DL IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY CHAIN HOTEL

Maryam Amiri[1], Hassan Esmailpour[2]
[1] *M.A. Students of Management, Borujerd Branch, Islamic Azad University, Iran,*
[2] *Ph.D. Faculty Members of Management, Islamic Azad University, Tehran Branch, Iran,*

Abstract

The main purpose of this study was to investigate the effect of customer relationship management (CRM) is a chain hotel on customer loyalty. The study of correlation - aspects of the survey, the research is applied. Study population comprised all customers Corp is a hotel chain. Sample obtained by Morgan and the formula is the number 385. In this research field and literature data have been collected by the Library. For purposes of data collection and the use of anonymous questionnaires, which will be completed by the customer Hotels Corp. Analysis of the questionnaire measured five option scale (Likert) is used by reliable Kernbakh alpha test and SPSS software were calculated for the 25 questions, 77/0, respectively. Based on the analysis of the questionnaire survey was to expert scholars and professors there. In this study, to test the assumptions of regression method Enter used. The results indicate that the implementation of customer relationship management, attract new customers and retain existing customers Parsian Hotel is a positive and significant impact.

Keywords: Customer relationship management, customer loyalty, Chain hotel connection

Introduction

With the rapid changes in today's society is not an exaggeration to say that all businesses are looking for ways to increase customer loyalty. Customer loyalty can confirm the performance of the company and should be considered as a competitive advantage (Lam, Shankar, Aramily and Morsy, 2004 and Zhenmal 2000). Nowadays, the customer loyalty program in the hospitality industry, it is common and normal. We seldom see a business that is not used for these applications. Loyal customers buy more than other people do not only consider price and brand (Shoumako, Lewis, 1999). Creating customer loyalty is a concept in business today because of things that have become loyal customers as a core component of organizational success is more interesting. As a result, organizations today are seeking to identify and manage effective methods of building loyalty (Larson, Susana, 2004). CRM includes customer relationship management relationships that create loyal customers for mutual benefit and learn from the receiver is connected that management is a leading creative and customer-focused business processes and put the customer at the center of business processes according to Mr. Samouaton say "Our client is the only person who can fire the CEO and other employees" are now almost a major concern of corporate customers. It is even said that the main concern of the customer relationship management (CRM). In order to establish a stable

relationship with customers requires a detailed understanding of the relationship between trust and commitment and loyalty of our customers that these concepts are introduced in customer relationship management, but many scientists believe that the connection with the notions of trust and commitment that should be tied to emotion. (Sun, Lead, 2009).

Research background

The most comprehensive definition of CRM, or Customer Relationship Management is said to be that the whole process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. Where the value of the target business customers. (Cutler and Armstrong, 1390, p 43). CRM, the whole process of creating and maintaining effective relationships with customers by providing superior customer value and satisfaction (Cutler and Armtesrang, 1390, p 42). CRM is a customer-focused business strategy which aims to enhance customer satisfaction and increase their loyalty by offering fast and customized services according to customer request. (Fireman, 2002). Customer relationship management, business strategy, integrated marketing, technology, business processes and activities around integrated customer makes. (Feinberg and Romano, 2003). CRM Concept that enables organizations to fit each customer's product or service to offer. CRM can create a personal experience that makes the customer feel take into consideration, is used. Thus, new opportunities will be created for marketing based on customer preferences and history. (Wilson, 2002). In Mac Gldryk and Andre (1997) explained that the word loyalty, honesty and commitment is involved. These criteria lead to customer satisfaction and the customer is satisfied with a product, the number of purchases rises and willingness to buy is in the positive direction (Emali-1998). Many studies have emphasized the importance of customer satisfaction on loyalty. Alexander Mack (2003) claimed that Alexander Mack (2003) claimed and the major potential in creating customer loyalty is customer satisfaction. Variables that affect measures of customer satisfaction on customer loyalty and desire for long-term relationship with them. It is said that customers who are satisfied with a product from a supplier that can provide support and encourage others to do so. It can be concluded from the customer satisfaction and customer loyalty is linked together.

