

إقرار

أنا الموقع أدناه مقدم الرسالة التي تحمل العنوان:

The Impact of B2B Customer Relationship Marketing on Firm Success (Satisfaction, Loyalty, and Market Share) Case Study: Bashir Siksik Company

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The Impact of B2B Customer Relationship Marketing on
Firm Success (Satisfaction, Loyalty, and Market Share)

Case Study: Bashir Siksik Company

By

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نتيجة الحكم على أطروحة ماجستير

بناءً على موافقة شئون البحث العلمي والدراسات العليا بالجامعة الإسلامية بغزة على تشكيل لجنة الحكم على أطروحة الباحث/ وسيم خليل سعدي عاشور لنيل درجة الماجستير في كلية التجارة/ قسم إدارة الأعمال وموضوعها:

أثر العلاقات التسويقية مع الزبائن التجاريين على نجاح الشركة

(رضا الزبائن، ولاء الزبائن، الحصة السوقية) دراسة حالة: شركة بشير السكسك

The Impact of B2B Customer Relationship Marketing on Firm Success

(Satisfaction, Loyalty, and Market Share) Case Study: Bashir Siksik Company

وبعد المناقشة العلنية التي تمت اليوم السبت 11 جمادى الأولى 1437 هـ، الموافق 2016/02/20م الساعة العاشرة صباحاً بمبنى القدس، اجتمعت لجنة الحكم على الأطروحة والمكونة من:

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واللجنة إذ تمنحه هذه الدرجة فإنها توصيه بقوة الله ولزوجه طاعته وأن يسخر علمه في خدمة دينه ووطنه.

والله ولي التوفيق ،،

نائب الرئيس لشئون البحث العلمي والدراسات العليا

أ.د. عبدالرؤوف على المناعمة

Dedication

I dedicate this study to...

..The soul of My Father..

..My Mother, for her unlimited encouragement..

..My lovely Wife for her help and support..

..My Friends, specially Marzooq..

..My sisters and my brothers..

..My mother in law..

Hoping I have made all of them proud of me

Wasim K. Ashour

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Finally, I am proud to be one of the Islamic University students.

Abstract

This study aims to investigate the impact of relationship marketing (Service Quality, Product Quality, Price, Corporate Image, and Effective Communication) on firm success (satisfaction, loyalty, and market share), by focusing on Bashir Siksik Company which specialized in plumbing and infrastructure.

The researcher used a descriptive-analytical approach in this research. In order to collect primary data, a self-administered questionnaire was designed and distributed to all business customers of Bashir Siksik Company in Gaza strip which contains (197) active customers in all governorates. The sample of the study contains (124) customers and all the questionnaires were fully answered. The SPSS for windows was used to process the primary data. The findings show that the relationship marketing affects positively and significantly firm success. Also show that (Service Quality, Price, Corporate Image, and Effective Communication) affect positively and significantly customer satisfaction. On the other hand, Product quality does not affect significantly customer satisfaction. In addition, it shows that (Price and Corporate Image) affect positively and significantly customer loyalty, but that (Service Quality, Product Quality, and Effective Communication) don't affect significantly customer loyalty. Additionally, (Service Quality, Price, and Corporate Image) affect positively and significantly market share, but Product Quality and Effective Communication don't. However, Relationship Marketing affects positively and significantly Firm Success. The study conclude with a set of practical implications and recommendations for future research.

ملخص الدراسة

هدفت هذه الدراسة إلى التحقق من مدى تأثير العلاقات التسويقية متمثلة في (جودة الخدمة، جودة المنتج، السعر، صورة الشركة، الاتصالات الفعالة) على نجاح الشركة متمثلاً في (رضا وولاء الزبائن والحصة السوقية)، حيث تم تطبيق هذه الدراسة على شركة بشير السكسك في قطاع غزة والمتخصصة في صناعة المواسير البلاستيكية وتجارة مواد السباكة والسيراميك.

استخدم الباحث المنهج الوصفي التحليلي في هذه الدراسة، حيث تم جمع البيانات من خلال استبانته تم تصميمها وتطويرها من قبل الباحث، وتم توزيعها على مجتمع الدراسة والذي يشمل جميع الزبائن التجاريين الفعالين لشركة بشير السكسك في قطاع غزة والذي يضم (197) تاجر تجزئة. موزعين على محافظات القطاع. واشتملت عينة الدراسة على (124) زبون تم استلام الاستبانات منهم معبئه بشكل كامل. تم تحليل البيانات التي تم جمعها باستخدام برنامج SPSS. وقد خلصت الدراسة إلى وجود علاقة ذات دلالة إحصائية بين متغيرات العلاقة التسويقية (جودة الخدمة، جودة المنتج، السعر، صورة الشركة، الاتصالات الفعالة) و نجاح الشركة (رضا وولاء الزبائن والحصة السوقية). كما خلصت إلى وجود علاقة ذات دلالة إحصائية بين محور (جودة الخدمة، السعر، صورة الشركة، والاتصالات الفعالة) ورضا الزبائن، أما جودة المنتج فلا يوجد علاقة ذات دلالة إحصائية بينها وبين رضا الزبائن. كما وخلصت الدراسة إلى وجود علاقة ذات دلالة إحصائية بين كل من محور (السعر، وصورة الشركة) وولاء الزبائن، أما باقي المتغيرات فلم تعطي دلالة إحصائية. وفيما يتعلق بالحصة السوقية فقد تبين أن هناك علاقة بينها وبين كل من محور (جودة الخدمة، السعر، وصورة الشركة)، أما باقي المحاور فلا يوجد علاقة ذات دلالة إحصائية.

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Chapter 1

Introduction

- 1.1 Introduction
- 1.2 Problem Statement
- 1.3 Research Model and Variables.
- 1.4 Research Hypotheses
- 1.5 Research Objectives
- 1.6 Research Importance
- 1.7 Definition of Important Terms
- 1.8 Research Summary & structure of thesis

1.1. Introduction

The Private sector is playing an important role in the economies of developed and developing world. In Palestine, most of private sector firms are usually classified as Small and Medium Enterprises (SMEs) those employed not more than 250 employees and work on small scale. The technical definition varies from country to country but is usually based on employment, assets, or a combination of the two. Most of the foreign countries are realizing the fact that SMEs contribute a major portion of the country's GDP and economic activity and they hold an important place and get the similar effects when a business policy is laid by the government for larger businesses (Jasra, Khan, Hunjra, Rehman, & Azam, 2011).

The small and medium enterprises are being considered as engines of economic growth worldwide. One of the most important roles of SMEs in this context includes poverty alleviation through job creation. In addition, the developed as well as developing countries are taking extreme benefits from SMEs and that are capable to accelerate the economy of any country. Meanwhile, SMEs play considerable responsibility in providing further employment and conversion of economy, and implicit that sectors conquered by SMEs are better able to develop dynamic economies of scale. The roles of SMEs in the creation of productive employment are concerned with its position in the center of the range of sizes and resources intensities in a rising economy. Developing economies have started to focus on the crucial role that SMEs can play in their development (Mead & Liedholm, 1998)

The central problem facing businesses is not the shortage of goods but a shortage of customers. Most world industries can produce far more goods than the world's consumers can buy. If each company plans to increase its sales by 10% and the total market is growing only by 3%, what they can do to achieve their objectives. Should they spend more on marketing activities (advertising, offers, sales, promotional activities, market research, competitors analysis) or should they just spend more money on their sales force or maybe lower the price a little bit to sell more (Kotler, 2009).

