THE ROLE OF RELATIONAL INFORMATION PROCESSES AND SOCIAL MEDIA TECHNOLOGY USE IN CUSTOMER RELATIONSHIP PERFORMANCE

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Abstract. In today's markets, customers play a key role in the success, survival or even failure of organizations, and these customers have different demands and needs. In order to fulfill customers' satisfaction, organizations should not only meet the needs and demands of individual customers, but also exceed their expectations. This needs building a close relationship with customers. To establish close relationships with customers, organizations must receive and use customer information. Meanwhile, the use of information and communication technology, including social media, which is an emerging and inclusive technology, plays the key role in collecting information and establishing this connection. In this regard, this research seeks to investigate the impact of the role of information acquisition processes and the use of social media on customer relationship performance. The statistical population of this research is the banks located in Mashhad. A sample of 177 was selected by cluster sampling and simple random sampling in each group. The present research is a descriptive study in terms of categorization of research according to the method of data collection, based on the purpose, applied and in terms of method, is a correlation type. A questionnaire is the data collection instrument and the collected data were analyzed using structural equation method using spss16 and smart PLS2 software. The processing unit in this research is branch, and respondents to the questionnaires are the heads and deputies of the branches. The results showed that the processes of information acquisition and social media improve customer relationship performance. Additionally, social media has a positive impact on information acquisition processes due to its capabilities in establishing close relationships with the clients.

Keywords: Customer Relationship, Communication Information, Social Media

Introduction. The tourism industry is the world's largest service industry in terms of revenue generation. Increasing the role of tourism in global finance and the growing competition in the global tourism market will increase the importance of developing quality tourism products (Orlé et al., 2015). The quality of customer relationship management services is one of the issues that has sparked the organization in today's global economy to rethink the ways to communicate with a wide range of customers and capture this broad knowledge. Researchers believe that a customer acquires a wealth of knowledge and experience when using a service or consuming a product. This knowledge has become one of the most important resources for organizations and it has become a new competitive advantage in companies. On the other hand, the customer needs the knowledge that must be provided by the companies to choose the best product. Customer relationship management can be defined as an interactive process for optimizing the balance between investing in a company and satisfying customer needs for maximizing profit (Jung Ki Pei, 2011). In addition, quality of service can provide good opportunities for companies and respond to many unresolved questions about consumer behavior (Sanchez-Perez et al., 2007). The quality of service is consistent with the customer's expectations and the customer's expectations of a particular service. Many companies are trying to improve their competitiveness and gradually shift their marketing model from product to customer oriented. Service quality is consistent with customer expectations and recognizes customer expectations of a particular service (Kane & Prebotok, 2009).

In recent years, customer knowledge has been identified as a significant source of marketing, including customer information, needs and preferences, and their value preferences. The value that customer knowledge provides is double-sided, meaning the value for the customer identification of the needs and demands of customers. Helping companies develop, design and improve products and services tailor-made to customer needs and demands, which results in better design and development, increased profitability and customer loyalty.

Therefore, companies need to create effective channels for customer knowledge so that they can improve customer relationships in order to improve service quality. Therefore, how to acquire customer knowledge by the company to create and maintain customer relationships and also increase the quality of service has become an important issue. Considering the importance of customer knowledge and customer relationship management in the success of various research industries with this approach in the hotel industry, in this regard, the researcher is trying to focus on the subject of customer knowledge and continuous customer relationship management with its impact refers to the quality of the hotel industry service and completes this research vacuum.

According to Vaiw et al. (2010), Customer Relationship Management is a customer-oriented enterprise model that uses customer information to create a customized strategy that, with customer requirements, loyalty increases and costs. The company's operations are reduced.

Today, customer relationship management is one of the growing trends in the banking industry, especially in variable environments with high investment in technology, which is used to maintain customer satisfaction. In today's competitive markets, there has been an aggressive competition between banks and pushed banks out of a financial competition to consumer-oriented competition (Dali and Khoddadi, Al-Yadrani, 2012). In fact, the needs and expectations of customers over time are constantly evolving, so the provision of consistent and high-quality products requires an attitude among employees that allows them to assess the conditions, identify customers' needs and act to meet those needs. Given that the quality of individual interaction between employees and customers is an essential element in customer satisfaction, loyalty and profit, maintaining employees with a high level of customer service is critical to success, especially for businesses that have a highly competitive environment (Li and Colleagues, 2016).
The development of social media has created a whole new era for companies and brands and has forced them to pursue new interactive ways to reach and engage their customers. This marketing channel is growing fast so that today, more than two-thirds of Internet users access the opportunities that are unbelievable for companies. Despite the provision of these opportunities, there are challenges in not using it and measuring its impact on performance for companies (Goody et al., 2016).