Loyalty: That's a strong commitment to purchase a product or service is known as the best in the future and if the same brand or product and marketing efforts, despite the impact of potential competitors could purchase (Oliver, 1999). In other words, brand loyalty can be as much a customer has a positive attitude towards a brand, His commitment to the brand and purchase intention of continuing to be defined in the future. (Minor, Moon, 1388, p 344). Favorable attitude towards a brand loyalty than any other brand and repeat purchase behavior is obtained (Palmer, 2001). Loyal customers tend to choose a product from a business for goods other special needs (Shahin, Taymuri, 1387, p 44). Loyalty to a strong commitment to purchase a product or service again in the future superiority refers, despite the impact of the brand or product so that potential competitors could purchase and marketing efforts. (Berli, 255, 2004).

True Loyalty: True loyalty exists when my regular customers particularly because of the strong justifies their purchase. This class is so profitable loyalty floor. (Elahi, Heydari, 1384, p 158). Truly loyal customers are less motivated to explore other options and the pull of the other brands are very resistant, likely to present themselves positively verbal communication to interact with other users on the service. (Shahin, Taymuri, 1387, p 97).

Hidden loyalty: Hidden loyal customers, based on their attitudes toward the organization and its brand are specified but they are not buying behavior. These customers usually affect the choices made by the provider, or the inventory status is influenced by others. (Elahi, Heydari, 1384, p 158).

Fake loyalty: Fake loyalty because the customer does not believe the variety of options is very similar to the inactivity and apathy. Here the pattern repeat purchases, based on special offers, convenience, access to brokers and recommend to others. As a result, clients may only occasionally be loyal and easily rivals the organization to change. (Elahi, Heydari, 1384, p 159).

Lack of loyalty: In situations where the client relative attitude and repeat purchase behavior, he is at a low level; we face a lack of loyalty. Customers are classified according to their convenience, not loyalty, are attempting to buy. (Elahi, Heydari, 1384, p 159).

Management: Process is the effective and efficient use of human and material resources, based on a value system accepted through planning, organizing, mobilizing resources, and command and control operations are carried out to achieve the goals set (Rezaeian, 1386, p 8).

Communication: The exchange of information and transmission of meaning is significant (Rezaeian, 1386, p 137). Client: the natural or legal person that directly or indirectly goods or services are supplied to him (Cutler, Armstrong, 1389, p 128). (Mac Alexander, Little and Robert 2003). Many studies have shown repeatedly how important it is to support the client's behalf. They are also practical issues and simple to explain to new customers. This saves an enormous amount of money that is used for advertising. (Hey Wood, 1988). In Abrayan and Jones (1995) suggests that companies know that their customers value for some Btydl steady and loyal customers for a long time. Research Haji Ramazan and Al-Badawi, (1383): The researchers in the study as "a framework for customer relationship management of the organizations' attempts to provide a framework for the implementation of different organizations have the same standards, the same researchers that the dimensions Analytical models of various organizations began deploying CRM systems.

Abbasi and Turkmani Research, (1389): The researchers in this study as "theoretical model of customer relationship management 'tries to tell a customer relationship management" in which customer relationship management into an integrated system for planning scheduling, and controlling the organization's activities before and after the sale outlines that CRM as a long term goal to acquire and retain customers and value for their And also enable customers to interact with businesses and companies through the service offers. An empirical study of Customer Relationship Management (2007), Wu, Wan Ye and Cheng - Hong purpose of this study is the issue of how companies can compete effectively in today's competitive market for customer interactions are managed. Also, the results showed that confidence in the mediator variables and enrich relationships between companies - moderate effect on the relationship between identity and the consumer is willing to buy.

Materials and Methods

Since the purpose of this research is to achieve customer loyalty in relation with the implementation of CRM, therefore this correlation study, and the data on the effect of sampling, to investigate the

distribution and characteristics of the study population is a branch of research (survey). The purpose of this research, applied research. In addition to what was mentioned, In terms of the research that examines the data related to a period (a period of) time deals, the point is how to obtain the required data from the descriptive method of research is an association. Study population comprised all customers Corp is Parsian chain hotel. But since it was impossible to collect data from all members of the population (even if it is possible both in terms of time, cost and other facilities required were not possible), sample the statistical community. Given that the population of a community is unlimited the exact number of customers who cannot go to the hotel, Morgan's account of the use of the formula is the number 385. And according Dear Supervisor, the sample was calculated by the formula is the same number we have 385 students.