Organizations of all types and sizes have increasingly come to understand the importance of customer satisfaction & delight. It is widely understood, that it is far less costly to keep existing customers than it is to win new ones. It is becoming accepted that there is a strong link between customer satisfaction, customer retention, and

profitability. Customer satisfaction & loyalty has therefore become the key operational goal for many organizations. They have invested heavily in improving performance in areas that make a strong contribution to customer Satisfaction & delight, such as quality and customer service. Loyalty schemes have proliferated in the retail sector and are now moving into business sector. Companies are investing in database marketing, customer relationship marketing, and customer planning, to get closer to their customers (Li, 2002).

As the competitive environment becomes more turbulent, the most important issue the sellers face is no longer to provide excellent, good quality products or services, but also to keep loyal customers who will contribute long-term profit to organizations (Tseng, 2007). To compete in such overcrowded and interactive marketplace, marketers are forced to look beyond the traditional 8Ps of marketing strategy, which are not longer enough to be implemented for achieving competitive advantage. Therefore, relationship marketing has become an alternative means for organizations to build strong, ongoing associations with their customers. As a part of marketing strategy, relationship marketing seek to acquire and retain customers by providing good quality customer services, and therefore has become one of the keys to success in acquiring strong competitiveness in the present markets, because of its implications for access to markets, generation of repeat purchase, creation of exit barriers, and the view that it benefits all parties (Andaleeb, 1996).

In this study the researcher will point out a case study of Bashir Siksik Company which is considered as one of the Medium Size Enterprise in Gaza strip. Bashir Siksik Co. is the largest plumbing and infrastructure company in Gaza strip, it was founded by Mr. Bashir Siksik in 1975. The company gained a strong reputation from many years of technical experience, the commitment in supplying plumbing and infrastructure goods to the local market, and the establishment of its factory in 2005, which is the largest and the first of its kind in Palestine, the factory produces different products of a high quality water and sewage pipes according to the international manufacturing standards. This eminent success is integrated by the hard work of more than 150 employees working at several departments of the company.

Over the 41 years of work, the company has succeeded to keep the quality of its products and services in the best levels by insisting for the continuous improvement of

the human resources and the managerial and financial working systems, also the undertaken quality assurance system.

The company efficiently hauled a large share of the local Palestinian market in defiance of a lot of hard circumstances and economic and political obstacles, so, here is now, it is the largest company in the field of plumbing and infrastructure in Gaza Strip.

1.2. Research problem:

The private companies in Gaza are 39,982 companies (PCBS, 2012), which shows the importance of this sector for Gaza economic and for its GDP. Although companies show positive performance, failure occurs daily, so we need to know the factors which supporting companies to grow and succeeded, and which factors behind the failure to avoid.

According to researcher knowledge, few studies have been done about the success factors of companies in Palestine, so the researcher feels that it is needed to shed the light on this vital topic.

As the previous literature shows, there are many factors that lead to success and failure such as (Amount of Capital, Price, Planning, Promotion, Quality of Services, Sales Policy, Management, Communications, Competitors, Finance, Quality of Products, .. etc). All are mentioned as typical reasons to get companies competitive advantages and growth, or failure and closing. Thus, this study seeks to investigate and identify the most factors have influencing the success of Bashir Siksik Company.

In this research, the case selection focuses on Bashir Siksik Company in Gaza. One of the reasons is that the researcher are studying in Gaza, and it will be easy for the researcher to do researches by focusing on materials plumbing trade. On the other hand, this market has a high competition between the suppliers, so Gaza materials plumbing trade has already become a mature market. Companies in this industry want to achieve long-term competitive advantage depend on customer satisfaction & loyalty. Therefore, it makes sense to choose materials plumbing trade in Gaza to study.

This company has been chosen as a case study because it is considered as one among the most successful companies in Gaza strip. Not only it just survive for 40

years, but also it has achieved a great success despite all circumstances, political and economic obstacles, and siege.

Thus, the following research question was formulated: To what extent the B2B customer relationship marketing (service quality, product quality, price, corporate image, and effective communication) impact on firm success in Gaza from the business customers perspective?

1.3 Variables and Model:

To achieve the study objectives and to provide reasonable justifications for its main inquiries, the following are the most variables of customer relationship marketing which affecting on firm success.

Independent Variables:

The five customer relationship marketing variables:

1. Service Quality
2. Product Quality.
3. Price.
4. Corporate Image.
5. Effective Communication.

Dependent Variables: The success at the company through (Customer Satisfaction, Loyalty, and Market Share).

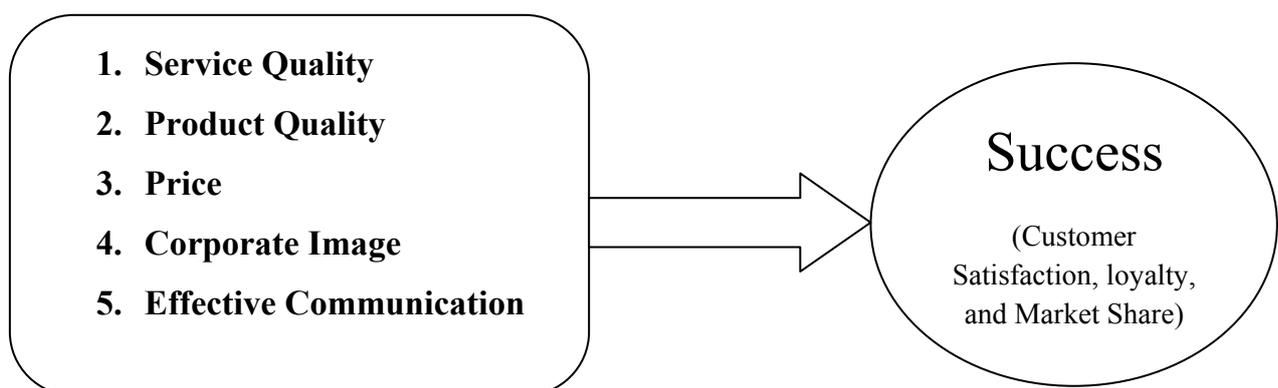


Figure 1.1: Research model

Source: Articulated by the reseracher based on Cherghi, Dadashzadeh, & Subramanian, 2011, & Dickson, 1966.

1.4. Research Hypotheses:

The study has four main hypotheses:

H1: Customer relationship marketing affects positively and significantly customer satisfaction.

H1.1: Service quality affects positively and significantly customer satisfaction.

H1.2: Product quality affects positively and significantly customer satisfaction.

H1.3: Price affects positively and significantly customer satisfaction.

H1.4: Corporate image affects positively and significantly customer satisfaction.

H1.5: Effective communications affects positively and significantly customer satisfaction.