In actual scenario, social media are empowering customers, and knowledge appears to be one of the most strategic firms’ assets (Greenberg, 2010). Therefore, customer knowledge management through social media emerged as a crucial practice and a dynamic capability that leads to a superior competitive advantage (Lusch, Vargo, & O’Brien, 2007). In order to better manage customer knowledge, previous studies suggest that firms should focus on customers’ needs (Frambach, Fiss, & Ingenbleek, 2016), establish and maintain relationships with customers (Trainor, Andzulis, Rapp, & Agnihotri, 2014), and actively collaborate and involve them in value co-creation and innovation processes (Lusch et al., 2007). In other words, firms recognize to customers a central role in their activities. They are involving customers in co-creation and innovation processes, and they are managing customer knowledge in order to better satisfy customer desires (Fidel, Cervera, & Schlesinger, 2016).

**Necessity and Importance of Research.** One of the most important elements in the industry is residential units. These centers are the main and most important point of tourist attraction for destinations. The quality of residential care services can lead to a reduction or increase in service space and behavioral change in tourism. On the other hand, the use of the hotel has the most economic impact on the tourism industry, so that more than 60% of tourist expenses are spent on hotel costs (Leu, 1996). The survey of the contribution of various economic activities to GDP growth shows that restaurants and Hospitality with a 5% value added share has played a major role in GDP developments. Therefore, with the increase in the quality of existing services as well as the increase of lateral services, more income is received from investors and the tourism industry as a whole. On the other hand, given that today customers are one of the main assets of the company and Attention to their demands and expectations increases their loyalty and satisfaction, as well as increase the profitability of the company. Improving the quality of services is only possible through the acquisition of customer knowledge and maintaining effective and continuous communication with them in the competitive market of the present day (Jundega, 1393). Despite research conducted in various industries, the need to improve the quality of services through the acquisition of customer knowledge and maintaining effective and continuous communication with them has been addressed, but to improve the services in the hotel industry with this approach, research was not available. The importance of doing research in this area is twofold.

Like marketing executives who were forced to use new CRM technology in the late 1990s and early 2000s, managers also need to use media applications to develop new capabilities and promote strong relationships with customers. Social use (Treinor et al, 2013). Considering that the use of social media requires significant investment (for example, the creation and maintenance of brand pages), one remains to question whether the use of social media is valuable and whether it leads to Customers become better and more profitable customers (1. Maecker et al., 2016).

**Research Hypotheses:**

- Social media has a significant impact on the process of information acquisition.
- Social media has a significant impact on customer relationship performance.
- Information communication processes have a significant impact on customer relationship performance.

The processes of information acquisition involves the particular routine that a company uses to manage its customer relationship and build a long-term relationship with its customers (Jayattendrada et al., 2004). The processes of information acquisition include five aspects: information interoperability, data storage, information integrity, access to information and information use. Communication communication processes are critical to achieving customer relationship management, and it has a direct and positive impact on customer relationship performance, irrespective of the use of technology (Jayachandran et al., 2004). Information contrast refers to processes that enable customers to interact and share information with companies, and enable companies to respond to customers. The information gathering processes provide information about customer interactions with the various sources and channels of the company that have vital aspects of the information processing process. Integration of information means that the company integrates customer information from various sources, such as internal and external sources of the organization. Access to information is a condition in which employees of an organization access to updated customer information that is accessed from other aggregates They make. The use of information means that the organization uses customer information to adapt its products to individual customers and provide marketing and service strategies (Chang et al., 2014).

**Definition of Vocabulary.** Information acquisition processes are considered: interactive information, data acquisition, information organization, information integration, access to information and use of information as indicators of communication information acquisition processes (Jayachandran et al., 2004).