$$n = \frac{[Za]^2 \times p(1- q)}{\varepsilon^2}$$

In this research field and literature data have been collected by the Library. In the Library has been collecting materials through receipt capture, and in the field, one of the most common questions by collecting information. The questionnaire prepared by the researcher is trying to plan a few questions to get the required information from the respondents. For purposes of data collection and the use of anonymous questionnaires, which will be completed by the customer Hotels Corp. Analysis of the questionnaire measured five option scale (Likert) is used, and the options very low to very high (very low to very high) have been determined. To assess the reliability of the questionnaire of 25 questions was distributed among members of the sample, they then collect reliable Kernbakh alpha test and SPSS software were calculated for the 25 questions, 77/0, respectively. Based on the analysis of the questionnaire survey was to expert scholars and professors there. In this study, to test the assumptions of regression (method Ente regression) is used for data analysis software is designed to help spss16

Analysis of data

To test these hypotheses, regression analysis is used to performing this test method, Enter regression hypothesis must be executed prior to the results of the regression analyzes are reliable.
1 - Normality assumption remains: The default should be obtained from the difference between the observed and predicted dependent variable from normal p-p plot is used.
2 - The assumption of independence among the errors: In the regression analysis should errors (differences between observed and predicted) are independent, in these tests, the camera brings Watson to help the obtained value of the test should be between 1.5 to 2.5 to be accepted independence of error.
3 - the hypothesis of correlation between the dependent and independent
4 - default RS: The default should be the ability to determine whether the independent variables (the mean of the independent variables on the dependent variables) are dependent
5 - Kappa assumption of a linear relationship between the dependent and independent variables: The assumption is made use of ANOVA test

4-3-1 first hypothesis:

CRM has an impact on the willingness to buy again
1 - default remained normal through the remainder of the normal curve (P-P)

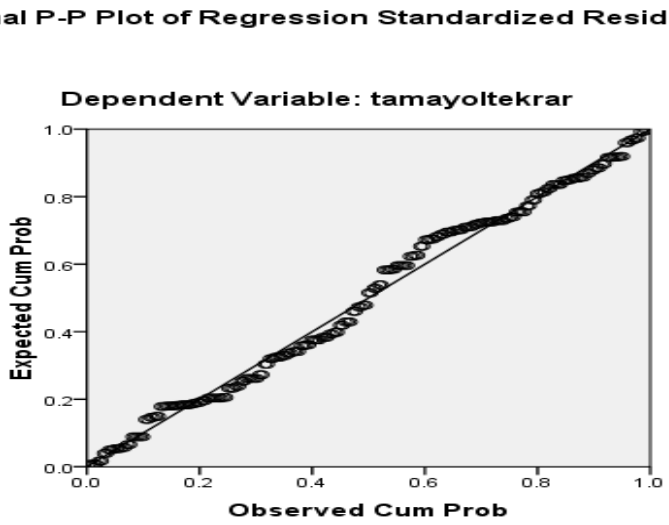

Figure 4-11 Diagram of normal to evaluate the remaining normal

According to the above figure that remains are located in or around the fitted line that it can be concluded that the remains are of a normal distribution

2 - the assumption of independence among the errors

Independence of errors for each of the test is taken by cameras Watson

Table 4-12 Regression Model Summaries

Correlation coefficient	Coefficient of determination	Coefficient Standard	Standard error of estimate	Camera Test - Watson	F	Significance level
.495	.245	.241	.56342	1.968	69.692	.000

As can be seen in the above table, the camera is - Watson earned 96/1 because this value is between 5/1 and 5/2 is the assumption of independence of errors is accepted.

3 - The default correlation between the independent and dependent variables
As can be seen from the above table, the correlation coefficient obtained in 495/0, which indicates that the correlation between the independent variable and dependent Kappa.

4 - Default RS
Can be seen in the table above to determine the coefficient obtained in standard that is (241/0), thus 24% of the variation in the dependent variable due to changes in the independent variable is

5 - The assumption of a linear relationship between the independent variables and the dependent variable.
As can be seen in table F-test significance level of less than one percent and disagreement regarding

the null hypothesis of a linear relationship between the independent variables that the dependent variable is denied under the table assumes a linear relationship was confirmed.