H2: Customer relationship marketing affects positively and significantly customer loyalty.

H2.1: Service quality affects positively and significantly customer loyalty.

H2.2: Product quality affects positively and significantly customer loyalty.

H2.3: Price on affects positively and significantly customer loyalty.

H2.4: Corporate image affects positively and significantly customer loyalty.

H2.5: Effective communications affects positively and significantly customer loyalty.

H3: Customer relationship marketing affects positively and significantly market share.

H3.1: Service quality affects positively and significantly market share.

H3.2: Product quality affects positively and significantly market share.

H3.3: Price affects positively and significantly market share.

H3.4: Corporate image affects positively and significantly market share.

H3.5: Effective communications affects positively and significantly market share.

H4: There are significant differences of respondents due to (qualifications, place, age, marital status, and gender).

1.5 Research Objectives:

The study's main objective is to investigate the impact of customer relationship marketing on Bashir Siksik Company success. Specifically, the study aims at achieving the following objectives:

1. Identify the key factors that led to the success of Bashir Siksik Company.
2. Determine the relationship between the customer relationship marketing variables and business customer satisfaction of Basher Siksik Company.
3. Determine the relationship between the customer relationship marketing variables and business customer loyalty of Basher Siksik Company.
4. Determine the relationship between the customer relationship marketing variables and market share of Bashir Siksik Company.
5. Determine the different importance levels of customer relationship marketing related to the success of Bashir Siksik Company.
6. Suggest the factors that could improve the efficiency of Bashir Skisk Company and medium enterprises in Gaza strip.

1.6 Research importance

This study is important from different perspectives as follow:

Scientific Importance: This study is considered as the first study of its kind to look in the impact of customer relationship marketing on firm success in Gaza Strip. It provides a real life context for the theory under study, which will provides a baseline for decision makers, and may help them in formulating business policies, and improving their performance by deciding which varibales to invest in customer relationship marketing. So, it adds new knowledge of the world. Also, it's an important reference for those interested and involved in the areas of research.

Practical importance: This study helped decision-makers and those in charge of the marketing department at Bashir Siksik Company to identify the strengths and weaknesses of customer relationship marketing variables, then making efforts for weak variables to empower it, and maintain strong variables.

Importance to the community: This study focused on an important economic sector which constitutes the majority of businesses in the Gaza Strip in terms of the number and operating rate.

1.7 Definition of Important Terms:

Customer Relationship Marketing: All marketing activities directed towards building customer loyalty (keeping and winning customers) by providing value to all the parties involved in the relational exchanges (Peng & Wang, (2006).

B2B: Business to Business refers to a situation where one business makes a commercial transaction with another.

1.8 Chapter Summary & Structure of The Thesis:

In this chapter the researcher addressed the framework of the study through previewing a general introduction about the importance of private sector, customer relationship marketing, and Bashir Siksik Company. Then, the researcher addressed the main components of his research by previewing the problem statements, research model, research hypothesis, objectives, importance of the study, definition of important terms, structure of the thesis, and chapter summary.

The study consists of six chapters. In Chapter one, a brief introduction about the importance of private sector, customer relationship marketing, and Bashir Siksik Company. It also includes a statement of the problem, research model, hypothesis, objectives, importance of the study, definition of important terms, structure of the thesis, and chapter summary. The following chapter is two which includes a brief discussion of firm success indicators (customer satisfaction, customer loyalty, and market share), and customer relationship variables (service quality, product quality, price, corporate image, effective communication) .The next is Chapter three which presents relevant studies and research papers in the fields of customer relationship marketing. Chapter four includes research design, Study population and sample, the instrument questionnaire, piloting, data collection, data entry and analysis. And Chapter five includes percentages, significance and correlation tables relating to questionnaire's data, study constructs and hypotheses. The last one is chapter 6 which includes conclusions, implications and limitations.

Chapter 2

Literature Review

2.1 Introduction

2.2 Firm Success

2.2.1 Satisfaction

2.2.2 Loyalty

2.2.3 Market Sahre

2.3 Relationship Marketing

2.3.1 Service Quality

2.3.2 Product Quality

2.3.3 Price

2.3.4 Corporate Image

2.3.5 Effective Communication

2.4 B2B (Business to Business)

2.5 Bashir Siksik Company

2.1 Introduction

This chapter provides a review of success indicators of the firms (satisfaction, loyalty, market share) and customer relationship marketing variables (service quality definitions and its importance, product quality definitions and its importance, price, corporate image definition and dimensions, and effective communication).

Throughout this chapter an extensive review of the literature and arguments presented to provide the reader with a comprehensive view of the topic.

2.2 Firm Success

In general, success relates to the achievement of goals and objectives in whatever sector of human life. In business life, success is a key term in the field of management, although it is not always explicitly stated. Success and failure can be interpreted as measures of good or indifferent management (Jennings & Beaver 1997). In business studies, the definition of success is often used to refer to a firm's financial performance. However, there is no universally accepted definition of success, and business success has been interpreted in many ways (Foley & Green 1989). Hence, success can have different forms, e.g. survival, profit; return on investment, sales growth, number of employed, happiness, reputation, market share, customers loyalty and so on. In other words, success can be seen to have different meanings by different people. In spite of these differences, people generally seem to have a similar idea of the phenomenon. In this study the researcher consider success as customer satisfaction, customer loyalty, and market share.

2.2.1 Satisfaction

Scientists and specialists in marketing and service providers clarified since long time the importance of customer satisfaction, it's increasing the market share and the return on investment for any business organization, Thus, it shows more attention for customers relationship management which focus on customer satisfaction. The traditional view of marketing is that a firm makes something, and then sells it. This view will not work in economies where people face abundant choices; where the market is splintering into numerous micro markets, each with its own wants, perceptions, preferences, and buying criteria. The smart competitor must design and deliver offerings

for well defined target markets, and companies should see themselves as a value delivering process (Kotler, 2009).

Definition of Customer Satisfaction

Satisfaction is derived from the Latin *satis* (enough) and *facere* (to do or make). Satisfaction is a post-choice evaluative judgment of a specific transaction (Bastos and Gallego, 2008). Thus, satisfying products and services have the capacity to provide what is being sought to the point of being "enough" Two related words are satiation, which loosely means enough up to the point of excess, and satiety, which can mean a surfeit or too much of enough, as if to say that too much is necessarily undesirable. These terms illustrate the point that satisfaction implies a filling or fulfillment. (Masrujeh 2009). Kotler (2009), defined satisfaction as a person feeling of pleasure or disappointment resulting from comparing a product perceived performance or outcome in relation to his or her expectation. Tse(1988), described satisfaction as "the consumers response to and evaluation of the perceived discrepancy between prior expectation (or some other form of performance) and the actual performance of the product as perceived after its consumption". This implies that if services provided are better than what is expected, customers are satisfied, if services provided worse than the customer expectation, customers are unsatisfied. Oliver (1997), defined consumer satisfaction as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience. Customer satisfaction is the result of a customers perception of the value received in a transaction or relationship – where value equals perceived service quality relative to price and customer acquisition costs (Hallowell, 1996; Heskett et al. 1990; Blanchard and Galloway, 1994).

