

# The Role of Electronic Customer Relationship Management in Enhancing E-Customer Loyalty through the Mediating Effect of E-Customer Trust: A Field Study on the Egyptian Fast-Food Industry<sup>1</sup>

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## ABSTRACT

*Marketing trends continue to change in the digital era as technology advances and the internet become more widely used. Using the mediating effects of E-trust (security, and service quality), this study seeks to understand how the Egyptian fast-food business employs electronic customer relationship management to affect e-customer loyalty (repurchase and word-of-mouth). The population of the study is made up of fast-food website users in Egypt. There is a huge and diversified group of Egyptians who browse fast food websites. Information was gathered via the questionnaire. It was demonstrated that e-Trust was significantly harmed by e-CRM. E-loyalty is also significantly impacted by word-of-mouth. Security has a substantial impact on repeat purchases but just a little impact on word-of-mouth usage. Not least, E-CRM has a significant impact on e-loyalty. The fast-food sector in Egypt will be affected by the study's results in several ways. First, it suggests that E-CRM can be an effective way to build customer loyalty. Second, it emphasizes how crucial security and high-quality customer service are to building e-trust. Third, it implies that E-CRM may be utilized to increase word-of-mouth and repeat business. This study adds to the expanding corpus of research on E-CRM and its influences on customer behavior for academics. Future studies could delve deeper into specific aspects of E-CRM and their implications in different cultural and industry contexts.*

**Keywords:** Customer Relationship Management, Trust, Loyalty, Egypt, Fast food.

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## I. INTRODUCTION

As technology becomes more advanced and the internet becomes more prevalent, marketing trends also continue to evolve in the digital age. The process of advertising a good or service online or through digital media is known as digital marketing. Customer relationship management (CRM) benefits include making customers happy by offering options for the goods and services offered, problem handling and quick response, and simple and quick access to information. CRM's primary objective is to find, keep, and retain the right consumers to encourage recurring usage of the company's goods and services, not to support customers who will become competitors. Instead, it aims to simply serve customers (Khabala et al., 2017).

The creation of websites on the internet helps people contact businesses more easily, which improves client satisfaction and loyalty. The information about the user has become more organized and real from the website, this is affecting the strategy of the company positively. CRM is used to carefully manage relationships with customers and handle specific information about each customer to increase customer satisfaction. E-CRM stands for electronic customer relationship management or, to put it simply, a web-based CRM (Haudi et al., 2022).

A business or division can develop a tight relationship with its clients by using CRM. Customers will feel that the company or business unit understands them better when this method is used. CRM has developed and improved into E-CRM in the modern computer era, where it now serves as a link between the business and each of its clients as well as a call center or support desk application. The business uses this to boost the website's e-loyalty as well. It turns out that this hasn't given the corporation the impression that the website is operating successfully, with daily visits averaging 103 (Walby and Larsen, 2012). The company aims to increase the rate of visits, thus a study is required to determine how e-marketing and e-CRM affect e-loyalty, where internet customers' return visits are one of the key indications. Knowing how both aspects interact allows researchers to produce research findings that may be used as managerial input by the company to enhance website e-loyalty (Suroso and Novitasari, 2021).

Customer relationship management is the management of client connections, which is essential for high-quality customer service and a prompt reaction to market developments. In the present, e-CRM is a problem and is utilized as a tactic to increase organizational flexibility. It has been touted as the new paradigm of marketing research while being a relatively recent field. E-CRM is the process of managing customer connections. It enables organizations like

banks to provide clients with the services and goods they need, thereby fostering a sense of loyalty. It has been touted as the new paradigm of marketing research while being a relatively recent field. E-CRM is the process of managing customer connections. It enables organizations like banks to provide clients with the services and goods they need, thereby fostering a sense of loyalty (Khabala et al., 2017).

Therefore, the current study seeks to understand how the Egyptian fast-food industry uses electronic customer relationship management (delivery service, web design, and information access) to influence customers.

## **2. THEORETICAL BACKGROUND**

### **2.1 ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM)**

The Internet and online technology gave birth to the brand-new phenomenon known as "e-CRM" to facilitate its adoption. It focuses on consumer and service provider communication over the Internet or through a website. E-CRM has two approaches: a business strategy and a technical approach. Businesses' adoption of e-CRM has grown significantly in recent years and will do so going forward. E-CRM performance measurement is crucial to help businesses boost sales and improve client loyalty. E-CRM technology must become more sophisticated and cutting-edge to keep up with the needs of growing and informed consumers (Ghane et al., 2011). The performance of CRM is significantly impacted by how often it is used. They contend that the use of CRM technology and its increased breadth will improve CRM performance across the client's lifetime. However, the effectiveness of customer connections is significantly impacted by CRM technology (Wahab et al., 2010).

CRM emerged from the development of relationship marketing in the 1990s. The management of human resources, sales, customer service, and other responsibilities involving direct contact with customers are said to be under the purview of CRM, which extends beyond marketing. However, the combination of strategy and technology is what makes CRM work. CRM integrates strategy, people, technology, and business processes to understand customer wants and needs. Another important element of their approach is developing long-lasting, fruitful customer relationships (Pandiangan et al., 2021).

CRM and e-CRM are conceptually and fundamentally equivalent. Reference claims that the company's mission of improving customer-company relationships through engagement that is advantageous to both sides and raises their added value includes CRM. CRM includes every step of creating and sustaining successful customer relationships that benefit and satisfy customers

(Siddiqi, 2011). CRM is an organizational approach for enhancing customer loyalty, retention, acquisition, and profitability by researching and influencing consumer behavior via effective communication. The need for CRM is critical because it allows employees or internal organizations to communicate directly with customers to meet their needs and wishes (Farmania et al., 2021). E-CRM has three dimensions which are web design, delivery service, and access to information.

## **2.2 WEB DESIGN**

Potential clients frequently make their initial contact with a business through its website. A well-designed website may leave a good first impression and inspire visitors to find out more about the business and its goods and services. A well-designed website ought to be user-friendly, aesthetically pleasing, and educational. Operators of social media platforms should consider the value of both their social and informational functions before enhancing such functions through the design of their websites (Wang et al., 2012).

As a result, it is the responsibility of the website designers to make sure that users can access the information at their convenience and return to online forums to learn even more personal information. Potential clients frequently make their initial contact with a business through its website. A well-designed website may leave a good first impression and inspire visitors to find out more about the business and its goods and services. A well-designed website ought to be user-friendly, aesthetically pleasing, and educational (Wang et al., 2012).

## **2.3 DELIVERY SERVICE**

When a company introduces a new, better way to produce something or offers a service that involves significant changes to practices, equipment, tools, machinery, etc., this is referred to as a process innovation. This is how businesses enhance the methods they use to provide their customers with higher value. Small, incremental improvements to processes are frequently made by workers on the front lines rather than supervisors (Solms and Niekerk, 2013). Simple organizational and management adjustments are not permitted as part of the process of innovation. A considerable influence on output level, such as an improvement in product quality or a reduction in manufacturing or distribution costs, was stated by the European Union in 2013. The delivery service is an important part of the customer experience. Customers expect their orders to be delivered on time, in good condition, and with accurate tracking information. Companies can improve their delivery service by partnering with reliable

shipping carriers, offering a variety of shipping options, and providing accurate tracking information to customers (YuSheng and Ibrahim, 2019).

#### **2.4 ACCESS TO INFORMATION**

Customers expect to be able to obtain the details quickly and readily they require about a company's goods, services, and business practices. The company's website, customer service agents, and social media platforms are just a few of the ways this information can be made available. Through the development of a centralized knowledge base, the provision of customer service agents versed in the company's goods and services, and Businesses may facilitate consumers' information-finding processes by using social networks for customer service (Walby and Larsen, 2012).

#### **2.5 CUSTOMER TRUST**

Trust has a long human history, and it plays a role in practically every element of a person's life today. Trust is defined as believing in or depending on a trait or attribute of a person or object, or the truth of a statement, according to the Oxford English Dictionary (1971). Confidence in another individual's goodness, competency, integrity, or dependability in a particular situation is the definition of trust. Trust is regarded as one of the key success factors in e-commerce and is necessary for carrying out online transactions. In the e-commerce context, trust is more important than it is in conventional banking because it will be more important when risks and uncertainties are widespread. Consumers' lack of trust is acknowledged as the biggest obstacle stopping them from completing online transactions (Yousefi and Nasiripour, 2015).

The degree of certainty or confidence a consumer has in their exchange options has been referred to as trust. As a result, e-trust will be used to describe the degree of customer trust that exists in transactions conducted via the Internet or the online exchange channel. One of the main causes of the demise of online platforms in retail banking is the lack of trust among customers in electronic channels. Customer trust is thus seen as another crucial factor in loyalty (Ghane et al., 2011).

