



## The Impact of Electronic Customer Relationship Management on Customer Satisfaction in Turkey

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### Abstract

This study examines the impacts of E-CRM features on customer satisfaction and perceived usefulness as a mediator variable within e-commerce sector of Turkey. E-commerce businesses are operating in constantly changing environment and trends, thus E-CRM features may serve not only as a way for maintaining stable relationship with customers, but as tool for gaining competitive advantage that leads to customer satisfaction. Within the framework of this study quantitative research methods were applied. Primary data from 210 respondents has been collected through self-administered, Likert type online survey. Research model constructs were evaluated and analysed with a help of confirmatory factor analysis (CFA) and structural equational model (SEM). The findings of the study indicated that E-CRM features represented in current research (complaint handling, communication, information content, security and privacy) demonstrate both direct and indirect impact (through perceived usefulness variable) on customer satisfaction.

**Keywords:** E-CRM; e-commerce; customer satisfaction; perceived usefulness; Turkey.