In summary accordingly, the concept of customer satisfaction is referring to a pleasurable fulfillment response, while dissatisfaction is an un pleasurable fulfillment response. satisfaction is expressing psychological state of feeling comfortable about a particular good or service, when it has been met or exceed expectations.

Understanding customer satisfaction can help any company identify opportunities for product and service innovation and also serve as a basis for

performance appraisal and reward systems. It can also serve as the basis for a customer satisfaction surveying program that can ensure that quality improvement efforts are properly focused on issues that are most important to the customer. (LI 2002)

Antecedents and Importance of Customer Satisfaction:

Numerous researchers have tried to find relevant antecedents and their role in creating customer satisfactions. Service quality, product quality, corporate image, word-of-mouth communication, perceived value, perceived price have been proposed as antecedents to satisfaction (Feng & Zhang, 2009; Cheng et al. 2008; Jahanshani et al. 2014; etc), all of these researches confirm these variables as a driving forces of customer satisfaction.

Many studies found that the achievement of customer satisfaction leads to company loyalty and product repurchase. However, customers who are merely satisfied are only at the first stage and they can easily switch to other companies. At Most, customers range from being moderately satisfied to moderately dissatisfied, which means that most customer are essentially ambivalent in their loyalty to a particular business. These customers would likely defect in the presence of even a modest motivator; such as getting a better price or finding a more convenient store location (Masrujeh 2009).

The link between customer satisfaction and company success has historically been a matter of faith, and numerous satisfaction studies have also supported the case. Thus, this study consider customer satisfaction as a components of firm success at this study. Customer satisfaction has always been considered an essential business goal because it was assumed that satisfied customers would buy more. Customer satisfaction is often defined in the marketing literature as a customer's overall evaluation of his or her purchase and consumption experience of a good or service. In addition, perceived service quality refers to consumer's judgment about the performance of product or service. Therefore, customer satisfaction is critically important because it reflects subjective customer evaluations of the attribute performance associated with the consumption experience (Namkung 2008).

Importance of measuring customer satisfaction

Most of firms eager to measure levels of satisfaction among their customers, because it's very important to their success and to know strengths and weaknesses (Kadir et al. 2011). The importance of customer satisfaction shown as following:

- ❖ Determine customer satisfaction.
- ❖ Evaluate results to partnership of a firm.
- ❖ diagnose reasons of not achieving goals.
- ❖ knowing neither the targeted group has benefited from the provided services.
- ❖ help supervisors to know the ability of expanding their business to other communities.
- ❖ Avoid to repeat a mistakes.
- ❖ knowing if management method is achieving customer satisfaction or need revision

The company needs to launch various campaigns to have more communication with their customers, and provide services that reach their expectation which can upgrade the relationship to the next level and reach customer loyalty which consequently lead to more business performance. (CHI 2005). Fig (2-1). Improving customer relationships and increasing their loyalty isn't simply about managing interaction with customers better or targeting them better. It is about serving them in a fundamentally improved way. This generally requires changes outside the sales and marketing area, in order to redefine the customers experience with the organization in some meaningful way. (Calhoun 2001).

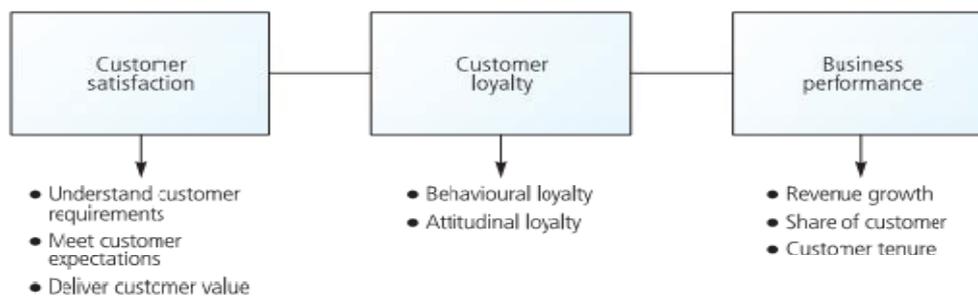


Figure 2-1: Customer satisfaction, loyalty and business performance
Source: (Buttle 2004)

Jamal and Naser (2003), found that if customers were satisfied with the services of the firm they will more likely to give more credit to this firm in compared to those firms they were not satisfied and hence less likely to engage in repeat purchases. Similarly, if the customers are satisfied with the services of the firm, then they will be more willing to engage in repeat purchases and develop their relationship with that firm. However, Satisfying customers is not enough to retain them because even satisfied customers defect at a high rate in many industries. Customers Behavior is mainly shaped by their needs and expectations. The desired outcome of expectations is getting what one anticipates from a service encounter as a consumer. Needs focus on obtaining what one seeks from life as a person, therefore the firm should understand that people strive to satisfy core needs in life at a level more fundamental and compelling than meeting their expectations as consumers (Schneider, 1999).

Kotler (2009) pointed out that it is important to measure customer's satisfaction regularly through survey to determine customer's level of satisfaction. He said that because the firms may think that they are getting a sense of customer satisfaction through customer's complaints. However, in reality, 95 percent of dissatisfied customer's do not make any complaints, they just leave. As a result, it is important for firms to make it easy for the customers to complain. Dissatisfied customers who usually complain, about 54 to 70 percent will continue to do business again with the organization if their complaints are taken care of and resolved and may even be 95 percent if the complaints receive quick response and action.

2.2.2 Customer Loyalty

Nowaday's, globalised and borderless market, quality, productivity and satisfaction of customers pose a challenge for the survival and growth of all firms. These growth and survival demands are further deepened on the need to attract and retain loyal customers. Thus, the customer is the main focus for any successful business. Business success depends on a firm's understanding and meeting customers needs and demands.

Definition of Customer Loyalty

Customer loyalty is considered as the foundation of competitive advantage and has strong influence on company's performance (Rust et al. 2000). Often customer loyalty is used as opposed to brand loyalty to emphasize that loyalty is a feature of people, rather than something inherent in brands. Unfortunately, there is no universally agreed definition of loyalty (Jacoby & Chestnut, 1978; Dick & Basu, 1994; Oliver, 1999).

According to Zeithaml et al. (1996) customer loyalty is the willingness to stay with current service provider. Oliver (1999) defined loyalty as “a deeply held commitment to re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior”. Loyalty has also been described as “an unspecified number of repeat purchases from the same supplier over a specified period” (Egan, 2004). Liu-Thompkins, et al (2010) defined attitudinal loyalty as a favorable evaluation that is held with sufficient strength and stability to promote a repeatedly favorable response towards a product/brand or a store. According to Kumar and Shah (2004) Consumer loyalty seems to be based on a collection of factors. The first is trust. Consumers must trust the vendor or product they encounter. Second, the transaction or relationship must have a positive perceived value greater than that supplied by competitors. Third, if marketers build on the first two factors, they may be able to create a level of positive customer emotional attachment. That emotional response may be commitment to their brands that is resistant to change (Pitta, et al, 2006).