Table 4-13 Regression Coefficients

Dependent	Independent	Non-standardized coefficients		Standardized coefficients	t	Significant level
		B	Standard	Beta		
Tend to repeat purchase	Constant	.037	.409		.090	.928
	CRM	1.036	.124	.495	8.348	.000

In the above table it can be seen that significant test constant than 5% of the fixed amount cannot be in the equation protests., But significant level of t-test for variables CRM is less than one percent, so an equation of order., Or in other words, the dependent variable is the effect.

Y = a + (b1x1)

(CRM) 036/1 = tend to repeat purchase

Thus it can be seen that CRM has the ability to influence the tendency to repeat purchase.

4-3-2 second hypothesis:

CRM has a positive effect on maintaining customer loyalty program.

1 - Default remained normal through the remainder of the normal curve (P-P)

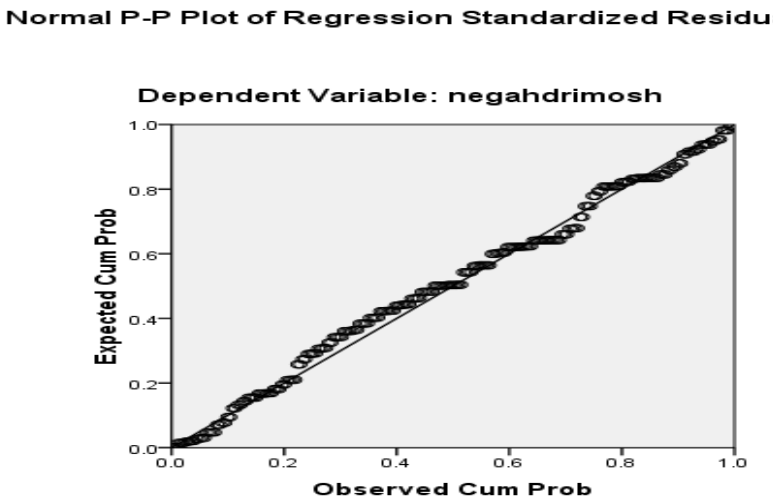

Figure 4-12 Diagram of normal to evaluate the remaining normal

According to the above figure that remains around or on-line are fitted so it can be concluded that the remains are of a normal distribution.

2 - The assumption of independence among the errors

Independence of errors for each of the test is taken by cameras Watson

Table 4-14 Regression model summary

Significance level	F	Camera – Watson test	Standard error of estimate	Coefficient Standard	Coefficient of determination	Correlation coefficient
.000	84.457	1.944	.40941	.279	.282	.531

As can be seen in the above table, the camera is - Watson earned 94/1 and because of this value between 5/1 and 5/2 is the assumption of independence of errors is accepted.

3 - The default correlation between the independent and dependent variables and as can be seen from the above table, the correlation coefficient obtained in 531/0, which indicates that the correlation between the independent and dependent variables.

4 - Default RS
We can be seen in the table above to determine the coefficient obtained in standard (279/0), thus 27% of the variation in the dependent variable due to changes in the independent variable is

5 - The assumption of a linear relationship between the independent variables and the dependent variable.

As seen in the above table F-test significance level of less than one percent that the null hypothesis based on non-linear relationship between the independent variables and the dependent variable is denied, so according to this table assumes a linear relationship was confirmed.

Table 4-15 Regression Coefficients

		Non-standardized		Standardized	t	Significant level
Dependent variable	Independent variables	B	Standard error	Beta		
Customer care	Constant	.450	.297		1.515	.131
	CRM	.829	.090	.531	9.190	.000

In the above table it can be seen that significant test constant than 5% of the fixed amount cannot be in the equation protests., But significant level of t-test for variables CRM is less than one percent, so an equation of order., Or in other words, the dependent variable is the effect.
Y = a + (b1x1)
(CRM) 829/0 = keeping customers
Thus it can be seen that CRM has the ability to influence the maintenance of customer loyalty programs.
4-3-3 third hypothesis:
Positive impact on the prevention of CRM on customer acquisition to other brands.
1 - Default remained normal through the remainder of the normal curve (P-P)