In the context of the internet, trust can mean different things to different people. For example, it can mean having different convictions about someone's abilities, goodness, and honesty. The assurance of security, reputation, online search engine optimization, fulfilment (customer willingness), presentation (web quality), technology, and interactions (e-forums) are all necessary for e-trust (Juwaini et al., 2022).

## **2.6 SECURITY**

The maintenance of the security, integrity, and availability of information was described by the international standard as information security. There are many different formats for information. It can be expressed verbally or in writing on paper, electronically saved, transmitted by email or another manner, shown on film, debated in person, etc. The protection of data and all of its necessary components, such as the hardware and software needed to collect, store, and transfer the data, was defined as information security. Additionally, these authors highlight some crucial characteristics of information that add to its usefulness in companies. According to the description given in ISO/IEC 27002, characteristics include, but are not restricted to, information accessibility, discretion, and honesty (Solms and Niekerk, 2013).

A secure communications network must have the following fundamental characteristics: confidentiality, integrity, information availability, authentication, and non-repudiation. For a network to be safe from malicious assaults or unintentional harm, security specialists must protect the data, network resources (such as devices), as well as the exchange of transactions across the network. The SDN-induced modifications to the network's structure need to be assessed in order to ensure that the system's security is maintained (Scott-Hayward et al., 2013).

## **2.7 SERVICE QUALITY**

A service can be described as a course of action that consists of a number of somewhat elusive operations that typically, but not always, take place in interactions among consumers and service providers in addition to using the actual assets, goods, and/or systems of the supplier of services and are provided as solutions for clients' problems. A customer's broad assessment of their attitude toward a particular service (whether they believe the company and its offerings to be comparatively superior or inferior) was defined as service quality. The service quality judgement is cognitive (Siddiqi, 2011).

The perception of service quality is an attitude that reflects a long-term comprehensive assessment. For companies who want to provide great services, maintaining and enhancing service quality must be a constant endeavor. Service quality was determined by customer choice. Many authors have discussed the significance of quality to service businesses and have provided evidence of its connection to earnings, growth in market share, return on investment, customer satisfaction, and desire to make additional purchases in the future. As a result, organizations now view service quality as a key differentiator and their most

important competitive advantage. Therefore, to increase their competitiveness in the market, businesses attempt to gain an additional edge by guaranteeing the quality of their services (Angelova and Zekiri, 2011).

## **2.8 CUSTOMER LOYALTY**

The unwavering commitment to regularly repurchase or utilize a preferred item or service in the future has been described as customer loyalty, resulting in repetitive same-brand purchases despite interest switching habits being influenced by outside factors and marketing campaigns. The application of traditional loyalty to online consumer behavior is known as e-loyalty. A website's e-loyalty is the desire to visit it again or do business there in the future (Ghane et al., 2011).

E-loyalty refers to a customer's positive perception of an online retailer that results in frequent purchases. Excellent customer support, prompt shipment, engaging product demonstrations, simple and inexpensive handling and shipping, and trustworthy confidentiality agreements are all included. Because of this, studying the factors that lead to e-loyalty is essential. These factors include satisfaction, trust, service quality, and perceived value (Valvi and Fragkos, 2012). The intention to return to a website, make another purchase from an online merchant, and share good word of mouth about it is known as e-loyalty behaviour (Abou-Shouk and Khalifa, 2017). E-loyalty has two dimensions which are repurchase and word of mouth.

## **2.9 REPURCHASE**

Numerous academics have studied the idea of repurchasing and the elements that affect it. Repurchase refers to a consumer's actual actions that lead to repeat purchases of the same product or service. Most consumer purchases are likely to be subsequent ones. Customers frequently purchase the same goods from the same vendors, and most purchases constitute a chain of occurrences rather than a single singular occurrence. Retention is another name for repurchase, which is one of the most important relationship marketing elements. Repurchase intent is the customer's decision to conduct additional business with the store or supplier; repurchase is the actual activity (Curtis et al., 2011).

The definition of repurchase intent is the assessment of whether to make a subsequent buy of products or services from the same company while taking into account their present situation and favorable views. Client satisfaction is determined behaviorally by inquiring whether a client plans to repurchase goods or use a company's services. After purchasing a product, customers may be happy or unhappy and engage in post-purchase behavior. Customers who are happy

with a product will repurchase it, recommend it to others, pay little attention to rival brands and marketing, and purchase additional products from the same business (Pandiangan et al., 2021).

## **2.10 WORD OF MOUTH**

One of the earliest methods for knowledge conveyance is word-of-mouth communication, which has been characterized in a variety of ways. WOM is a sort of interpersonal communication that takes place between a communicator and a recipient who views the information as non-commercial, according to certain writers. WOM has also been defined as consumer-to-consumer communication regarding a good, service, or business where the sources are thought to be free from outside commercial influence (Ghane et al., 2011).

These interpersonal interactions offer access to knowledge about using that good or service that is not provided by formal advertising, i.e., that is beyond the messaging offered by the businesses and unintentionally affects the person's decision-making. WOM is frequently cited as one of the most significant variables influencing customer behavior. This factor is particularly significant when it comes to intangible goods like tourism or hospitality, which are challenging to assess before purchase. WOM is therefore regarded as the most significant information source for customer purchasing decisions and intended behavior. For instance, the importance of visitor happiness cannot be overstated as it influences WOM, behavioral intentions, and purchasing decisions. In other words, general happiness raises the chance of returning to and promoting the place (Huete-Alcocer, 2017).

## **3.HYPOTHESES DEVELOPMENT**

### **3.1 RELATIONSHIP BETWEEN E-CRM AND E-TRUST**

The measuring of e-CRM in the setting of libraries was examined in Wang's (2008) study. Using a case study approach, the project develops and implements a prototype e-CRM system for a Taiwanese academic library. The system's users are then polled to determine their perceptions of the e-CRM service's level of excellence. CRM that utilizes databases, data warehouses, OLAP, data mining, etc. is referred to as "e-CRM." A pilot study was initiated in 2004 to examine the viability of installing an e-CRM system within a library, establish a theoretical and practical method for evaluating the e-CRM system, and analyze the system's impact on service quality. According to the study's findings, the initial e-CRM system was successful in raising consumers' perceptions of the caliber of their services.



Tian and Wang (2017) looked at the value of e-CRM technologies on hotel websites as a sign of excellent customer service. The signaling impacts of e-CRM quality are investigated using data from two studies. Based on Study 1, the efficiency of a hotel's e-CRM has a favorable impact on prospective client expectations for the caliber of services they provide, their contentment and trust with the hotel's web page, and their desire to make an order from the website. The results of Study 2 revealed a relationship between a hotel's fundamental, inventive, and cooperative e-CRM and its geographical location. Stronger e-CRM was shown to be more advantageous for smaller hotels and hotels with less well-known brands. According to the study's findings, smaller hotels may gain from an efficient e-CRM system in the fiercely competitive online travel market.

Zhang et al. (2020) investigated how consumers of Internet restaurant's view value, satisfaction, and e-trust in connection to one another. Using SEM methodology, data from 300 Chinese users of online eateries was examined. According to the findings, satisfaction and e-trust are both positively impacted by perceived value, which is also true of contentment. The degree to which a consumer is committed to a relationship with the online restaurant is also positively impacted by e-trust. The findings of this study suggest that Internet restaurants can improve customer happiness and loyalty by increasing perceived value and establishing trust. A further finding of the study was that perceived value is significantly influenced by production quality, service excellence, and price fairness. This shows that to draw and keep consumers, online restaurants should concentrate on offering superb food, excellent service, and reasonable rates.

Hwang (2020) investigated how e-CRM activities and trust affected customer loyalty with a focus on the intermediary effects of trust. The study's sample consisted of 378 taxpayers from East Azerbaijan Province in Iran. The study discovered that trust and e-CRM activities both markedly enhanced customer loyalty. It was discovered that trust acted as a bridge between e-CRM activities and client loyalty. According to the study's conclusions, e-CRM service providers should prioritize building clients' confidence and offering excellent customer assistance in order to increase client retention. The findings also suggest that the effectiveness of e-CRM initiatives may be influenced by trust, a critical component.

Alshurideh (2022) looked into how E-CRM affected the level of service in Jordan's private hospitals. Data from 257 inpatients at private hospitals in Jordan are analyzed using a structural equation model in this study. The findings demonstrated that E-CRM improved the caliber of services. The study also found that the different E-CRM parts have different impacts on service quality.

