



RELATIONSHIP BETWEEN CUSTOMER RELATIONSHIP MANAGEMENT AND QUALITIES OF WORK LIFE OF EMPLOYEES, HOTEL INDUSTRY

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Abstract

Today's, in trendy organization, the concept of "quality of work life" has become a major collective issue the whole time in the world; while in the past decades, just personal life (non-working) has been emphasized. The quality of work life illustrates the type of organizational culture or management methods, in which personnel, based on it improve their sense of ownership and self-esteem. On the other hand, the emergence of new instruments such as "customer relationship management" will increase organizational capacity, to reduce internal costs, better interaction with the environment, and finally more profitability to organization. The sample size of 172 employee's in hotel industry, using descriptive Analyze and inferential statistical methods such as T-test and analysis of variance was performed. Findings of research indicated that the more employees' quality of working life increases, employees' motivation to their job tenure increases, resulting in increase of customer satisfaction.

Keywords: *Quality of Work Life, Customer Relationship Management, Customer Orientation, Hotel Industry.*

Introduction

The concept of quality of work life. "Edgar" and "Baldwin" argue that quality of work life is a set of real work situation in organization, and believe that quality of work life indicate employee's attitudes and feelings toward their own activities. Therefore, organization, in order to improve the quality of employees' life, develops more opportunities to influence personnel and cooperating on effectiveness of the organization. This will lead employees to use their intelligence, such that as a member of organization help improving decision-making process that is performed by organization's top managers.

The multi- dimensions concept of CRM can be considered relatively new, because of the only few studies, which are made on the CRM dimensions of some service sectors such as banking (Akroush et al., 2011; Sadek et al., 2011; Sin et al., 2005; Yim, Anderson, and Swaminathan, 2005) and contact centers (Abdullateef et al., 2010), thus the range of information on this concept is quite limited. To drive the point home, it can be said that CRM consists of four broad behavioral dimensions (Sin et al., 2005; Yim et al., 2005)

In this regard, the successful implementation of CRM strategy will be of great benefit to the organizations, adopting it, as such organizations can reap the benefit of increasing sales through better market segmentation, customizing products and services, obtaining higher quality products, gaining access to information and employee satisfaction, and above all, ensuring long-lasting customer-retention and loyalty (Alomtairi, 2009; Ozgener and Iraz, 2006; Stockdale, 2007; Verma and Chandhuri, 2009)

As it is mentioned, an important concept, in recent decades that is called marketing decade, and in the field of personnel quality of work life is the concept of customer relationship management that means the effort of organization to develop and provide higher value customer. Organizations have widely recognized that customers are their most important asset therefore paying attention to relationships with customers as beneficial and mutual transactions, as well as opportunities that require managing.

Literature Review

Customer relationship management (CRM) will be ideally suited to the hotel industry, especially when implementing it successfully and effectively, taking into our account that hotels receive a lot of data about customers. Such data can be distorted into useful acquaintance about them (Kotler, 2002; Lin and Su, 2003; Mguyen et al., 2007; Nasution and Mavondo, 2008; Dev and Olsen, 2000).



Adler (2002) in a study entitled “a survey on the relationship between job position and productivity”, perceived those good outcomes will be benefited in the systems in which individuals’ job is of importance, where the individuals’ job requires enjoying various skills, and the employees have more job satisfaction, motivation and productivity.

Eric (2013) in a study entitled “a study on the relationship between quality of working life and employees’ flexibility in maintenance centre for people with intellectual disabilities”, concluded the quality of working life increases in the middle of the employees which agreed on their job offerings.

Farr et al., (2009) using data analysis indicated that the components of quality of working life including learning, job satisfaction and empowerment have a positive effect on human performance.

Knox et al., (1997) An “Interactive Quality of Work Life Model Applied to Organizational Transition”, said that most healthcare organizations in the United States are in the process of some type of organizational change or transition. Professional nurses and other healthcare providers practising in U.S. healthcare delivery organizations are very aware of the dramatic effects of restructuring processes a phenomenal amount of change and concern is occurring with an organizational redesign, generating many questions and uncertainties.