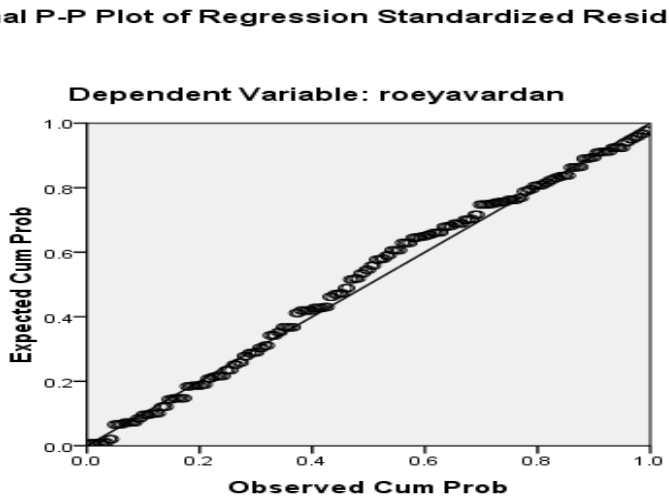

Figure 4-13 Diagram of normal remained normal for the

According to the above figure that remains around or on-line are fitted so it can be concluded that the remains are of a normal distribution.

2 - The assumption of independence among the errors

Independence of errors for each of the test is taken by cameras Watson

Table 4-16 Regression model summary

Significance level	F	Camera – Watson test	Standard error of estimate	Coefficient Standard	Coefficient of determination	Correlation coefficient
.000	150.506	2.094	.47010	.409	.412	.642

As can be seen in the above table, the camera is – Watson, the 09/2 is because of the amount between 5/1 and 5/2 is the assumption of independence of errors is accepted.

3 - The default correlation between the independent and dependent variables

As can be seen from the above table, the correlation coefficient

4 - default RS

The tag 642/0, which indicates that the correlation between the independent variable and dependent Kappa.

Can be seen in the table above to determine the coefficient obtained in standard (409/0) is 40% of the variation in the dependent variable due to changes in the independent variable is

5 - Kappa assumption of a linear relationship between the dependent and independent variables

As can be seen in table F-test significance level of less than one percent so disagreement regarding the null hypothesis of a linear relationship between the independent variables and the dependent variable is denied so according to this table assumes a linear relationship was confirmed.

Table 4-17 Regression Coefficients

Dependent variable	Independent variables	Non-standardized		Standardized	t	Significant level
		B	Standard error	Beta		
Customer care	Constant	-1.033	.341		-3.032	.003
	CRM	1.270	.104	.642	12.268	.000

In the above table it can be seen that the constant of less than 1 percent significance level test can be so constant in the equation to participate. T test for CRM significant variable in the equation, so it can be less than one percent to the company or a way to affect the dependent variable.
Y = a + (b1x1)
(CRM) 27/1 +033 / 01 - = Prevents turning to others
Thus it can be seen that the CRM's ability to influence others is to avoid turning customers
4-3-4 fourth hypothesis:
CRM has a positive effect on customer preferences and priorities
1 - default remained normal through the remainder of the normal curve (P-P)

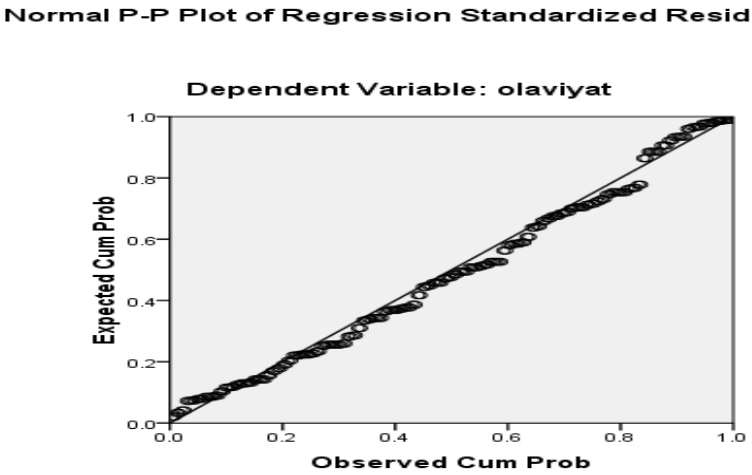

Figure 4-14 Diagram of normal remained normal for the

According to the above figure that remains around or on-line are fitted so it can be concluded that the remains are of a normal distribution.
2 - The assumption of independence among the errors
Independence of errors for each of the test is taken by cameras Watson

Table 4-18 Regression model summary

Significance level	F	Camera – Watson test	Standard error of estimate	Coefficient Standard	Coefficient of determination	Correlation coefficient
.000	108.443	1.676	.45883	.332	.335	.579

As can be seen in the above table, the camera is - Watson earned 67/1 because this value is between 5/1 and 5/2 is the assumption of independence of errors is accepted.

