

**CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER LOYALTY IN
NIGERIA: A STUDY OF SELECTED QUICK- SERVICE RESTAURANTS IN PORT
HARCOURT.**

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ABSTRACT

This study empirically examined the association between customers' relationship management and customer loyalty among quick-service restaurants in Port Harcourt. The unit of data generation was the individuals and the corresponding level of analysis was the micro-level. The study design was the cross-sectional survey and a total of three hundred and eighty-four (384) respondents were selected from the infinite population of customers of selected quick-service restaurants in Port Harcourt; using accidental sampling technique. Questionnaire was the method of data collection and three hundred and thirty-seven (337) copies were retrieved and analyzed. The result of the data analysis revealed a positive and significant association in all the hypothesized relationships; implying that all the dimensions of customer relationship management are positively and significantly associated with all the measures of customer loyalty that were used in the study. The study concluded that customer relationship management is an important practice for today's organizations if they must cope with the challenges of doing business in the contemporary business milieu and recommended amongst others that: (1) organizations must get involved in customer identification programmes to be able to know who their potential valued customers are and provide adequately for their peculiar needs, (2) organizations should also develop customer attraction strategies that would link her with valued customers.