In the view of Day (1969); Jacoby & Kyner (1973); Berne (1997); and chu (2009) loyalty is a concept that goes beyond mere repurchase behavior as it presents two perspectives - behavior and attitude, with all leading to commitment. Also, Customer loyalty has been generally divided into attitudinal loyalty and behavioral (Aydin and Özer, 2005). Attitudinal loyalty describes customer's attitude toward loyalty by measuring customer preference, buying intention, supplier prioritization and recommendation willingness; on the other hand, behavioral loyalty relates to shares of

purchase, purchasing frequency. Accordingly the combination of these two components enables us to distinguish two types of customer loyalty concepts:

(a) Loyalty based on inertia, where a brand is bought out of habit merely because this takes less effort and the consumer will not hesitate to switch to another brand if there is some convenient reason to do so. That is, the consumer is buying the same brand, not because of true brand loyalty, but because it is not worth the time and trouble to search for an alternative.

(b) True brand loyalty, which is a form of repeat purchasing behavior reflecting a conscious decision to continue, buying the same brand, must be accompanied by an underlying positive attitude and a high degree of commitment toward the brand.

In general, all definitions of loyalty focused on repeat purchasing, commitment and trust to supplier, willingness to stay, favorable response toward products and services or brands, and less likely to switch behavior.

According to (Giffirin, 2004), A loyal customer is one who:

- Makes regular purchases
- Purchases across product and service lines
- Refers others
- Demonstrates immunity to the pull of the competition. (Harley owners refuse to admit that another bike even exists)

Antecedents and Importance of Loyalty:

Numerous researchers have tried to find relevant antecedents and their role in creating customer loyalty. Service quality, product quality, customer satisfaction, corporate image, word-of-mouth communication, perceived value, perceived price have been proposed as antecedents of loyalty (e.g., Feng & Zhang, 2009; Wieringa & Verhoef, 2007; Chiao, 2001; Patterson & Smith, 2003; Burnham et al. 2003; Jones et al. 2000, 2002, 2007) and these variables are also taken as driving force of competitive advantage and firm success (Landrum & Prybutok, 2004; Yang & Peterson, 2004; Wang & Yang, 2004; Khatibi, Ismail, & Thyagarajan, 2002; Cheng et al. 2008)

Loyal customers are considered to be the most important assets of a company (Blackton, 1995). It is thus essential for vendors to keep loyal customers who will contribute long-term profit to the business organizations (Tseng, 2007). Attempt to make existing customers increase their purchases is one way to strengthen the financial growth of a company (Hayes, 2008). Furthermore, organization's financial growth is dependent on a company's ability to retain existing customers at a faster rate than it acquires new ones . Therefore, good managers should understand that the road to growth runs through customers – not only attracting new customers, but also holding on existing customers, motivating them to spend more and getting them to recommend products and services to the other people (Keiningham et al. 2008).

Many studies showed that companies can gain more profit through retaining their current customers rather than to attain previous ones (Hogan et al. 2003, Lee-Kelley et al. 2003), and other studies underline this intuitively sound statement with empirically derived figures: Reichheld (1993) reports significant growth rates of 60 per cent of an American credit card firm by enhancing the retention rate of its customer base by 5 per cent. Rust and Zahornik (1993) found that it can be five times more expensive to attract new customers than to retain existing customers. Furthermore, it was observed that loyal customers were less interested in changing the company because of price and they also engaged in positive word-of-mouth communication and refer it to other customers (Reichheld & Teal, 1996). In 2003, Anderson and Srinivasan claimed that "a dissatisfied customer is more likely to search for information on alternatives and more likely to yield to competitor overtures than is a satisfied customer". These annotations point to the significance of customer loyalty, which provides growth, and continued survival for the companies operating in service sector. Due to high competition in service sector companies often respond by formulating customer retention strategies. (Egan, 2004).

According to Griffin, J. (1995;2004) there are four types of lyalty

1. No Loyalty
2. Inertia Loyalty
3. Latent Loyalty
4. Premium Loyalty

Loyalty & PURCHASE CYCLE (Griffin, J. (1995;2004))

Each time a customer buys, he or she progresses through a buying cycle.

1. **Step One: Awareness** a potential customer knows that you exist, but there is little bond between you.
2. **Step Two: Initial Purchase** Once the purchase is made, you have the opportunity to begin nurturing a loyal customer.
3. **Step Three: Post-purchase Evaluation** The customer consciously or subconsciously evaluates the transaction.
4. **Step Four: Decision to Repurchase** The motivation to repurchase comes from a favorable attitude toward the product or service that is high in comparison to the attitude toward potential alternatives.
5. **Step Five: Repurchase** To be considered genuinely loyal, the customer must buy again and again from the same business, repeating steps three through five (the repurchase loop) many times.

The average American company loses 20-40% of its customers each year. Recognizing this pattern and its severe impact on corporate competitiveness and profitability, a business must move away from the long accepted market share strategy to a radically different, more long term approach to business: building customer loyalty.

Increased loyalty can bring cost savings to a company in at least six areas Griffin, J. (1995;2004):

1. reduced marketing costs (customer acquisition costs require more dollars).
2. lower transaction costs such as contract negotiation and order processing.
3. reduced customer turnover expenses (fewer lost customers to replace/no churning).
4. increased cross selling success leading to larger share of customer.
5. more positive word of mouth.
6. reduced failure costs.

2.2.3 Market Share:

Market share is defined as the whole factory sales for a product, expressed as a percentage for the total sales in the industry as a whole, (El deoh Gee, 1987). Market share is considered as a scale or a tool to distinguish between winning and losing factories. Accordingly, we can see the business of factories in a race among themselves to seize opportunities in order to get the biggest share in the market. This race circuit requires extra effort to know external forces and it's actors of forces, including opportunities, threats and alighting. This gained knowledge with the factory specificity weakness and strength points. The purpose of that is to choose opportunities and invest them to attempt taking over the market and get the biggest market share (Al Mosouy, 1999). It is considered the most important and fundamental element for the factory, because through that, the factory can achieve the highest profitability which can be used in expansion it's business, and who will lead to increase productivity, decrease expenses, and increase profits. (El Janabi, 2000).

$$\text{Market share} = \frac{\text{Sales of the company}}{\text{Sales of industry}} \times 100\%$$

Many studies argued the effectects of one or more variables of customer relationship marketing and on market share. The sutdy which conducted by Hantash (2012) confirm that there are a realtionship between price, service and product quality, image, and effective communication with market share. The effectient of using relationship marketing will increase the market share of the company. For example, the decrease of price will encourage customers to buy more and vise versa. In the same time, the increase of effective communication and service and product quality will increase the market share of the company (Hantash, 2012).

2.3 Relationship Marketing

During the last decade of the 20th century, relationship marketing has been seen as the mainstream of though in planning a marketing strategy both in industrial and consumer marketing (Tseng, 2007). It is worth defining the term "relationship" in the

marketing context, although it is difficult to find one. Most researcher simply define it as a move from a transactional approach to a relational approach.