3 - The default correlation between the independent and dependent variables, as it can be seen that the correlation coefficient obtained by way of 579/0, which indicates that the correlation between the independent and dependent variables.

4 - default model explained

Can be seen in the table above to determine the coefficient obtained in standard (332/0) is 33% of the variation in the dependent variable due to changes in the independent variable is 5 - The assumption of a linear relationship between the independent variables and the dependent variable.

As can be seen in table F-test significance level of less than one percent so the null hypothesis based on non-linear relationship between the dependent and independent variables was rejected Kappa so according to this table assumes a linear relationship was confirmed.

Table 4-19 Regression Coefficients

		Non-standardized		Standardized	t	Significant level
Dependent variable	Independent variables	B	Standard error	Beta		
Customer care	Constant	-.330	.333		-.993	.322
	CRM	1.053	.101	.579	10.414	.000

In the above table it can be seen that the constant value greater than 5% significance level test was not so constant in the equation to participate. T test for CRM significant variable in the equation, so it can be less than one percent to the company or a way to affect the dependent variable.
Y = a + (b1x1)
(CRM) 053/1 = priorities and preferences
Thus it can be seen that CRM has the ability to influence the changing priorities and preferences
4-3-5 fifth hypothesis:
CRM has a positive impact on customer satisfaction
1 - default remained normal through the remainder of the normal curve (PP)

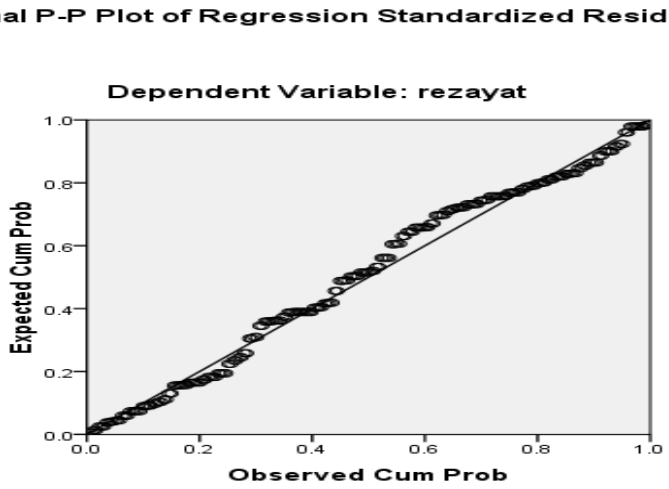

Figure 4-15 Diagram of normal to evaluate the remaining normal

The above figure remains around or on all the trend lines, it can be concluded that the remains are of a normal distribution.

2 - The assumption of independence among the errors

Independence of errors for each of the test is taken by cameras Watson

Table 4-20 Regression model summary

Significance level	F	Camera – Watson test	Standard error of estimate	Coefficient Standard	Coefficient of determination	Correlation coefficient
.000	42.650	1.942	.57385	.162	.166	.407

As can be seen in the above table, the camera is - Watson earned 94/1 because this value is between 5/1 and 5/2 is the assumption of independence of errors is accepted.

3 - The default correlation between the independent and dependent variables
As it can be seen that the correlation coefficient obtained by way of 407/0, which indicates that the correlation between the independent variables and dependent Kappa.

4 - default RS
Can be seen in the table above to determine the coefficient obtained in standard (162/0) is 16% of the variation in the dependent variable due to changes in the independent variable is

5 - The assumption of a linear relationship between the independent variables and the dependent variable.

As can be seen in table F-test significance level of less than one percent, disagreement regarding the null hypothesis of a linear relationship between the independent variables and the dependent variable is denied so according to this table assumes a linear relationship was confirmed.