For instance, website design, website search, and privacy have the most effects on service quality. This suggests that to enhance the quality of their services, private hospitals in Jordan should concentrate on improving the look and functionality of their websites. Based on earlier research, the following assumption is made;

**H1:** There is a significant positive relationship between E-CRM and E-Trust

**H1a:** There is a significant positive relationship between E-CRM and Security

**H1b:** There is a significant positive relationship between E-CRM and Service Quality

### **3.2 RELATIONSHIP BETWEEN E-TRUST AND E-LOYALTY**

In the context of Iranian online banking, Ghane et al. (2011) study sought to experimentally evaluate the relationship between e-satisfaction, the quality of e-services, e-trust, and e-loyalty. A self-administered questionnaire was used to collect data from 384 academic employees as well as learners from Tehran-area universities. The study's findings demonstrate that e-loyalty is directly influenced by e-trust, e-satisfaction, and quality of e-services. Even though they are less direct, the indirect effects of e-satisfaction as well as e-trust on e-loyalty by e-trust and e-satisfaction, correspondingly, are more significant. The study's findings suggest that e-banking service suppliers may increase customer loyalty by emphasizing e-satisfaction and e-trust enhancements. This can be accomplished through offering high-quality e-banking services, guaranteeing the security and privacy of customer data, and fostering consumer trust through open communication and honest corporate conduct.

Al-dweeri et al. (2017) set out to ascertain how e-loyalty, the quality of electronic services (e-SQ), and the moderating impacts of e-satisfaction and e-trust influence online purchases. The sample utilized to assess the study's methodology included 302 Jordanian Amazon customers. According to the findings, e-trust, e-SQ, e-satisfaction, and e-loyalty are positively correlated. E-trust and e-satisfaction both affect e-loyalty. E-satisfaction and e-trust were found to have a significant moderating effect. The findings of the study have a number of implications for online shops. E-retailers should focus on e-SQ improvement in order to increase customer happiness, trust, and loyalty.

Using e-satisfaction as a mediating factor, Gotama and Indarwati (2019) examined the relationship between e-trust and e-SQ and e-loyalty. The information was submitted by 220 users on an Indonesian e-commerce platform who had made purchases. According to the analytical results, e-trust, e-service quality, and digital loyalty are all favorably associated. But what really matters is how e-SQ and e-trust's knock-on effects on e-satisfaction affect e-loyalty. The

study's findings support earlier research on the connection between customer satisfaction, loyalty, and e-SQ.

Pham et al. (2020) examined the effectiveness of e-SQ and e-trust in promoting e-learning loyalty. E-trust is a better predictor of e-learning loyalty, according to the authors, even if both e-trust and e-SQ have a favorable effect on e-learning loyalty. The information utilized in this article was obtained from a survey of 300 Indonesian e-learners. The authors also find that e-learning satisfaction is more strongly influenced by the e-SQ than by e-trust. This implies that e-learning companies can raise learner satisfaction by prioritizing the delivery of high-quality e-learning services. For e-learning providers wanting to increase learner loyalty and happiness, this article offers helpful suggestions.

Wilis and Nurwulandari (2020) studied how price, brand image, e-SQ, and e-trust impacted the e-satisfaction and e-loyalty of Traveloka consumers. 200 users of the Indonesian online travel agency Traveloka made up the study's sample. According to the study's findings, e-SQ, pricing, and brand impression all have a favorable impact on customer satisfaction. E-loyalty is boosted by e-satisfaction. According to the study's findings, Traveloka may increase e-loyalty by concentrating on enhancing the quality, reliability, value, and reputation of its online services. According to the report, Traveloka can boost e-satisfaction by emphasizing dependable, quick, and secure services; fostering customer trust; delivering competitive prices; and fostering a strong brand image.

Anser et al. (2021) examined the effect of e-SQ and e-trust on customers' e-loyalty in the digital economy. A self-administered survey was used to question 783 Saudi Arabians who utilize digital libraries to gather data. Structural equation modeling (SEM) was employed to analyze the data for the investigation. According to the analytical data, e-SQ has a favorable direct impact on e-trust and e-loyalty. E-loyalty and e-trust have a positive relationship with one another. E-trust acts as a mediator in the interaction between e-loyalty and e-SQ. The results of the study suggest that by emphasizing the improvement of e-SQ and e-trust, digital libraries may increase e-loyalty.

Saglam and Jarrar (2021) looked at how customer behavioral intents (such as buy intent, word-of-mouth marketing, and complaint intent) were impacted by e-satisfaction, e-brand loyalty, and e-trust levels among online customers in Turkey. A web-based questionnaire and a quantitative research technique were both used to collect the data. The results of the study show that levels of e-satisfaction, brand loyalty, and trust favorably affect consumer behavioral intentions. E-trust has the most influence on consumer behavior intentions. This study's findings have important implications for internet shops, as they advise

that in order to boost customer satisfaction, loyalty, and trust and promote repeat business and good word-of-mouth marketing, these shops should concentrate on doing so.

Juwaini et al. (2022) conducted a research to comprehend the connection between client e-loyalty and e-trust, e-SQ, and e-satisfaction. To assess the study technique, a sample of 432 Indonesian internet users were recruited. According to the results, higher levels of customer loyalty and e-trust are correlated with better levels of consumer e-satisfaction. Customer e-loyalty and e-satisfaction are positively impacted by the quality of the customer e-service. Customer e-loyalty benefits from customer e-satisfaction. Numerous implications for internet stores result from the study's findings. E-retailers should first focus on building trust with their customers if they want to increase customer satisfaction, loyalty, and repurchase intent. The study's conclusions are in line with those of past research on the relationships between patronage, top-notch customer care, and customer satisfaction.

Based on previous studies, the next hypothesis is assumed;

**H2:** There is a significant positive relationship between E-Trust and E-Loyalty

**H2a:** There is a significant positive relationship between E-Trust and Repurchase

**H2b:** There is a significant positive relationship between E-Trust and WoM

### **3.3 RELATIONSHIP BETWEEN E-CRM AND E-LOYALTY**

Alhaiou et al. (2012) examined how the implementation of an e-CRM affects client loyalty at various stages of the transaction cycle. A poll had 300 Chinese internet buyers as participants. The findings demonstrated that the deployment of e-CRM has a favorable effect on e-loyalty at all phases of the transaction period, while the influence is greatest at the post-purchase phase. This makes the case that businesses should focus on providing customers with a positive experience after the transaction to encourage loyalty. A further finding of the study was that various e-CRM elements had various effects on customer loyalty at various phases of the transaction cycle. For instance, personalization has a greater pre-purchase impact on e-loyalty than post-purchase customer service does.

In the context of a Kenyan commercial bank, Khabala et al. (2017) looked at how e-CRM and client loyalty relate to one another. The study examines information gathered via a survey and focus groups, using a sample of 150 bank customers. The study's findings demonstrate that e-CRM significantly and favorably affects

client loyalty. The three stages of an electronic transaction cycle—the pre-during-after-service phases—are found to have a substantial influence on a customer's loyalty in the banking industry. The findings of this study suggest that in order to increase customer loyalty, Kenyan commercial bank management should concentrate on improving their e-CRM systems.

Rashwan et al. (2019) examined how E-CRM impacts customer loyalty in the setting of commercial banks. The study focuses on the expected safety and accessibility of website design as two components of E-CRM. 370 Egyptian consumers of commercial banks participated in a survey. The results showed that customer loyalty was positively impacted by predicted website safety and usability. The study also found that customer satisfaction with electronic banking mediates the relationship between loyal clients and E-CRM. This suggests that anticipated improvements in website usability and security result in a decrease in customer churn by boosting their happiness with online banking. The results of this study imply that commercial banks might increase client loyalty by emphasizing two crucial areas: convenience and security. Commercial banks can foster consumer pleasure and trust by offering a safe and convenient online banking experience, which may improve customer loyalty.

Suroso and Novitasari (2021) investigation of the connections between online advertising, e-CRM, and e-loyalty was conducted in the setting of Indonesia. A refrigeration as well as HVAC (RHVAC) company in Indonesia provided 170 of the study's sample population's online users. E-loyalty is greatly and favorably impacted by e-marketing and e-CRM, the study's findings show. The study further shown that e-marketing, as opposed to e-CRM, had a stronger influence on online customer loyalty. The study's findings suggest that companies in Indonesia may boost e-loyalty by investing in e-marketing and e-CRM initiatives. Initiatives in e-marketing can be utilized to increase brand awareness and draw in new clients. E-CRM projects can be used to gather client information, monitor client behavior, and offer individualized client support.

Kumar and Mokha (2021) reviewed the literature on the connections between E-CRM and customer experience, loyalty, and happiness in the banking sector. A detailed examination of the material written between 2002-2019 was part of the process. The review's findings indicate that E-CRM raises customer happiness and loyalty through improving the customer experience. The results of this study have consequences for banking organizations, which should concentrate on creating and implementing E-CRM programs that can enhance customer satisfaction, loyalty, and experience.