Definition of Customer Relationship Marketing

Various authors define customer relationship from different academic or practical perspectives. In general most of them agree that customer relationship marketing is "a philosophy or culture that should penetrate the whole organization" (Gofton 2001). According to Morgan and Hunt (1994) and Mishra & Liy (2008), relationship marketing was defined as all the marketing activities that are designed to establishing, developing, and maintaining successful relational relationship with customers.

Drawing upon the diverse definitions of relationship marketing by different authors (Berry 1983; Gronroos 1990; Morgan and Hunt 1994) we define relationship marketing as "all marketing activities directed towards building customer satisfaction and loyalty (keeping and winning customers) by providing value to all the parties involved in the relational exchanges.

After a comprehensive review of 26 definitions of relationship marketing, Harker (1999) proposes the following description: An organization engaged in proactively creating, developing, and maintaining committed, interactive, and profitable exchanges with selected customers (partners) over time is engaged in relationship marketing" (Sin et al.2005). Hougaard and Bjerre (2002) also defined relationship marketing as "company behavior with the purpose of establishing, maintaining and developing competitive and profitable customer relationship to the benefit of both parties". Due to profitable relationship on a lifetime basis may also create loss in some stages during the lifetime, Hougaard and Bjerre (2002) argued that marketing management must pay attention to three different objectives in terms of :

- 1- "The management of the initiation of customer relationships".
- 2- "The maintenance and enhancement of existing relationships".
- 3- "The handling of relationship termination".

Wulf et al. (2001) suggested that different levels of relationship duration would result in different levels of consumption experience, producing different results, satisfaction and loyalty with different relationship marketing variables.

Compared with traditional marketing, relationship marketing is more concerned about building customer relationships in order to achieve long-term mutual benefits for all parties involved in the exchanges. Relationship marketing essentially means developing customers as partners, where a approach is different from traditional transaction (Bowen and Shoemaker, 2003). Table (2-1) shows the differences between relationship marketing and traditional marketing.

Table (2-1): Relationship marketing compared with traditional marketing

Relationship Marketing	Traditional marketing
Orientation to customer retention	Orientation to single sales
Continual customer contact	Episodic customer contact
Focus on customer value	Focus on product features
Long-term horizon	Short-term horizon
High customer-service emphasis	Little emphasis on customer service
High commitment to meeting	Limited commitment to meeting
Customer expectations	customer expectations
Quality concerns all staff members	Quality concerns only production staff

Source: (Dwyer et al., 1987)

Since the final purpose of relationship marketing is to gain the maximal value of a customer, customer satisfaction and loyalty should be emphasized to achieve this goal. The benefits of relationship marketing derive from the continuing patronage of loyal customers who as a partnership are not sensitive to price cut over time (Bowen and Shoemaker, 2003). Interdependence, mutual cooperation and commitment between supplier and customer tend to be essential in relationship marketing, as such whole relationship is viewed as the key to competitive advantage (Hougaard and Bjerre, 2002).

After reviewing a literature of relationship marketing (Al-Hersh & Saaty, 2014; Alrubaiee & Al-Nazer, 2010; Zhang & Feng, 2009) and marketing researches in Gaza strip (Masroujeh, 2009; Mandeel, 2008) the researcher hypothesize relationship marketing as a multi-dimensional constructs consisting of five components: (service quality, product quality, brand image, price perception, effective communications). Meanwhile, many researchers studied customer relationship marketing from different dimensions such as (commitment, trust, value offer, switching).

Aims of Relationship Marketing

The main goal of relationship marketing is to build and maintain a base of trust and committed customers, and reduce time and effort spent to get satisfied and loyal customers. The advantages that the organization obtain from building and maintaining a base of trust and committed customers are many and can be linked directly to an organization's bottom line (Aalton, 2004). According to Grönroos (1994), the aim of relationship marketing is to establish, maintain, and enhance relationships with customers and other partners, so that the objectives of the parties involved are met. Al-Hersh & Saaty, (2014) argued that relationship marketing plays a major role to get the firm close to the customers for the purpose of enabling the firm to accurately and adequately discern and satisfy their needs. Moreover, it enhances a company's ability to understand customers, increase its market share, and ultimately reduce cost and increase profitability. Ndubisi, (2003) argued that the cost of serving one loyal customer is five to six times less than the cost of attracting and serving one new customer.

Similarly, Rapp and Collins (1990) argued that relationship marketing goals are to create and maintain lasting relationships between the firm and its customers that are rewarding for both sides. In other words, a key objective is to foster customer satisfaction and loyalty. Further objectives of relationship marketing include the delivery of sustained or increasing levels of satisfaction, and the retention of those customers by the maintenance and promotion of the relationship (Christopher, 1996).

From all definitions above, we can infer that relationship marketing goals are to create, maintain and enhance a relationship with customers to retain and satisfy them arriving to the aim of relationship marketing represented with loyalty, which leads to increase the competitive advantage and profitability of the firm.

Importance of Relationship Marketing

The relationship between customers and their suppliers is very important. So if the customer realize the importance of relationships, then he/she builds a stronger relationship with the supplier (Ward et al. 1997). The importance of relationship marketing leads to access easily to privileged information on customer needs and wants, cost reduction and increase in profitability (Ndubisi, 2004). Reichheld (1993) reported that a 5% increase in customer retention typically increased the company's profit by 60% by the fifth year. It has been argued that building a long term relationships with customers learn how to interact best with each other, which lead to decreasing relationship costs for the customer as well as for the supplier.

Verhoef (2003) reported that a relationship is important for firms since establishing and maintaining relationships with customers will foster customer retention, customer share development and increased profit. A relationship orientation implies that the focus of marketing is on retaining customers by maintaining and strengthening win-win relationships over time (Payne and Frow, 1997). Several studies on services marketing have suggested that in order to acquire and maintain a competitive edge, organizations should develop long-term relationships with their customers (Berry, 1995). There are three strategic rationales for implementing Customer Relationship Marketing:

1. To increase customer retention.
2. To respond effectively to competitive pressure.
3. To differentiate competitively based on customer service superiority.

Additionally, the importance of relationship marketing can be understood from bringing customers the following advantages which concluded by Gwinner et al. (1998).

- **Confidence:** reduce anxiety, faith in a product or service provider, and a feeling of trustworthiness towards the provider.
- **Social Benefits:** personal recognition by employees, customers feeling familiar with employees, the development of friendship with employees.
- **Special Treatment:** extra services, special prices, higher priority than other customers.

Therefore, Relationship marketing has gained increasing importance as a business strategy. It is considered as a success factor which lead to build and develop a long term relationship through understanding customers' needs & wants. It allows organizations not only to retain customers, but also to improve profitably and decrease costs of acquisition and customer loyalty. Research has shown that the cost of serving one loyal customer is significantly less than the cost of attracting and serving one new customer (Ndubisi, 2004).

2.3.1 Service Quality

The quality literature is replete with information describing the factors that are instrumental to the successful implementation of total quality management (TQM) (Crosby, 1979; Madu et al. 1995) . However, the failure of many TQM programs, including those of firms who were recipients of the prestigious Deming and Baldrige quality awards, has generated doubts among many practitioners about the efficacy of TQM programs in transforming organizations.