**Customer Relationship performance:** The organization’s performance in achieving customer satisfaction and maintaining current customers is considered to be rivals as indicators of customer relationship performance (Jayakashandran et al., 2004).
**Social Media:** The extent to which social media is used to support activities, the use of social media capabilities and the use of social media as a regular and as a regular work plan, as indicator The use of social media has been considered (Agni Hotieri et al., 2015).

**Theoretical Background.** Maldos et al. (2013) found that the convergence of social media and CRM created problems and opportunities by examining how CRM needed to adapt to the emergence of social media. One of these challenges can be the lack of control of the organization on the publication of the message, large and unstructured data sets, privacy, data security, lack of qualified personnel, measurement of the return on investment, media marketing plans Social strategies, staff management strategies, customer point-of-contact integration, and marketing content have been pointed out by managers who need to be aware of them.

Treinour (2013) by analyzing the data obtained from the distribution of the questionnaire among 308 companies using the structural equation modeling method to examine how the use of social media and customer-focused management system affect customer relationship performance. Later, they found that using social media and customer-focused management systems has a positive impact on customer relationship management capabilities, which improves customer relationship performance.

Chang et al. (2014), in a paper entitled Impact of customer relationship management information management processes on customer-driven performance by distributing a questionnaire between active manufacturing and service companies and analyzing data using Structural Equation Modeling Technique with the help of SMART PLS software has found that CRM communication processes improve customer relationship performance and thereby increase profits by increasing customer satisfaction. In addition, they found that customer-orientated reciprocity and company's willingness to implement CRM is relevant to the relationship between information acquisition processes and customer relationship performance.

Jayankis-Bampolis and Botsuki in 2014 published a paper titled "Customer Relationship Management in the Social Web and Social Customer Age: A Survey of Customer Contribution in the Retail Banking Branch of Greece". This research addresses the key concept of marketing and new business in engaging the customer. This research examines the operational impact of new customer relationship management (as opposed to traditional customer relationship management) reflected in measuring customer performance, as well as the opportunity created by influencing customer participation. The results of this study, according to the level of overall satisfaction and customer's emotional commitment to the bank as well as the active social networking providers of the bank, indicate that satisfactory factors should be considered according to the customer's desire and participation in the new type of communication with the bank should be presented.

Haringen et al. (2014) have reviewed the CRM model in the social media era. The research presented a new model of customer relationship management, featuring a new structure of customer participation projects in social media. In this research, the least squares method is used to analyze the data collected from the online survey of the physician marketing community. Findings highlight the fundamental importance of a more willing customer-driven approach to how it affects the use of social media, customer participation, and customer relationship performance.

**Describe the Variables Studied.** In order to measure each of the major variables, we included a number of questions in the questionnaires, which we created by considering the meanings of the questions related to each of them. Table 1-1 describes the main variables using central indicators and dispersion indicators.
Table 1. Descriptive indexes of the studied variables

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>number of samples</th>
<th>central indicators</th>
<th>dispersion indexes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Mean average</td>
<td>variance</td>
</tr>
<tr>
<td>Conflict of information</td>
<td>177</td>
<td>3.70 4</td>
<td>0.56</td>
</tr>
<tr>
<td>Save information</td>
<td>177</td>
<td>3.56 3.6</td>
<td>0.55</td>
</tr>
<tr>
<td>Information Integration</td>
<td>177</td>
<td>3.87 4</td>
<td>0.51</td>
</tr>
<tr>
<td>Access to information</td>
<td>177</td>
<td>3.42 3.5</td>
<td>0.57</td>
</tr>
<tr>
<td>Use of information</td>
<td>177</td>
<td>3.33 3.28</td>
<td>0.59</td>
</tr>
<tr>
<td>Information communication</td>
<td>177</td>
<td>3.58 3.63</td>
<td>0.36</td>
</tr>
<tr>
<td>Social media</td>
<td>177</td>
<td>3.65 4</td>
<td>0.66</td>
</tr>
<tr>
<td>Customer Relationship</td>
<td>177</td>
<td>3.37 3.5</td>
<td>0.97</td>
</tr>
<tr>
<td>Performance.</td>
<td></td>
<td></td>
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</table>

As shown in Table 1, the mean scores of all the variables in the research are calculated from the numerical value 3 (the average of the Likert scale 1 to 5).