Table 4-21 Regression Coefficients

		Non-standardized		Standardized	t	Significant level
Dependent variable	Independent variables	B	Standard error	Beta		
Customer care	Constant	.355	.416		.852	.395
	CRM	.826	.126	.407	6.531	.000

In the above table it can be seen that the constant value greater than 5% significance level test was not so constant in the equation to participate. T test for CRM significant variable in the equation, so it can be less than one percent to the company or a way to affect the dependent variable.
Y = a + (b1x1)
(CRM) 826/0 = customer satisfaction
Thus it can be seen that CRM has the ability to influence the customer satisfaction variable
4-3-6 sixth hypothesis:
CRM has a positive impact on customer loyalty, a sense of
1 - Default remained normal through the remainder of the normal curve (P-P)

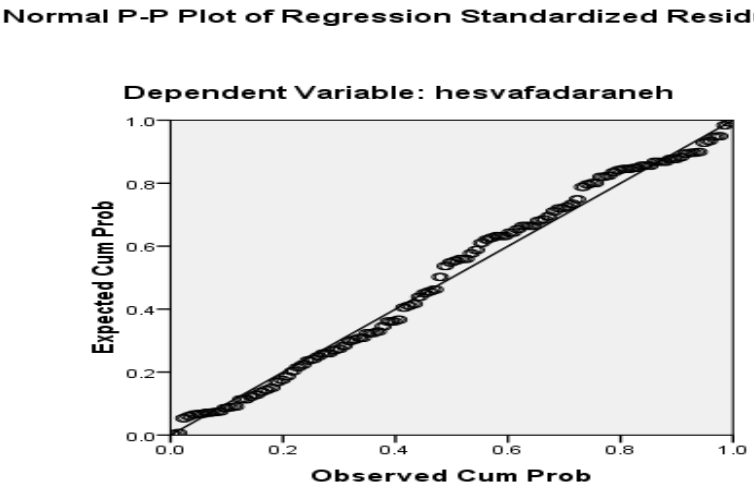

Figure 4-16 Diagram of normal remained normal

According to the above figure that remains around or on-line are fitted so it can be concluded that the remains are of a normal distribution.

2 - The assumption of independence among the errors

Independence of errors for each of the test is taken by cameras Watson

Table 4-22 Regression model summary

Significance level	F	Camera – Watson test	Standard error of estimate	Coefficient Standard	Coefficient of determination	Correlation coefficient
.000	171.864	1.817	.50905	.442	.444	.667

As can be seen in the above table, the camera is - Watson earned 94/1 because this value is between 5/1 and 5/2 is the assumption of independence of errors is accepted.

3 - The default correlation between the independent and dependent variables
As it can be seen that the correlation coefficient obtained by way of 407/0, which indicates that the correlation between the independent variables and dependent Kappa.

4 - default RS
Can be seen in the table above to determine the coefficient obtained in standard (162/0) is 16% of the variation in the dependent variable due to changes in the independent variable is

5 - The assumption of a linear relationship between the independent variables and the dependent variable.
As can be seen in table F-test significance level of less than one percent, disagreement regarding the null hypothesis of a linear relationship between the independent variables and the dependent variable is denied so according to this table assumes a linear relationship was confirmed.

Table 4-23 Regression Coefficients

		Non-standardized		Standardized	t	Significant level
Dependent variable	Independent variables	B	Standard error	Beta		
Customer care	Constant	-.818	.369		-2.215	.028
	CRM	1.470	.112	.667	13.110	.000

In the above table it can be seen that less than 5 percent significance level fixed amount of testing can be so constant in the equation to participate. T test for CRM significant variable in the equation, so it can be less than one percent to the company or a way to affect the dependent variable.
Y = a + (b1x1)
(CRM) 47/1 + 818/0- = sense of customer loyalty
Thus it can be seen that the CRM is the ability to influence the changing sense of loyalty to the client.

Conclusion

5-2-1 The first hypothesis

Figure 4-11 and Table 12 can be seen that Assumptions needed for the results of the regression equation has been conclusion According to the regression equation is therefore quite logical.

Table 4-13 it can be seen that a significant level CRM coefficient is less than one percent (0.000). It will be part of the equation. Or the words CRM can influence the dependent variable (willingness to repeat buying) is effective. However, it can be seen that the design equation with a unit change in variable amounts CRM 36/1 unit change in the tendency to repeat purchase. This effect can be observed directly what CRM is to increase the tendency to repeat purchase more.