Farmania et al. (2021) examined how CRM activities may be converted into e-CRM in order to promote e-loyalty and open innovation. The essay starts by defining CRM and e-CRM before going into some of their advantages. The paper then looks at the elements that support open innovation and e-loyalty. The essay concludes by presenting a framework for converting CRM operations into e-CRM. According to the article's findings, e-CRM can be used to foster e-loyalty and open innovation by gathering and analyzing customer data, personalizing customer interactions, giving customers timely and relevant information, establishing trust and relationships with customers, and encouraging customers to participate in innovation.

Mokha and Kumar (2022) looked at how customer experience, satisfaction, and loyalty are related to E-CRM. A sample of 836 Indian bank clients is used in the study. According to the study's findings, E-CRM significantly and favorably affects customer experience, which in turn has a favorable effect on customer satisfaction and loyalty. The study also discovered that customer satisfaction serves as a minor mediator in the association between repeat business and E-CRM. The study's findings suggest that E-CRM may be used to improve the client experience, which might increase customer satisfaction and loyalty. Based on previous studies, the next hypothesis is assumed;

**H3:** There is a significant positive relationship between E-CRM and E-Loyalty

**H3a:** There is a significant positive relationship between E-CRM and Repurchase

**H3b:** There is a significant positive relationship between E-CRM and WoM

#### **4. RESEARCH METHODOLOGY**

The purpose of this study is to ascertain how the Egyptian fast food industry's usage of e-CRM marketing influences customer loyalty through the mediating role of e-customer trust. The research variables are given below based on the assumptions created in the preceding section; Independent Variable: E-CRM (Web Design, Delivery Service, and Access to Information); Mediator: E-Trust (Security, and SQ), and Dependent: E-Loyalty (Repurchase, and Word of Mouth). Figure 1 shows how the conceptual framework was developed:

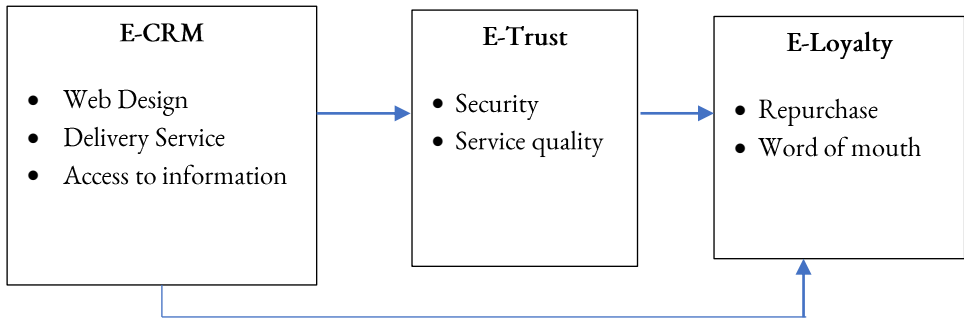


Figure 1: Research Framework

A questionnaire is administered and directed to the target population of the research, represented in users of websites of Fast-food. The population of Egyptian users of fast-food websites of Fast-food is a large and diverse group. It includes people of all ages, genders, and income levels.

The sample size required to accurately represent the population of Egyptian users of fast-food websites of Fast-food will depend on the specific research question being asked, as well as a researcher's acceptable degree of confidence and range of error. In general, a larger sample size will provide more accurate results. However, a larger sample size will also require more resources, such as time and money. With a 95% confidence level and a 5% margin of error, they would need a sample size of around 385 people. By means of the survey in Table 1, the data was acquired.

This table provides a full explanation of the variables being explored in this study, together with the pertinent measurement statements. For the E-CRM aspect, encompassing web design, delivery service, and access to information, the statements delve into user-friendliness, ease of use, and confidence in website usage. These aspects are well-founded, drawing from the work of Sauro and Lewis (2011), Uzir et al. (2021), and Yildirim and Correia (2015). On the other hand, the E-Trust variables, focusing on security and service quality, emphasize the critical elements of data protection and seamless online experiences, as evidenced by Hartono et al. (2014) and Lee and Wu (2011). The E-Loyalty elements, which capture the core of consumer loyalty, look at plans to repurchase and word-of-mouth referrals, according to Chang et al. (2013) and Sucherly and Siringoringo, (2014). This carefully crafted set of variables and statements will enable a thorough investigation of the effects of e-CRM marketing in the fast-food industry. The questionnaire evaluates participants' responses to each item using a 5-point Likert scale, with 1 signifying "strongly disagree" and 5 signifying "strongly agree."

**Table 1: Research Variables Operationalization**

Variables	Conceptual Definition	Statements	Reference
<b>E-CRM</b> (Web Design)	Website design is the procedure of developing a website that offers clients information and services connected to information in an organized, creative, purposeful, and practical manner (Prasetia and Syah, 2020)	<ol style="list-style-type: none"> <li>1. I think I'd want to visit the website frequently.</li> <li>2. I found the website to be simple to utilize.</li> <li>3. I thought the website was easy to utilize.</li> <li>4. I don't think I need a technical person to help me utilize the website.</li> <li>5. When using the website, I had a lot of confidence.</li> </ol>	Sauro and Lewis (2011)
<b>E-CRM</b> (Delivery Service)	When a consumer perceives a product or service as being of high quality, both during the purchasing process and upon delivery, it is known as service quality and is measured by comparing the customer's opinion of the service to their expectations (Agus, 2020).	<ol style="list-style-type: none"> <li>6. My expectations have been met by the delivery service.</li> <li>7. Using the home delivery service makes me feel at ease.</li> <li>8. Receiving fast food industry delivery services makes me feel at ease.</li> <li>9. I will advocate using this delivery service to others.</li> <li>10. My experience with the deliveryman was excellent.</li> </ol>	Uzir et al. (2021)
<b>E-CRM</b> (Access to information)	Information access is the freedom to look for, obtain, and share information (Pattinasarany, 2019)	<ol style="list-style-type: none"> <li>11. Without frequent access to information via websites, I would feel uncomfortable.</li> <li>12. If I couldn't search for information on a website whenever I wanted to, it would irritate me.</li> <li>13. If I was unable to use the website or its functions when I wanted to, I would become frustrated.</li> </ol>	Yildirim and Correia (2015)
<b>E- Trust</b> (Security)	Security is how consumers view the calibre of the instruments and procedures used to transmit and store personal data (Chang and Thai, 2020).	<ol style="list-style-type: none"> <li>14. I believe this website has security measures in place to protect the transmission of user data.</li> <li>15. The security of any transactions is a top priority for this service, in my opinion.</li> <li>16. I believe the technical capabilities of this website are sufficient to prevent any other company from taking over its online identity.</li> <li>17. When I make contact with this website via the Internet, I feel confident in its identity.</li> </ol>	Hartono et al. (2014)



Variables	Conceptual Definition	Statements	Reference
		18. This website safeguards my credit card details.	
<b>E-Trust</b> (Service quality)	Service quality is the process of evaluation, which is determined by comparing the customer's expectations with the actual service they received (Leninkumar, 2016)	19. It's easy to utilize this website. 20. Finding what I need is simple with this website. 21. This website's information is properly organized. 22. I can swiftly finish a transaction because of it. 23. It has quick page loading. 24. This website never goes down. 25. This website starts up and functions immediately away.	Lee and Wu (2011)
<b>E-Loyalty</b> (Repurchase)	Repurchase is the term used to describe a customer's actual behaviour that leads to repeat purchases of the same good or service (Safa and Solms, 2016)	26. I'll buy food from this website once again. 27. I will tell others about this website. 28. I will advise anyone who asks about purchasing food online.	Chang et al. (2013)
<b>E-Loyalty</b> (Word of mouth)	Word-of-mouth marketing refers to the dissemination of marketing materials among customers in a way that significantly influences their attitudes and behaviour towards goods and services (Huete-Alcocer, 2017)	29. Many suggested purchasing groceries online. 30. When it comes to ordering food online, I only hear good things. 31. Nobody informed me of the drawbacks of ordering food online. 32. I was advised to buy groceries online from friends, relatives, and professionals. 33. I've never heard anything bad about ordering food online.	Sucherly and Siringoringo (2014)

#### 4.1 DESCRIPTIVE ANALYSIS OF RESPONDENT PROFILES

It is intriguing to see the breakdown of the surveyed population across various demographic categories. Table 2 shows that in terms of gender, the data reveals a fairly even split, with 258 respondents (65%) identifying as male. Moving on to age distribution, 125 respondents fell in the 18 to 30 range.