Investigating the Normality of Variable Data. Before any action, a normal test for aggregated data should be used to test the hypotheses. Normal distribution means that the distribution of variables on the two sides of the mean is the same so that the distribution chart has a bell-shaped shape, if the distribution of variables is not normal, the distribution will be out of the bell mode and will be inclined to the left or right of the mean. When the distribution of variables is normal, parametric tests are used to test the hypotheses, otherwise, nonparametric tests are used. The Kolmogorov-Smirnov test is used to assess normal.

Spearman will be used to measure the relationship between variables.

Spearman Correlation Coefficient Test. Correlation coefficients are used to calculate the degree and level of linear relationship between the two variables. The amplitude of the correlation coefficient varies from 1 to 1+. The closer the coefficient to +1, the stronger and more positive is the relationship between two variables. In other words, with the increase of each of the variables, the other increases and vice versa decreases with decreasing of each of the other variables. Also, the closer the value of this coefficient to 1, indicates the strong and negative relationship between the two variables. In other words, with the increase of each of the variables, another decreases and each other variables decrease.

Modeling of Structural Equations. Structural equation modeling is one of the most advanced statistical methods that can examine relationships between several variables in a model. Researchers have identified several reasons for using the PPS method. The most important reason is the superiority of this method for small samples. The next reason Abnormal data that researchers and researchers deal with in some

![Research model with factorized load factor coefficients](image-url)
researches, and ultimately the ultimate reason for using the PVS method is not encountering constructive measurement models. The reasons for using the structural equation method are as follows:

1. Low sample size
2. Abnormal data
3. Measuring models of manufacturer type
4. Predictive power
5. Complexity of the model (a large number of structures and indicators)
6. Exploratory research
7. Development of theory and theory
8. Use of classified variables
9. Convergence review
10. Theory and hypothesis test
11. Testing hypotheses including moderator variables

Regarding the above, a small sample size is the best reason to use PVS. The first generation of this structural equation technique, which was crafted with software such as LaserL, EMS, and OCS, requires a large number of samples, while the PLS method can run a model with very few samples.

Figure 3: Research model with t-value coefficients

Testing the main hypotheses of the research. In this part of the research, the main hypotheses of the research have been investigated.

Hypothesis 1: Social media has a significant impact on information acquisition processes.

Table 2: Analysis results of hypothesis 1
The path coefficient is a significant number
As seen in Table 2, the impact of social media on communication information acquisition processes with the beta coefficient of 0.471 and the significance of the t statistic is 7.658. Since the value of the t-statistic of this path is greater than the absolute value of 96/1, the hypothesis of this section is that the impact of social media on communicating information with the probability of 95% is meaningful. As the beta coefficient between these constructs is positive, it can be concluded that by increasing a standard deviation in social media, customer relationship performance will increase to 0.471 standard deviations. Therefore, according to the above-mentioned studies, it can be stated that according to the data collected, the main hypothesis of the research is based on the effect of social media on customer relationship performance.

**Second hypothesis: Social media has a significant effect on customer relationship performance.**

As seen in Table 3, the impact of social media on customer relationship performance with the beta coefficient of 0.327 and the value of t statistic is 4.801. Since the value of the t-statistic of this path is greater than the absolute value of 96/1, the hypothesis of this section is that the impact of social media on the performance of customer relationship with the probability of 95% is meaningful. As the beta coefficient between these constructs is positive, it can be concluded that by increasing a standard deviation in the social media, customer relationship performance will be as high as 0.37 standard deviations. Therefore, according to the studies, it can be said that according to the collected data, the second main hypothesis of the research is that the impact of social media on customer relationship performance is confirmed.

**Hypothesis 3: The processes of information acquisition have a significant effect on customer relationship performance.**

As seen in Table 4, the impact of communication information gathering processes on customer relationship performance with a beta coefficient of 0.437 and a t-value of 6.800 is meaningful. Since the value of the t-statistic of this path is greater than the absolute value of 96/1, the hypothesis of this section is that the impact of communication information processing processes on the customer relationship performance with a probability of 95% is meaningful. As the beta coefficient between these constructs is positive, it can be concluded that by increasing a standard deviation in the information acquisition processes, the customer relationship performance will increase to a standard deviation of 0.47. Therefore, according to the above-mentioned studies, it can be stated that according to the data collected, the third main thesis is based on the existence of the effect of communication information processing processes on customer relationship performance.

