



The Moderating Effect of System Integration between ERP and CRM on Organizational Performance.

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Abstract

This research aimed to examine the moderating effect of systems integration between Enterprise Resources Planning (ERP) systems and Customer Relationship Management (CRM) systems on the organizational performance of Jordanian Automobile companies. The population of this research consisted of all ERP and CRM users in the target companies. A sample of the study population was selected using the purposive sample technique. Furthermore, descriptive and analytical approaches have been used and data were collected through a survey questionnaire that was designed in accordance with the research variables. The research hypotheses were tested using several descriptive and analytical tests including simple regression and interaction linear regression using the Statistical Package for the Social Sciences (SPSS) software. The results from this research revealed that there was a statistically significant effect of ERP system implementation, CRM system implementation and systems integration on the organizational performance in Jordanian automobile companies. In addition, there was a moderating effect (but not statistically significant) of systems integration on between

ERP and CRM systems on organizational performance. Several recommendations were outlined including that Jordanian automobile companies need to further enhance the implementation of ERP and CRM systems and most importantly to integrate both systems information in a way that increases the organizational performance.

Keywords: ERP systems, CRM Systems, Systems Integration, Organizational Performance. Automobile Companies, Jordan.