Nico (2013) constrain the relationship between organizational conviction and quality of working life accomplished that there is a positive relationship between management practices and organizational trust and quality of working life.

Nicholas (2013) in a study entitled the relationship between transformational leadership and nurses’ quality of working life, perceived that transformational leadership causes increasing nurses’ quality of working life so that more interaction in their work has been seen.

Koonmee et al., (2010) the study examined the relationship between institutionalization of ethics, quality of working life and outcomes of employees. The results from this research represented a positive significant relationship between these three components.

Peterson and Var (2004) in a study on the relationship between organizational atmosphere and productivity concluded that productivity of organization severely associated with some aspects of organizational atmosphere that has a strong correlation with job satisfaction. Furthermore, managers’ understanding rather than employees’ understanding of the relationship between organizational atmosphere and productivity is deeper.

Peterson et al., (2005) conducted a study entitled the relationship between human resource management and productivity. The results of this research indicate that there is a positive relationship between human resource management and productivity for the organizations with a positive organizational atmosphere or the organizations which use differentiation strategies.

Yonggui et al., (2004) “An integrated framework for customer value and customer-relationship-management performance”(CRMP) said that representing superior values for the customer can be followed by tangible and intangible advantages which derive from customer’s behaviours.

Furthermore, several studies revealed that there is a relationship between customer orientation and marketing planning capabilities (Morgan, Vorhies, and Mason, 2009; Pulendran and Speed, 1996). In addition this beneficial influence of customer orientation approach on marketing-planning capabilities, this approach also influences the successful implementations of marketing actions or innovations (Slater and Narver, 1998). consequently, we note that even with the numerous positive impacts of customer - orientation on organizations performance, the certainty remains that there is still an insufficiency of literature about a customer - orientation impact on hotel performance (Sin et al., 2006; Tajeddini, 2010).



Research Methodology

Objectives

- To determine the eight social attachment and social integrity of payment of fair and adequate career development of an individual capacities overall atmosphere of the opportunity of work-life integration.
- To capture the maintaining and expanding customer relationships and customer orientation.
- To examine the relationship between qualities of work life of eight Customer relationship management.

Methods of Data Collection

The study population consisted of employees and managers which are 310 times declared that the formula is calculated as follows sample Cronbachs alpha.

$$\begin{aligned}
 n &= \frac{t^2 pq}{d^2} \\
 &= \frac{1.96^2 * 0.5 * 0.5}{(0.05)^2} \\
 &= \frac{1.96^2 * 0.25}{0.0025} \\
 &= \frac{3.8416 * 0.25}{0.0025} \\
 &= \frac{0.9604}{0.0025} \\
 &= 384.16 \\
 &\approx 384
 \end{aligned}$$

In order to examine the validity of the expert's opinions regarding survey questionnaire technique, Cronbach's alpha was used. Results on 30 samples indicate the sample size is greater than 0.7, which indicates the reliability coefficient alpha is present.

Methods of Analysis

In this study, descriptive statistics and inferential statistics are used to determine the frequency of descriptive statistics for the data used.

Inferential statistical methods in the analysis of variance, Pearson correlation tests were used.

Regression analysis of the causal effect of one of the causal factors is another simple linear regression model is shown as follows.

$$Y_i = B_0 + B_1 X_i + i$$

This model can be seen as independent variables X and Y is the dependent variable. Using this model, we showed that X has an effect on how the variables. In order to evaluate and model of customer relationship management (Y) and quality of work life (X), the indicator of the adequacy of the model presented in the following table to fit model results will be discussed.

Analysis of Results

1. The result are noted, the main study relationship between qualities of work life of employees with customer relationship management.
2. To determine the version of the hypothesis significance test on the coefficient of the variable is used.

