

The Mediating Role of Customer Engagement in the Effect of e-CRM on e-WOM

By

Attallah Abd-Alraheem Al-Wledat

Supervised By

Prof. Alaeddin Mohammed Khalaf Ahmad

Abstract

In an era dominated by digital transformation, the telecommunications sector globally is Management (e-CRM) emerging as a key driver for innovation and competitive advantage. Amidst this paradigm shift, customer interaction and their engagement in electronic Word-of-Mouth (e-WOM) have gained prominence as effective mechanisms for building trust and enhancing brand awareness. This research endeavors to investigate into the mediating role of customer engagement in the impact of e-CRM on e-WOM within the context of telecommunications operators in Jordan.

This study mainly investigate the mediating role of customer engagement in the effect of e-CRM on e-WOM in telecom operators in Jordan. This study is a quantitative one that employed survey method to empirically address its research questions and test the proposed hypotheses. Convenience sampling technique was used in this research. Data was collected from 400 respondents using an online questionnaire. Structure Equation Modeling (SEM) was applied to analyze the gathered data. Research findings have confirmed that, there is a significant positive relationship between e-CRM and e-WOM in the Jordanian telecom industry, and there is a significant positive relationship between e-CRM and customer engagement in the Jordanian telecom industry. The results showed there is a significant positive relationship between customer engagement and e-WOM in the Jordanian telecom industry, also there is a significant positive relationship between e-CRM and e-WOM mediated by customer engagement in the Jordanian telecom industry. The research conclude that the significant impact of e-CRM on customer engagement. Investing in effective e-CRM strategies leads to increased consumer engagement. Prioritizing electronic customer service strategies can enhance brand advocacy and positive e-WOM in the digital sphere. The research recommend that applying model of the study in other service industry, also applying study among Jordanian telecom firms, and using other factors as dependent variables as: organizational success, customer satisfaction, etc.,.