Among the reasons offered for the failure of TQM initiatives is that firms do not measure quality effectively: they lack essential measures to monitor customer satisfaction, employee morale and management leadership (Bettman, 1993; Juran, 1993; Goodman et al. 1994).

Quality must be defined before it is measured, and there are alternative definitions resulting from five major approaches to define quality: transcendent, product-based, user-based, manufacturing-based, and value-based Sebastianelli & Tamimi, (2002).

These approaches have their roots in varied disciplines, these multiple definitions are needed, not only to capture the complexity of the quality construct, but in order for firms to address quality issues that change as products move through various stages, from design, through production to the market.

Quality Definitions

There are five approaches for defining quality (Garvin,1984):

1. The transcendent approach

The transcendent definition of quality is derived from philosophy and borrows heavily from Plato's discussion of beauty. From this viewpoint, quality is synonymous with innate excellence. Pirsig (1992), defining quality as excellence means that it is understood "ahead of definition as a direct experience independent of and prior to intellectual abstractions". This approach to defining quality is highly subjective.

2. The product-based approach

The product-based approach has its roots in economics. Differences in the quantity of some ingredients or attributes possessed by the product are considered to reflect differences in quality (Garvin, 1984).

3. The user-based approach

In the user-based definition, quality is the extent to which a product or service meets and/or exceeds customer' expectation (Parasuraman et al. 1988). This approach is marketing-based, and emerged primarily out of the services marketing literature. As the service sector grew in other economies, the customer's perspective became increasingly more important in determining quality. However, the impact of the "customer's viewpoint" can be seen in several of the early definitions and discourses on quality.

4. The manufacturing-based approach

The manufacturing-based approach has its roots in operations and production management. Here quality is defined as conformance to specifications (Crosby, 1979). Quality of conformance relates to the degree to which a product meets certain design standards. This definition has an internal focus, in contrast to the external focus of the user-based approach, and quality is considered an outcome of engineering and manufacturing practices. It is the basis for statistical quality control. Deviations from design specifications result in inferior quality, and consequently increased costs due to scrap, rework or product failure. This definition allows for the precise and objective measurement of quality, although it has limited applicability for services.

5. The value-based approach

The value-based definition equates quality with performance at an acceptable price, or alternatively conformance at an acceptable cost. This definition is derived from traditional economic models, and is based on the notion that consumers often consider quality in relation to price. Feigenbaum (1951) introduced this idea when he defined quality as "best of certain customer conditions... the conditions being the actual use and selling price of the product" here, the notion of worth is incorporated into the definition of quality, making this more subjective than objective.

Definition of Service Quality

Service is different from physical products. Service is thought to be intangible, heterogeneous, it's exchanged directly between the consumer and service provider, it's produced and consumed simultaneously, unable to be kept in stock, etc. Service quality was defined by Parasuraman et al. (1988) as a results from the comparison of customers' expectations with perceived performance of services. Santos (2003) described service quality as the customers' overall judgment of the excellence of service offering. Service quality is also affected by the ability of an organization to satisfy customers' needs, according to their expectation level (Yoo & Park, 2007).

A widely accepted definition of service was proposed by Grönroos as: "A service is a process consisting of a series of more or less intangible activities that normally, but not necessarily always, take place in interactions between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems" (see Grönroos, 2000, p.46). This definition implied that service is a process where interactions between customer and service provider most often exist. Hence, in a service context, there are almost a relationship between customer and service provider, such relationship can be used as a basis for marketing (Grönroos, 2000). In order to retain loyal customer who will bring long-term profit to the firm, the key issue for service provider is to make use of this relationship in the way it manages customers by offering what the customers needs and wants.

The evaluation of service quality is more complex than evaluation of product quality, due to its peculiar attributes. There have been various ways for measurements of service quality proposed by previous researches and literatures. The most famous measurement model of service quality is SERVQUAL developed by Parasuraman et al.(1988), who measured the differences between customer expectations and perceptions across five determinants as shown in the table (2-2):

Table (2-2): Service Quality Dimensions

#.	Dimension	Description
1.	Tangible	Appearance of physical facilities, equipment, employees and communication materials from a service company.
2.	Reliability	A service company's ability to perform the promised service dependably and accurately.
3.	Responsiveness	A service company is willing to help customers and provide punctual services.
4.	Assurance	Employees' knowledge and behavior about courtesy and ability to convey trust and confidence.
5.	Empathy	A service company is willing to help customers and provide punctual services.

In current literature of marketing, high service quality is considered as a key to succeed in competitive service markets. On the other hand, customer loyalty has got paramount importance and has been recognized as primary instrument to enhance firm's financial performance in today's competitive market, and when researchers tried to find out the links between loyalty and its key determinants (Feng & Zhang, 2009; Chiao, 2001; Guo et al. 2009; Balabanis et al. 2006) whereas service quality has been considered as the key driver of loyalty (Lai et al. 2009; Jahanshani et al. 2014). Additionally, researches have showed that service quality perceived by customers will directly influence customers' satisfaction (Cheng & Yeung, 2008; Cronin et al. 2000), which in return provides customer loyalty (Lai et al. 2009). Service quality is associated with customers' attitudes towards service supplier and their intent to stay with the service provider (Anton et al. 2007; Bell et al. 2005; Aydin & Ozer, 2005).

2.3.2 Product Quality

Gravin (1984;1987) provides a well-known framework for thinking about product quality that is based on eight dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. He argued

that these eight dimensions can be used to explain differences among the five traditional approaches to define quality. Specifically, he assumed "the product-based approach focuses on performance, features and durability; the user-based approach focuses on aesthetics and perceived quality; and the manufacturing-based approach focuses on conformance and reliability"

Product Quality Dimensions:

Product quality is rapidly becoming an important competitive issue. A lot of studies consider it as a success factor of the firms. Many researchers are defining product quality, anyway Garvin (1987) proposed the most comprehensive definition of product quality, with the following eight attributes as shown the table (2-3):

Table (2-3): Dimensions of product quality

#.	Dimension	Discription
1.	Performance	Product ' s primary operating characteristics.
2.	Features	Additional features or the ' bells and whistles ' of the product.
3.	Conformance	The extent to which a product ' s design and operating characteristics meet established standards.
4.	Reliability	The probability that a product will operate properly over a specified period of time under stated conditions of use.
5.	Durability	The amount of use the customer gets from a product before it physically deteriorates or until replacement is preferable.
6.	Serviceability	The speed, competence and courtesy of repair.
7.	Aesthetics	How a product appeals to our five senses.
8.	Customer-perceived Quality	Customer perception of a product ' s quality based on

Although Garvin's eight-dimension framework first appeared in 1984, its relevance enables it to be adopted continuously by many researchers for defining product quality (Rose & Nabil, 2002). Madu *et al.* (1995) used (price, product features, and product reliability) as some of the key indicators operationalizing the customer satisfaction construct the reputation of the firm.