The educational spectrum unveils interesting insights: 141 respondents (35.5%) hold a bachelor's degree. Shifting the focus to income levels, 108 respondents (27.2%) earn between \$5000 and \$10000. Marital status displays a nearly equal split as well, with 194 respondents (48.9%) identifying as single and 203 respondents (51.1%) as married, making up a total of 397 respondents. These

statistics collectively provide valuable insights into the composition of the dataset.

**Table 2: Descriptive Analysis for Respondents Profile**

	Frequency	Percent%	Total
<b>Gender</b>			
Male	258	65	397
Female	139	35	
<b>Age</b>			
less than 18	82	20.7	397
from 18 to 30	125	31.5	
from 30 to 40	114	28.7	
more than 40	76	19.1	
<b>Education Level</b>			
Student	120	30.2	397
Bachelor's degree	141	35.5	
Master's degree	124	31.2	
Doctorate	12	3.0	
<b>Income Level</b>			
Less than 5000	98	24.7	397
From 5000\$-10000	108	27.2	
From 10000\$-15000	104	26.2	
More than 15000	87	21.9	
<b>Marital Status</b>			
Single	194	48.9	397
Married	203	51.1	

## 5. RESULTS AND FINDING

The analysis, which involved identifying the study hypotheses using regression, is presented in this section. Statistical Package for Social Sciences (SPSS) is applied for the data analysis.

### 5.1 VALIDITY AND RELIABILITY OF THE VARIABLE

It was shown that when a test's validity is high, there is a significant correlation between test objectives and items. On the other hand, it was shown that there is little connection between a test's objectives and its items when its validity is low. Factor Loading (FL) and Average Variance Extracted (AVE) were the two primary metrics used to assess the validity. AVE ought to be higher than 50%. Each item's FL must be higher than 0.4. A metric's dependability was defined as its consistency. If the test's reliability is high, the results ought to be more accurate. Utilizing Cronbach's Alpha, dependability is evaluated. Cronbach's Alpha ranges in value from 0 to 1. Rising Cronbach's Alpha indicates increasing

reliability. For reliability, values greater than 0.7 Cronbach's Alpha are regarded as sufficient.

Table 3 displays the AVE, FL, and Cronbach's Alpha for the statements. The variable statements 1, 2, 3, 4, and 5 for Web Design were found to have factor loadings of 0.851, 0.854, 0.850, 0.849, and 0.843 respectively, all of which are greater than 0.4. Furthermore, all of the statements related to the variable Web Design are accurate because the AVE result was 84.931%, which is higher than 50%. At 0.956, Cronbach's alpha is higher than 0.7. So, statements made about the Web Design variable are reliable. Factor loadings of 0.838, 0.837, 0.848, 0.836, and 0.837 respectively, were discovered for Delivery Service variable statements are greater than 0.4. Also, 83.916% (more than 50%) on the AVE test indicates that all five of the Delivery Service variable claims are accurate. Cronbach's Alpha, at 0.952, is higher than 0.7. Therefore, Delivery Service variable assertions are trustworthy.

The factor loadings for Access to Information variable statements 1,2,3 was found to be 0.888, 0.883, and 0.881 respectively all of which are greater than 0.4. Additionally, the AVE result was 88.413 %, which is higher than 50%, so all of the Access to information statements are correct. The last statistic is Cronbach's alpha, which is greater than 0.7 at 0.934. Then Access to information variable statements are reliable. The variable statements 1, 2, 3, 4, and 5 for Security were found to have factor loadings of 0.827, 0.801, 0.792, 0.803, and 0.799 respectively, all of which are greater than 0.4. Furthermore, all of the statements related to the variable Security are accurate because the AVE result was 80.445%, which is higher than 50%. Cronbach's Alpha surpasses 0.7 with a value of 0.939. Therefore, claims made concerning the Security variable are trustworthy. Factor loadings of 0.850, 0.831, 0.837, 0.847, 0.840, 0.834, and 0.862 respectively, were discovered for Service quality variable statements greater than 0.4. Also, 84.292% (more than 50%) on the AVE test indicates that all five of the Service quality variable claims are accurate. Cronbach's Alpha, at 0.969, is higher than 0.7. Therefore, Service quality variable assertions are trustworthy.

The factor loadings for Repurchase variable statement 1,2,3 was found to be 0.854, 0.858, and 0.859 respectively all of which are greater than 0.4. Additionally, the AVE result was 85.693 %, which is higher than 50%, so all the Repurchase statements are correct. Last but not least, Cronbach's alpha is 0.916, which is more than 0.7. Then Repurchase variable statements are reliable. Factor loadings of 0.834, 0.814, 0.835, 0.827, and 0.829 respectively, were discovered for Word-of-mouth variable statements greater than 0.4. Also, 82.764% (more than 50%) on the AVE test indicates that all five of the Word-of-mouth variable

claims are accurate. Cronbach's Alpha at 0.948, is higher than 0.7. Therefore, Word of mouth variable assertions are trustworthy.

**Table 3: Validity and Reliability for Research Variables**

Variable	Item	Factor loading	AVE	KMO	Cronbach's Alpha
Web Design	DES1	0.851	84.931	0.920	0.956
	DES2	0.854			
	DES3	0.850			
	DES4	0.849			
	DES5	0.842			
Delivery Service	SER1	0.838	83.916	0.917	0.952
	SER2	0.837			
	SER3	0.848			
	SER4	0.836			
	SER5	0.837			
Access to information	INF1	0.888	88.413	0.769	0.934
	INF2	0.883			
	INF3	0.881			
Security	SEC1	0.827	80.445	0.911	0.939
	SEC2	0.801			
	SEC3	0.792			
	SEC4	0.803			
	SEC5	0.799			
Service quality	QUA1	0.850	84.292	0.959	0.969
	QUA2	0.831			
	QUA3	0.837			
	QUA4	0.847			
	QUA5	0.840			
	QUA6	0.834			
	QUA7	0.862			
Repurchase	REP1	0.854	85.693	0.761	0.916
	REP2	0.858			
	REP3	0.859			
Word of mouth	WOM1	0.834	82.764	0.914	0.948
	WOM2	0.814			
	WOM3	0.835			
	WOM4	0.827			
	WOM5	0.829			

## 5.2 CONFIRMATORY FACTOR ANALYSIS

Table 4 summarizes the significance of each of these indicators in CFA along with recommended values for each. Model fit for the confirmatory analysis was calculated, and the outcomes revealed that the likelihood (p-value) of obtaining a disparity greater than that seen in the present sample was 0.000; the minimum discrepancy or chi-square divided by the degrees of freedom (CMIN/DF) was 1.083; the goodness of fit (GFI) was 0.943; and the adjusted goodness of fit index (AGFI) was 0.917 - that assess how well the model fits the quantity of estimates.

In addition, the root mean square residual (RMR) was 0.022 and the root mean square of approximation (RMSEA), which is a useful criterion in covariance structure modeling, was 0.014. The RMR shows the difference between the sample's variances and the covariances and the estimations obtained from the model's assumptions under the aforementioned supposition.

Table 4: Thresholds and Fit Indices for the Measurement Model

Measure	Results	Threshold
Chi-square/df	1.083	< 2 excellent; < 3 good; < 5 sometimes permissible
P-value	0.000	> 0.05
GFI	0.930	> 0.90
TLI	0.997	> 0.95
AGFI	0.917	> 0.90
RMSEA	0.014	< 0.10
CFI	0.997	> 0.90
RMR	0.022	< 0.09
NFI	0.967	> 0.90

Figure 2 shows the confirmatory analysis. The FL are indicated with arrows, showing good FL for the CFA.