**Conclusions and Managerial Implications.** 1. Organizations need communication information to improve their customer relationship. As a result, organizations need to consider the components of information acquisition processes (data interoperability, data storage, data integration, access to information, information use) to obtain this information. Because each of these dimensions has a significant role in obtaining and using the information needed for effective communication. In the area of information retrieval, information exchange, data storage and use of information is important for building social media communication. But in order to improve performance, it is important to pay attention to analyzing the information, and integrating them and making them available.

2. Identifying communication information processes will enable managers to track and evaluate customer relationship management information. Because the processes of information acquisition are multi-dimensional, the existence of these dimensions, because each part of the work determines this process separately, makes nothing forget about all its components. In addition, administrators can assess the information in the organization by identifying these dimensions and, if there are any deficiencies to solve it. For example, the manager may find that the information has been well collected and analyzed after the review. But it is not available to employees or employees are not able to use information or may not have the necessary motivation.

3. In order to improve customer relationship performance, organizations need to design information acquisition processes. After identifying the dimensions of the information acquisition processes, managers are able to design their systems and processes to design these processes according to their needs in the organization. By identifying this process, there is no improvement until a practical and practical plan is prepared. As a result, organizations need to identify and use information communication processes to develop sustainable communications with customers.

4. Organizations pay more attention to the use of social media and develop a specific program for each client, since by doing so they can return to their own marketing age and take advantage of opportunities to improve their personalized communication with Customer use. This requires information. Organizations should use social media to collect information and to use information. As a result of the correlation test, social media is effective in some aspects of information acquisition, such as data collection and information use.

Table 2: Analysis results of hypothesis 1

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Significance level</th>
<th>Result</th>
<th>(T statistics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.471</td>
<td>0.01</td>
<td>0.341</td>
<td></td>
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</table>

Table 3: Analysis results of hypothesis 2

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Significance level</th>
<th>Result</th>
<th>(T statistics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.327</td>
<td>0.01</td>
<td>0.327</td>
<td></td>
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</tbody>
</table>

Table 4: Analysis results of hypothesis 3

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Significance level</th>
<th>Result</th>
<th>(T statistics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.437</td>
<td>0.01</td>
<td>0.437</td>
<td></td>
</tr>
</tbody>
</table>
5. As already mentioned, social media is an all-encompassing technology. Today everyone uses social networks, mobile applications, emails, social sites, and more. On the other hand, customer relationship requires a personal relationship. Given the characteristics of these media, they are currently the best media for personal communication with customers.

References


THE INVESTIGATION AND EXPLANATION RELATIONSHIP BETWEEN ORGANIZATIONAL TRUST AND ORGANIZATIONAL VIRTUOUSNESS

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Abstract. In recent years there has been considerable debate about the positive outcomes of organizational trust, so that it is effective as a tool to achieve organizational virtuousness. Because the rate of municipal facilities in leading economic, social and cultural role is responsible for the different areas and the other people as owners and beneficiaries of trust are mutually communication infrastructure and create conditions for the development of trust among individuals and organizations, public and municipal employees can be for mutual gain. The purpose of this study is to analyze and explain the relationship between Organizational trust and organizational virtuousness is in Rasht municipality. For this purpose, the population of 927 employees in Rasht municipality, a sample size of 210 was determined. The results of this study show that in Rasht municipality significant positive relationship between Organizational trust and Organizational virtuousness. Keywords: Lateral Trust, Vertical Trust, Institutional Trust, Organizational trust, Organizational virtuousness.

Introduction. Trust is an important application facilitates activities in terms of organizational behavior. When a person trusts in terms of relationships within the organization evaluates, this actually refers to a trusted employee or director of the trust managers to employees. Apart from the relations of mutual trust, mutual trust counterparts (partners), teams and groups must also exist between organizations. Research suggests that trust relationship significantly and positively related to job satisfaction, organizational commitment, organizational citizenship behavior and service leadership transition is also negatively related to absenteeism and turnover. Trust between people, the probability is given by a person or group of people who can not be tied to the words or the words of the other.