Quality of work life of employees is significantly correlated with customer management organization, the significance level obtained (0.003) is less than alpha R ($\alpha=0.05$) is the general result indicates that the quality work life of employees and managers in different parts of the hotel industry's is better; the customer relationship management will be improved. Correlation between the two variables is linear, i.e., both increased or reduced, there is moderate correlation between the two variables ($r = 0.325$)

Table 1: relationship between qualities of work life of customer relationship management

customer relationship management	Dependent variable ---- Independent variable
0.325	Intensity
0.003	Significant
172	Number



To investigate the effect of the regression model are analyzed in the following table you can see the results.

Table 2: the normal distribution of the test data between CRM

Test - Watson	Standard deviation	Correction coefficient	Coefficient of determination	Correlation coefficient
2.05	21.82	0.112	0.125	0.325

According to the statistics in Table 2, it can be noted that the correlation coefficient is 0.325. Coefficient of 0.125 is obtained .is used to determine adjusted. In this test, this is also equal to 0.112 percent. Due to the amount of Test-Watson statistic is between 1.5 and 2.5, we conclude that the residues independence. Table 3 shows the significance of the regression F test is calculated.

Table 3: Regression analysis of the quality of work and customer relationship management

Significant	F-statistic	Mean square	Degrees of freedom	Sum of squares	Source changes
0.003	8.245	7445.770	1	7445.770	Regression
		730.641	64	52822.280	Remaining
			65	60268.05	Total

The results show significant variance calculated for this statistic indicates the significance of the regression at a level equal to 0.003% 99 (0.003). Histogram plotted on the regression. Model confirmed the hypothesis of normal residuals; the estimated regression model is acceptable.

Table 4: Model the impact of quality of work life of employees on customer relationship management

Model	Non-standardized coefficients		Standardized coefficient	t	sig
	B	Std. Error	Beta		
Constant quality of work life	22.569	5.426	-	1.946	0.000
	0.396	0.130	0.325	2.973	0.003

A variable entered into the regression equation in Table 5 is the core of the regression analyses is presented. Regression equation using B-column can be calculated as follows: Customer Relationship Management =0.396 Quality of work life+22.569+ Error

In other words, the improvement of quality of Life employers to 0.396 units of customer relationship management in various parts of the study promoted will. Samples t-test of the regression coefficients in this table shows that the coefficient was significant sig = 0.003 and Customer Relationship Management is effective in meeting the organization.

Conclusions

The relationship between the quality of work life of hotel industry and customer management organization and as a result, all components of the quality of work life (working life and independent living space for the whole thing) and directly correlated with the level of communication with the customer. This means that the organization will improve the quality of life as well as improved levels of customer management and the positive side of travel. The concept of customer relationship management neither has been fully verified nor empirically assessed to determine the strength of the relationship between the dimensions of customer-relationship management and hotel industry performance. It is worth mentioning that this paper will also raise awareness among hotel managers to pay more attention to CRM dimensions, marketing capabilities, and assist them in improving hotel performance and competitiveness. The most important variables influencing the customer relationship management, the environment is safe and healthy and fair pay. Quality of work life and its relation to critical customer issues in organizations today. Still, the fact remains that the study has its restrictions. First, because it is in dire need of



further verification by collecting data from the hotel industries to test the proposed model and further investigate the hypothesized relationships. Second, the model is more focused on the hotel industry and therefore, there is a need to test it in different sectors such as the financial sector.

Enables organizations to share a single view of customers and every one of them as an individual and specific customer behavior and how to interact with the company will allow customers to choose. Finally, the environmental organizations as dynamic beings are born with the necessary facilities and expanding growth through the supply of valuable products and services environment and facilities the growth and development process societies. As a final point, it has the potential to customer relationship management, communication and decision-making needed to provide continuous and constant high quality and low-cost services to the beneficiaries to present. Increase in customer relationship management is not a one-dimensional action is a continuous work in addition to components of other key components of quality of work life of employees affected, such as the staff share of Empowerment the justice inclusion organization job Security etc.

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