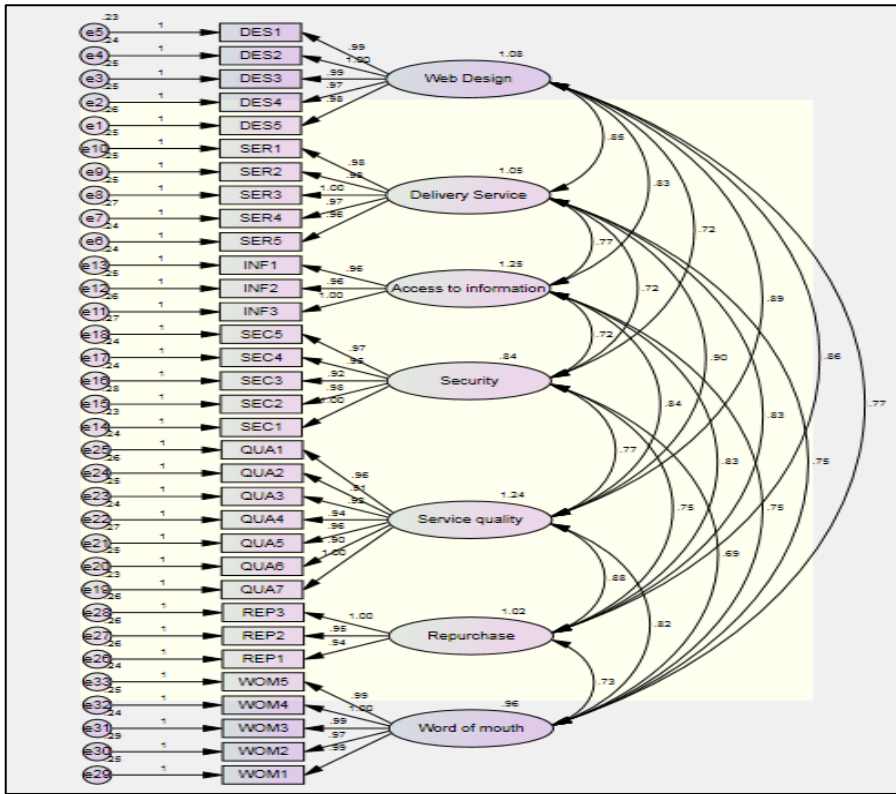


Figure 2: CFA for the Measurement Model

Table 5 shows that all FL; is the size of the loading of the items on the important variable, which must be at least 0.40 to be considered valid.

Table 5: Item Loading after Confirmatory Factor Analysis

			Estimate	S.E.	C.R.	P
DES5	<---	Web Design	.982	.035	28.071	***
DES4	<---	Web Design	.972	.034	28.306	***
DES3	<---	Web Design	.988	.035	28.506	***
DES2	<---	Web Design	1.000			
DES1	<---	Web Design	.987	.034	29.127	***
SER5	<---	Delivery Service	.961	.035	27.599	***
SER4	<---	Delivery Service	.974	.036	27.067	***
SER3	<---	Delivery Service	1.000			
SER2	<---	Delivery Service	.979	.035	27.677	***
SER1	<---	Delivery Service	.977	.035	27.609	***
INF3	<---	Access to information	1.000			
INF2	<---	Access to information	.964	.034	28.447	***
INF1	<---	Access to information	.962	.034	28.674	***

			Estimate	S.E.	C.R.	P
SEC1	<---	Security	1.000			
SEC2	<---	Security	.985	.041	24.267	***
SEC3	<---	Security	.920	.038	24.335	***
SEC4	<---	Security	.952	.038	24.842	***
SEC5	<---	Security	.971	.040	24.351	***
QUA7	<---	Service quality	1.000			
QUA6	<---	Service quality	.905	.030	29.879	***
QUA5	<---	Service quality	.959	.032	30.203	***
QUA4	<---	Service quality	.943	.031	30.836	***
QUA3	<---	Service quality	.924	.031	30.001	***
QUA2	<---	Service quality	.911	.031	29.579	***
QUA1	<---	Service quality	.957	.031	31.055	***
REP1	<---	Repurchase	.941	.037	25.392	***
REP2	<---	Repurchase	.953	.037	25.422	***
REP3	<---	Repurchase	1.000			
WOM1	<---	Word of mouth	.986	.038	26.231	***
WOM2	<---	Word of mouth	.974	.039	25.151	***
WOM3	<---	Word of mouth	.989	.037	26.429	***
WOM4	<---	Word of mouth	1.000			
WOM5	<---	Word of mouth	.987	.037	26.405	***

### 5.3 DESCRIPTIVE ANALYSIS OF THE RESEARCH VARIABLES

Table 4 provides a summary of several variables that affect consumer perceptions. A scale from 1 to 5 is used to rank each factor. A modest level of satisfaction was indicated by the average ratings for Web Design and Delivery Services of 3.2620 and 3.0730, respectively. The average score for access to information was 3.0730, indicating that most users perceive it to be merely accessible. With a mean rating of 3.5113, security is thought to be adequate.

The average Service Quality score was 3.5290, which indicates that customers are generally satisfied. Repurchase was an interesting case because it showed some variation, with a mean score of 3.6071, presumably indicating that customers were undecided about whether to repurchase. With a mean score of 3.6222, word-of-mouth appears to be mediate favorable, suggesting that customers are likely to share favorable experiences. The standard deviations across the board show various degrees of dispersion from the mean, indicating that respondents' opinions varied.

**Table 6: Descriptive Analysis of the Research Variables**

Variable	N	Min.	Max.	Mean	Std. Deviation
Web Design	397	1.00	5.00	3.2620	1.15334
Delivery Service	397	1.00	5.00	3.2040	1.20235
Access to Information	397	1.00	5.00	3.0730	1.20487
Security	397	1.00	5.00	3.5113	1.03377
Service Quality	397	1.00	5.00	3.5290	1.17305
Repurchase	397	1.00	5.00	3.6071	1.14449
Word of Mouth	397	1.00	5.00	3.6222	1.13187

#### **5.4 NORMALITY TESTING FOR THE RESEARCH VARIABLES**

Table 5 displays the outcomes of a Kolmogorov-Smirnov test conducted on a number of variables. This test determines whether there is a significant departure from a theoretical distribution, frequently the normal distribution, for each variable's distribution. The p-values (Sig.) are reported as 0.00 for all the investigated variables, showing a substantial departure from the theoretical distribution for all of the distributions. This implies that none of these variables' data may not be regularly distributed.

The Kolmogorov-Smirnov test statistics (0.175 to 0.225) reveal the largest absolute difference between each variable's actual distribution and predicted theoretical distribution. These numbers support the finding that the data distributions diverge noticeably from the normal distribution in combination with the low p-values. It's important to note that departures from normality can impact the validity of certain statistical tests and assumptions. Depending on the analysis you intend to perform, you might need to consider applying appropriate transformations or using alternative non-parametric methods that don't rely on normality assumptions.

The test of skewness and kurtosis serves as an essential tool in assessing the normality of a dataset's distribution. Skewness measures the degree of asymmetry in the distribution, indicating whether the data is skewed to the left or right. Positive skewness suggests a longer tail on the right side of the distribution, while negative skewness indicates a longer tail on the left. Kurtosis, on the other hand, gauges the peak of the distribution compared to a normal distribution. Higher kurtosis values denote a distribution with heavier tails and a more peaked center, whereas lower values indicate lighter tails and a flatter peak.

By subjecting data to tests for skewness and kurtosis, researchers can gain insights into potential deviations from normality, helping them decide whether parametric statistical methods are appropriate or if non-parametric alternatives should be considered as shown in Table 6. Deviations in skewness and kurtosis



can impact the assumptions underlying many statistical techniques, making these tests crucial for ensuring the reliability and validity of statistical analyses. Nevertheless, it's important to note that while significant skewness or kurtosis values might suggest non-normality, further investigation through visual inspection, additional diagnostic tests, or data transformations is often necessary to make informed decisions regarding data distribution and analysis methods.

Table 7: Formal Testing for Normality

Research Variables	Kolmogorov-Smirnov <sup>a</sup>			Skewness		Kurtosis	
	Statistic	N	Sig.	Statistic	Std. Error	Statistic	Std. Error
Web Design	.225	397	.000	-.237	.122	-.911	.244
Delivery Service	.212	397	.000	-.214	.122	-.961	.244
Access to information	.192	397	.000	-.010	.122	-.750	.244
Security	.213	397	.000	-.334	.122	-.488	.244
Service quality	.215	397	.000	-.339	.122	-.962	.244
Repurchase	.175	397	.000	-.326	.122	-.830	.244
Word of mouth	.190	397	.000	-.332	.122	-.919	.244

### 5.5 TESTING THE RESEARCH HYPOTHESES

Both regression and correlation are utilized to test the study's assumptions in this section. The study uses the Pearson correlation since the data are regularly distributed. Web design and security have a statistically significant positive association, as shown in Table 9's correlation matrix ( $P\text{-value} = 0.000 < 0.05$ ;  $r = 0.802 > 0$ ). The association between Delivery Service as well as Security is also significant ( $P\text{-value} = 0.000 < 0.05$ ;  $r = 0.800 > 0$ ). Additionally, there is a strong correlation between security and access to information ( $P\text{-value} = 0.000 < 0.05$ ;  $r = 0.710$ ).

A high positive association between site design and service quality was also demonstrated. ( $r = 0.812 > 0$ ;  $P\text{-value} = 0.000 < 0.05$ ). In addition, delivery service and service quality are highly correlated ( $r = 0.819 > 0$ ;  $P\text{-value} = 0.000 < 0.05$ ). Access to Information and Service Quality are also significantly correlated ( $P\text{-value} = 0.000$ ;  $r = 0.698 > 0$ ).

