



Article Title

Signaling Service Quality via Website e-CRM Features: More Gains for Smaller and Lesser Known Hotels [Summary]

Citation

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Abstract

This article evaluates the electronic customer relationship management (e-CRM) features on hotel websites and examines the effectiveness of e-CRM quality as a signal that conveys information about unobservable hotel service quality. Complementary findings from two studies are presented. In Study 1, the results from lab experiments show that hotel e-CRM quality had positive effects on potential customers' expectations for service quality, trust in and satisfaction with the hotel website, and intentions to purchase from the website. In Study 2, observational data collected from an influential hotel review website show a positive relationship between a hotel's basic, proactive, and partnership e-CRM and the hotel's rank in its region. Both studies found that smaller hotels and hotels with lesser known brands benefited more from better e-CRM. These findings suggest that a well-designed e-CRM system may help less visible hotels to gain advantages in the increasingly competitive online marketplace.

Keywords signaling theory, electronic customer relationship management, e-CRM, website quality

Summary:

This article presents two studies on the signaling effects of hotel e-CRM quality. Study 1 found positive effects of e-CRM quality on potential customers' expectations for hotel service quality, trust in and satisfaction with the hotel website, and purchase intentions from the website. Study 2 found positive relationships between basic, proactive, and partnership e-CRM and hotel rank as reported on

TripAdvisor.com. Both studies found that smaller hotels and hotels with lesser known brands benefited more from developing websites with higher e-CRM quality.

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