established a clear concept for both academically and practically. The concept of CRM is presented by marketing experts and scholars, and their concepts are similar, but they do not constitute a consensus (Zablah et al., 2004). In general, the conceptual definition of existing CRM can be classified into process strategy, philosophy, and CRM as competence (Zablah et al., 2004), but it can be generally classified into marketing viewpoint, information technology viewpoint, and strategic viewpoint.

The impact factor of CRM

- In terms of information technology, Tornatzky and Fleischer (1990) found that CRM is a very diverse set of variables that represent emotional ties such as trust (Fleischer, 1990) or hardware, software, and applications (Bose, 2002), marketing and marketing factors such as customer orientation and relational marketing, and the need for statistical tools and technologies (Verhoef and Langerak, 2002).

CRM in the Service Sector

- The CRM performance factors of the service companies are as follows: improvement of service product or service quality, development of customer satisfaction, improvement of productivity, improvement of financial performance, improvement of customer service, Improvement. (Zeithaml, 1996).

Definition of Satisfaction and Repurchase Intention

- According to Anderson and Narus (1990), the satisfaction of relationship is a consumer's emotional state that is formed by a relationship with the company, and satisfaction is an essential factor that keeps the relationship constant. Repurchase intention is the likelihood that a customer will repeatedly use a service provider in the future. In the field of marketing, it is defined based on customer loyalty.

METHODOLOGY

Stage 1

- Collect and analyze Secondary Data

Stage 2

- Conduct primary research: Quantitative research through a online & offline survey & Qualitative research as interview as well

Stage 3

- Analyse the data collected and compare to secondary resources information.

Stage 4

- Develop and disseminate conclusions and recommendations

ANTICIPATED FINDINGS

- H.1. The influencing factor of travel agent CRM (quality of customer relationship, reward, CRM environment of travel agency) will positively affect the value of customer of the travel agency.
- H.2. The influencing factors of travel agency CRM (quality of customer relationship, reward, CRM environment of travel agency) will have a positive effect on the satisfaction of travel agency.
- H.3. Customer value, customer service value, and brand value will be sub-components of customer value.
- H.4. Customer value will have a positive impact on travel agency satisfaction.
- H.5. Travel agency satisfaction will have a positive impact on travel agent repurchase intentions.
- H.6. Travel agent switching cost will affect the satisfaction of the travel agency and the repatriation intention of the travel agency.

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