Web design, delivery service, information access, and repurchase all significantly positively relate to one another ( $P\text{-value} = 0.000 < 0.05$ ;  $r > 0$ ). Additionally, there's a significant connection between word-of-mouth, information availability, delivery service, and website design ( $r > 0$ ;  $P\text{-value} = 0.000 < 0.05$ ).

Security, service quality, and repurchase have a substantial positive link (P-value = 0.000 < 0.05;  $r > 0$ ) as well as a significant positive relationship (P-value = 0.000 < 0.05;  $r > 0$ ) with word of mouth.

**Table 8: Correlation Matrix for the Research Variables**

		1.	2.	3.	4.	5.	6.	7.
1. Web Design	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	397						
2. Delivery Service	Pearson Correlation	.801**	1					
	Sig. (2-tailed)	.000						
	N	397	397					
3. Access to Information	Pearson Correlation	.688**	.659**	1				
	Sig. (2-tailed)	.000	.000					
	N	397	397	397				
4. Security	Pearson Correlation	.802**	.800**	.710**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	397	397	397	397			
5. Service Quality	Pearson Correlation	.812**	.819**	.698**	.801**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	397	397	397	397	397		
6. Repurchase	Pearson Correlation	.834**	.822**	.704**	.849**	.806**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	397	397	397	397	397	397	
7. Word of Mouth	Pearson Correlation	.765**	.771**	.698**	.813**	.792**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	397	397	397	397	397	397	397

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 10 shows the SEM analysis for the impact of the research variables. It could be observed that:

The first hypothesis has two sub-hypotheses, and the results are as follows. H1a that Web design, delivery service, and access to information all significantly increase security; the estimates for these effects are 0.226, 0.346, and 0.216, respectively, and the P-values for each are all less than 0.05. The R Square is also 0.673, indicating that the independent factors can explain 67.3% of the variation in Security. The same can be said for H1b, where it is evident that Web design, delivery services, and information access all considerably raise the quality of services. The P-values are all less than 0.05, and the estimates are, respectively, 0.336, 0.467, and 0.158. The independent variables may explain 67.1% of the variation in service quality, according to the R Square, which is similarly 0.691.

The second hypothesis, which comprises two sub-hypotheses, H2a indicates that the estimates are 0.281 and 0.120, respectively, and that the P-values are less than

0.05, it is clear that security and service quality have a significant positive influence on repurchase. Since H2b indicates that the estimations are 0.302 and 0.183 and the P-values are less than 0.05, it can be demonstrated that security and service quality have a significant positive influence on word-of-mouth.

The results of the third hypothesis, which has two sub-hypotheses, are as follows: For H3a, it can be seen that Web design, delivery service, and information access have a significant positive impact on repurchase; the estimates are 0.247, 0.200, and 0.131, respectively, and the P-values are less than 0.05. Furthermore, the R Square is 0.782, showing that each of the independent variables can explain 78.2% of the variance in the repurchase. Regarding H3b, it can be shown that Web design, delivery service, and information access all have a significantly favorable impact on word-of-mouth since the P-values are below 0.05 and the estimates are 0.116, 0.136, and 0.113, respectively. The independent variables may explain 70.1% of the variation in word-of-mouth, according to the R Square, which is 0.701.

**Table 9: SEM Analysis for the Research Variables**

			Estimate	P	R <sup>2</sup>
Security	<---	Web Design	.226	***	.673
Security	<---	Delivery Service	.346	***	
Security	<---	Access to information	.216	***	
Service quality	<---	Web Design	.339	***	.691
Service quality	<---	Delivery Service	.467	***	
Service quality	<---	Access to information	.158	.001	
Repurchase	<---	Web Design	.247	***	.782
Repurchase	<---	Delivery Service	.200	.001	
Repurchase	<---	Access to information	.131	.003	
Repurchase	<---	Security	.281	***	
Repurchase	<---	Service quality	.120	.016	
Word of mouth	<---	Web Design	.162	.008	.701
Word of mouth	<---	Delivery Service	.138	.032	
Word of mouth	<---	Access to information	.113	.014	
Word of mouth	<---	Security	.302	***	
Word of mouth	<---	Service quality	.183	***	

The model fit indices for all of the variables—GFI = 0.927, CFI = 0.996, CMIN/DF = 1.117, AGFI = 0.914, and RMSEA = 0.017—fall within acceptable limits. The SEM model that was employed to study how the effects of the research model changed things are seen in Figure 2.

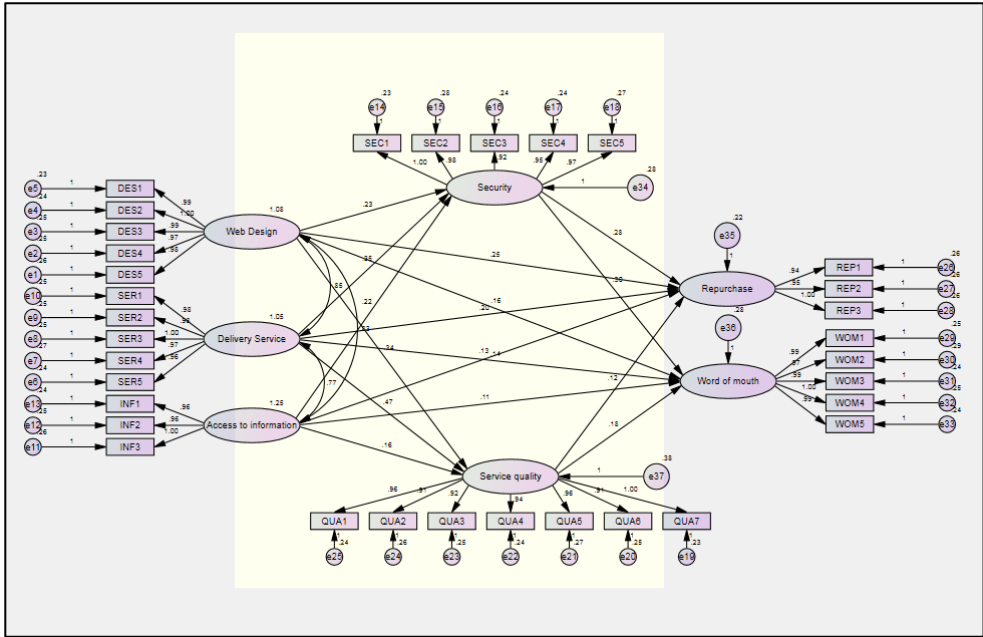


Figure 3: SEM for the Research Variables

## 6. RESEARCH DISCUSSION

According to the results of earlier research (Tian and Wang, 2017; Dehghanpouri et al., 2020; Hwang, 2020; Alshurideh, 2022) between E-CRM and E-Trust, there is a significant positive correlation.

Given that the P-value is below 0.05 and the correlation coefficient is more than 0, the regression research of the link between service quality and E-loyalty discovered a substantial positive relationship between the two. A significant positive association between security and repurchase was found. However, the findings showed that there is little correlation between word-of-mouth and security.

According to the findings, there is a strong positive association between e-trust and e-loyalty, which is consistent with other studies' conclusions (Pham et al., 2020; Wilis and Nurwulandari, 2020; Anser et al., 2021; Juwaini et al., 2022).

The regression study of the relationship between service quality and E-loyalty demonstrated a substantially positive association between the two given that the P-value is lower than 0.05 and the correlation coefficient is greater than 0. It was shown that security and repurchase had a strong positive link. However, the results showed that there is only a weak connection between word of mouth and security.

The current analysis is consistent with prior studies that investigate how e-trust impacts e-loyalty. The impact of trust on the e-loyalty of persons involved in the supply chain of e-commerce products was examined in this study. The impact of e-trust on e-loyalty and the caliber of Indonesian online travel services were examined in Wilis and Nurwulandari (2020) study. The demographic of the two studies differs from the current study, which focused on Indonesian online travel services, yet this relationship is consistent with it.

There is a significant positive correlation between E-CRM and E-Loyalty, according to the findings of various studies (Farmania et al., 2021; Kumar and Mokha, 2021; Mokha and Kumar, 2022).

Given that the P-value is less than 0.05 and the correlation coefficient is more than 0, the link between E-CRM and E-loyalty is shown to have a significant positive relationship according to the correlation matrix. Given that the P-value is less than 0.05 and the associated estimate is greater than zero, the regression model for the impact of the E-CRM on E-loyalty demonstrated a substantial positive influence of the E-CRM on E-loyalty.

The current analysis is consistent with prior studies that investigate how e-trust impacts e-loyalty. The impact of trust on people taking part in the digital supply chain's e-loyalty was examined in this study. Mokha and Kumar (2022) looked at how E-CRM affected e-loyalty and the number of Indian bank clients. The latest study confirms this relationship, however the demographic of the two studies was different because it focused on Indian bank customers.