5-2-2 of the second hypothesis

Figure 4-12 and Table 14 can be seen assumptions needed for the results of the regression equation has been conclusion According to the regression equation is therefore quite logical. Seen in Table 4-15. The CRM significant coefficient is less than one percent (.000), so the company could be Equation. Or the words CRM can influence the dependent variable (keeping the customer's loyalty) be effective. While in Eq designed to be viewed with a unit change in the variable CRM to a 829/0 unit change in keeping customers the program will be faithful. Observed that this effect is direct. Means to increase the CRM customer retention programs to be more faithful.

5.2.3 The results of the third hypothesis

CRM coefficient is less than one percent (.000), so it is part of the equation. Or the words CRM can influence the dependent variable (to avoid turning customers into hotels again) be effective. While in Eq designed to be viewed with a unit change in the variable CRM to a 27/1 of the prevent others from making changes to the customer. Observed that this effect is direct. means to prevent the rise of CRM on customer acquisition than others are.

5-2-4 Result fourth hypothesis

of one percent (0.000) can therefore be part of the equation. Or the words CRM can influence the dependent variable (priorities and preferences) be effective. While in Eq designed to be viewed with a unit change in the variable CRM to a 053/1 unit change in priorities and preferences is. Observed that this effect is direct what attracted CRM increases customer priorities and preferences of the hotel.

5-2-5 of the fifth hypothesis

CRM is less than one percent (.000), so it is part of the equation. Or the words CRM can influence the dependent variable (customer satisfaction) be effective. While in Eq designed to be viewed with a unit change in the variable CRM to a 826/0 unit change in customer satisfaction is. Observer that this effect is direct what CRM is to increase customer satisfaction further than Hotel

5-2-6 of the sixth hypothesis

CRM is less than one percent (.000), so it is part of the equation. Or the words CRM can influence the dependent variable (feel loyal customer) be effective. While in Eq designed to be viewed with a

unit change in the variable CRM to a 47/1 unit change in the sense of loyalty is. This effect can be observed directly. means the CRM increases customer loyalty, a sense of hotels increases.

5-3 - General conclusions:

This study of the impact of CRM on customer loyalty chain hotels Corp is doing. The findings emphasize that CRM has a positive impact on customer loyalty Hotels Corp. Relationships between the independent variables and the dependent variable are presented in the conceptual framework, a positive correlation. It is observed that a significant level CRM coefficient is less than one percent (0.000) Thus, CRM can influence the dependent variables (the tendency to repeat the purchase, maintenance, customer preferences and customer preferences, customer satisfaction and customer loyalty) Effect transition, according the extent of Parsian Hotel is observed in CRM that directly and positively related to customer loyalty and as it turned out, the variety of hotels, extensive subsidiaries, doing things according to customer demands, constant readiness of the hotel staff and concessions to customers will be given a greater effect on customer loyalty.

According to research done previously and as previously mentioned factors such as emotions, trust and commitment in customer loyalty are the main features.

Feel a sense of belonging and commitment that the willingness of the customer to a company or brand to create customer and enjoyed being at a particular hotel and feels that it belongs to the company (Morgan, Hunt, 1994. Braun and Shoemaker 2003). Baser and Dick (1994) in their research suggested that the different patterns on repeat customers by supporting effect. Dependent on attitudes of these three factors may cause the information to create brand desire, feeling and behavior of individuals that a brand is a trademark of the body.

The two researchers stated practices independent of conditioning factors and subjective criteria for repeat support on behalf of clients has proved influential. Also, independent or independent views can also include incentives and promoting.

Also Shoemaker and Lopez (1999) introduced a four-shaft that is long-term loyalty scheme called the triangle formed loyalty. The triangle of loyalty includes data management, communication and value was created. These factors will lead to customer loyalty.On data management and communication between customer and developer focused on producing the product. People are programmed to understand the value of the customer and the transaction costs and enhance customer satisfaction scores increase.

CRM generally positive impact on customer loyalty and it can be used as a cost competitive and proven customer retention and ultimately to the development of these programs can be hotels. But this alone does not work, so it is not the only source. The results showed that the exact position of a component in making decisions for CRM is customer loyalty. Relationship with partners, customers' attitudes and feelings about the hotel and the hotel and also others... Customer loyalty in the hotel can be effective.

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