In conclusion, the findings of this research illuminate critical dynamics within the realm of electronic customer relationship marketing (e-CRM) and its implications for the fast-food sector in Egypt. The study has unveiled that e-Trust, a pivotal component in the electronic interaction paradigm, is adversely affected by e-CRM practices. This suggests a need for a more cautious and strategic implementation of e-CRM strategies to maintain and enhance the trust of customers. Furthermore, the impact of word-of-mouth on e-loyalty underscores the importance of social influence in shaping consumer loyalty in the digital landscape. Recognizing and leveraging the power of positive word-of-mouth can prove instrumental in fostering lasting relationships with customers.

The substantial impact of security on repeat purchases emphasizes the critical role of ensuring a secure online environment. For the fast-food sector, addressing security concerns becomes paramount to encourage repeat business, highlighting the need for robust cybersecurity measures. Interestingly, the relatively minor impact of security on mouth usage suggests that while security is crucial for repeat purchases, it may not be a primary driver for word-of-mouth marketing.

This nuance is essential for businesses to understand, guiding them in allocating resources effectively between reinforcing security measures and cultivating positive word-of-mouth.

Lastly, the significant impact of e-CRM on e-loyalty reaffirms the potential efficacy of electronic customer relationship marketing in building and sustaining customer loyalty in the fast-food industry. This implies that strategic and well-implemented e-CRM initiatives can be instrumental in enhancing customer retention and satisfaction. In summary, these research outcomes provide valuable insights for stakeholders in the fast-food sector in Egypt, offering strategic considerations for optimizing e-CRM practices, emphasizing the importance of cybersecurity, and harnessing the influence of word-of-mouth to cultivate a loyal customer base in the ever-evolving digital landscape.

## **7. RESEARCH RECOMMENDATIONS**

Here are some recommendations for decision-makers:

- Decision-makers in the Egyptian fast-food industry should consider allocating resources to develop and implement effective E-Customer Relationship Management strategies. This could include personalized communication, loyalty programs, and engaging content to enhance customer loyalty.
- Building a secure and transparent online environment, addressing customer concerns promptly, and demonstrating a commitment to customer satisfaction can enhance E-Customer Trust. To maximize relationship marketing's beneficial benefits on loyalty, trust is essential.
- As the study focuses on the digital landscape, decision-makers should explore innovative technologies to facilitate interactive and personalized engagement with customers. Leveraging social media platforms, mobile apps, and online feedback mechanisms can create a dynamic and responsive customer experience.
- Decision-makers can segment their customer base according to trust levels and tailor marketing strategies accordingly. Customized approaches can address individual customer needs and concerns, fostering higher trust and loyalty.
- Decision-makers should adopt a long-term perspective when implementing relationship marketing initiatives. Building trust and loyalty takes time, and strategies should be designed with sustainability in mind. Additionally, the digital landscape is constantly evolving, so decision-makers must remain adaptable and open to adjusting strategies based on emerging trends and customer preferences.

## **8. RESEARCH LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCHERS**

### **8.1 RESEARCH LIMITATIONS**

- The fast-food sector in Egypt served as the study's unique setting. The conclusions might not apply to other markets or nations.
- The study's cross-sectional design allowed for the collection of all the data at once. Conclusions concerning causation are not possible in this situation.
- The sample size was quite small, which may have hampered the research's ability to identify significant effects.
- The study relied on self-reported data, which is prone to bias.

### **8.2 RECOMMENDATIONS FOR FUTURE RESEARCH:**

- To evaluate the generalizability of the findings, subsequent research should duplicate the study in different sectors and nations.
- Future research should use a longitudinal design to track changes in customer loyalty over time.
- Future research should use objective data, such as purchase data, to complement self-reported data.
- To boost the study's ability to identify meaningful impacts, future research should gather data from a bigger sample size.

In addition to these research limitations and recommendations, future research could also explore the following topics:

- The impact of different E-CRM strategies on customer loyalty.
- How the relationship between e-CRM and customer loyalty is mediated by other factors, such as perceived value or customer satisfaction.
- Customer loyalty across cultural boundaries as a result of e-CRM.

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## APPENDIX: QUESTIONNAIRE FORM

Please choose one of the following alternatives that best represents your opinion.

Statements	Scale				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
<b>E-CRM</b>					
<b>Web Design</b>					
I think I'd want to visit the website frequently.					
I found the website to be simple to utilize.					
I thought the website was easy to utilize.					
I don't think I need a technical person to help me utilize the website.					
When using the website, I had a lot of confidence					
<b>Delivery Service</b>					
My expectations have been met by the delivery service					
Using the home delivery service makes me feel at ease					
Receiving fast food industry delivery services makes me feel at ease					
I will advocate using this delivery service to others					
My experience with the deliveryman was excellent					
<b>Access to information</b>					
Without frequent access to information via websites, I would feel uncomfortable					
If I couldn't search for information on a website whenever I wanted to, it would irritate me					
If I was unable to use the website or its functions when I wanted to, I would become frustrated.					
<b>E-Trust</b>					
<b>Security</b>					
I believe this website has security measures in place to protect the transmission of user data					
The security of any transactions is a					

Statements	Scale				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
top priority for this service, in my opinion					
I believe the technical capabilities of this website are sufficient to prevent any other company from taking over its online identity					
When I make contact with this website via the Internet, I feel confident in its identity					
This website safeguards my credit card details					
<b>Service quality</b>					
It's easy to utilize this website					
Finding what I need is simple with this website					
This website's information is properly organized					
I can swiftly finish a transaction because of it.					
It has quick page loading					
This website never goes down					
This website starts up and functions immediately away					
<b>E-Loyalty</b>					
<b>Repurchase</b>					
I'll buy food from this website once again					
I will tell others about this website					
I will advise anyone who asks about purchasing food online					
<b>Word of mouth</b>					
Many suggested purchasing groceries online					
When it comes to ordering food online, I only hear good things					
Nobody informed me of the drawbacks of ordering food online					
I was advised to buy groceries online from friends, relatives, and professionals					
I've never heard anything bad about ordering food online					

## دور إدارة العلاقات الإلكترونية مع العملاء في تعزيز الولاء الإلكتروني: الأثر الوسيط للثقة الإلكترونية بالتطبيق على صناعة الوجبات السريعة المصرية

د. نيفين عشره

د. نهى بشير

### ملخص البحث باللغة العربية

تستمر اتجاهات التسويق في التغيير في العصر الرقمي مع تقدم التكنولوجيا وزيادة استخدام الإنترنت. باستخدام الأثر الوسيط للثقة الإلكترونية (الأمان وجودة الخدمة)، تسعى هذه الدراسة إلى فهم كيفية استخدام مجتمع الوجبات السريعة في مصر لتسويق العلاقات الإلكترونية لتأثير الولاء الاستهلاكي (إعادة الشراء والتسويق الشفوي). يتكون مجتمع الدراسة من مستخدمي مواقع الوجبات السريعة في مصر. هناك مجموعة هائلة ومتنوعة من المصريين الذين يتصفحون مواقع الوجبات السريعة. تم جمع المعلومات من خلال الاستبيان. تبين أن الثقة الإلكترونية تتأثر بشكل كبير بإداره العلاقات الاكترونيه مع العملاء. وايضا الولاء الإلكتروني يتأثر بشكل كبير بالتسويق الشفوي. الأمان يؤثر بشكل كبير في عمليات الشراء المتكررة ولكن يكون له تأثير ضئيل على استخدام التسويق الشفوي. وأخيراً، تؤثر اداره العلاقات الاكترونيه مع العملاء بشكل كبير على الولاء الإلكتروني. ستؤثر نتائج الدراسة على قطاع الوجبات السريعة في مصر بعدة طرق. أولاً، تشير إلى أن اداره العلاقات الاكترونيه مع العملاء يمكن أن تكون وسيلة فعالة لبناء الولاء الاستهلاكي. ثانياً، تؤكد على مدى أهمية الأمان وجودة خدمة العملاء الجيده في بناء الثقة الإلكترونية. ثالثاً، تشير إلى أنه يمكن استخدام اداره العلاقات الاكترونيه مع العملاء لزيادة التسويق الشفوي وتكرار العمليات التجارية. تضيف هذه الدراسة للابحاث التي تتناول اداره العلاقات الاكترونيه مع العملاء وتأثيرها على سلوك العملاء للأكاديميين. يمكن أن تتناول الدراسات المستقبلية جوانباً محددة من اداره العلاقات الاكترونيه مع العملاء واثارها علي مختلف الثقافات والصناعات.

**الكلمات الدالة:** ادارة علاقات العملاء، الثقة، الولاء، مصر، الوجبات السريعة.

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