A recognition of these eight dimensions is also important for strategic purposes. A firm that chooses to compete on the basis of quality can do so in several ways; it need not pursue all eight dimensions at once. Instead, a segmentation strategy can be followed, with a few dimensions singled out for special attention. For example, Japanese manufacturers have traditionally entered U.S. markets by emphasizing the reliability and conformance of their products while down-playing the other dimensions of quality. The superior “fits and finishes” and low repair rates of Japanese automobiles are well known; what are less frequently recognized are their poor safety records (performance) and low corrosion resistance (durability). Despite these drawbacks, Japanese automobiles have come to symbolize the very best in quality for many American consumers Garvin (1984).

Only three of the dimensions were used in this study, as some of the dimensions may be less measurable or relevant in some contexts than others. For example, the dimensions of performance and features were combined as, in many cases, ‘the line separating primary product characteristics (performance) from secondary characteristics (features) is difficult to draw’ Garvin (1984). As conformance and reliability are less likely to reflect individual preferences, the data on conformance are often difficult to be obtained and proxies frequently used, they are not used in this study. Durability is a measure of product life, and requires measurable product attributes rather than reflecting individual preference Garvin (1984), thus it is excluded in the research. Serviceability refers to the speed, competence and courtesy of repair, and related items have been in the problem solving of retail service quality, thus it is not measured under product quality. Hence, the following dimensions (such as Product Features, Aesthetics and Customer-perceived Quality) are used to define the product quality construct.

From all above, If a product fulfils the customer’s expectations, the customer will be pleased and consider that the product is acceptable or even high quality. If expectations are not fulfilled, the customer will consider that the product is low quality. This means that the quality of a product may be defined as “its ability to fulfill the customer’s needs and expectations”.

Numerous studies showed that there are positive relationships between product quality and customer satisfaction & loyalty (Yi, 1990; Bloemer, et al.1998; Bastos & Gallego, 2008; Chai et al. 2009, Yuen & Chan, 2010) with affecting on the firm success and growth. Moreover, Kotler and Keller (2006) argued that better product quality will maintain a high level of customer satisfaction, which encourages customers to make their next purchases.

2.3.3 Price Definition

In the existing literature, price is a very important factor for the success of firms, because it's the only element of the marketing mix that bring the revenues. In addition, it is the critical determinant that influences customer buying decision. Moreover, we price can't be studied without comparing it with the value and benefit, because all are related. The price is what a consumer gives up or sacrifices in order to obtain a product (Zeithaml, 1988; Schindler, 2011). Customers usually select their service providers strongly relying on perceived price. Oliver (1997) suggested that consumers often judge price relating to service quality, and accordingly generate satisfaction or dissatisfaction, depending on the equity principle. If a customer perceives price as fairness, he/ she is willing to conduct this transaction with the service provider. Cheng et al. (2008) proposed that price perception can be measured by two dimensions: one is reasonableness of prices, which reflects the way that price is perceived by customers comparing to that of competitors.; another is value for money, which implies the relative status of the service provider in terms of price. In general, high-quality services are considered to cost more than low-quality equivalents (Chitty et al. 2007)

The Concept of Price Elasticity of Demand

Price elasticity of demand is defined as the amount of demand sensitivity for changing in the price (kotler & Armstrong, 2014). Also, it's defined by (smith, 2011) as the relative degree of response in the quantity required as a result of the change in the price of brand commodity or service where the price elasticity of demand vary depending on the type and quality of the product.

Types of Price Elasticity

1. **Elastic demand:** the degree response of quantity required for the change in price is big.
2. **Inelastic demand:** the degree response of quantity required for the change in price is small.
3. **Mono flexibility demand:** the response degree of quantity required is equal to the Equal to the relative change in price
4. **Inflexible demand:** in this case the quantity required of the product doesn't respond to the change in the price.
5. **An infinite flexible demand:** in this case, the quantity required of the product responses to the change in price very much (Owen, 2014).

Factors That Affect on Pricing Decisions

There are many factors that must be considered when determining prices because their impact on pricing decisions and they can be divided into:

- **Marketing goals of the company:** It seeks to achieve the competition through providing services with high quality which makes the market produce high prices.
- **Maximizing the profits:** Companies seek to maximize its profits, but this must be characterized with a time dimension, because marketing strategies which maximize profits on short term may be dangerous on achieving profits on long term and this is because increasing prices may seem attractive to those who enter the market, but that will affect on profitability on long-term (Nagle & Hogan, 2010).
- **Maximizing market's share:** This is very important goal in manufacturing services, it's necessary to achieve a dynamic size in the market to achieve economic balance, and thus competitive advantage can achieve profitability on a long-term.
- **Survival:** Sometimes the aim of service provider is staying in the market, so he seeks to stabilization of the prices at a very low level to get a fund for the company in order to cover its problems on short-term.
- **leadership of the product quality:** Some companies seek to distinguish its products with a different quality which superior its alternatives in the market, so it works to put high prices comparing with competitors.

- **Social considerations:** When public services provided in a medium environment in the market, pricing decisions could be affected by wider social considerations, for example, hospitals gain fees from the private rooms from those who can pay for these facilities in order to provide resources that can be use for the jobs of central health care for the service that provided free for normal beneficiaries (kotler & Keller, 2012).
- **Strategy of marketing mixture:** the decisions which are prepared for the elements of marketing mixture may affect on pricing decisions, companies usually put specific prices for their products and services, then their own decisions about marketing mixiutrethat based on prices wants to claim, the price here is considered as a critical factor in determining the product or service position (cost target technique), if the product position is determined depending on factors are not related to the price so the decisions that is related to quality, distribution, etc.,. will affect strongly on prices (kennedy, 2011).
- **Cost:** All products and services that are offered by company aim to cover all costs (production, distribution, selling,, etc..), with achieving a good revenue for the investors' efforts and their risk, companies making efforts to reduce products and services cost to increase sales, but with taking into considerations, not not to give up the quality (Hill, 2013).
- **Company considerations:** The senior management is responsible for putting pricing goals and these goals is responsible for putting pricing policies.
- **Competition:** We must consider carefully the competitive price that is compared with other prices, if the company has invested in providing a service with high quality relatively, and has promoted its benefits effectively to target users, then it can raise its level to a level that higher than its competitors prices.
- **Customers responses:** The company must determine the extent of customers response, customers make balance between the services prices in exchange for the benefits of owning it.
- **Legal and regulatory issues:** There are a lot of external factors that affect on pricing such as: economic and social factors, country decisions, dominant laws, inflation, benefits prices and the competitors decisions in raising or reducing their prices (kotler & keller, 2012).

- **life cycle of Product/service:** The company may earn low prices at the presentation stage in order to infiltrate and penetrate the market and get a market's share, and the company may earn high prices to gain profits as much as it can in a short period - market's scrape policy - which is followed when there is no direct competition, and there is a high and necessary demand on the service, and in the growth stage and entry of new competitors, the prices tend to decline, and in the mature stage the buyers know the service and the prices tend to decline also, either in the regression stage and after the quitting of some competitors the price declining depends on the remained competition, demand and the cost composition (stark, 2011).

2.3.4 Corporate Image

Corporate image is defined as the perception of an organization in customers' minds, referring to the brand and the kind of associations that customers obtain from a brand, goods, service and/or organization (Nguyen & Leblanc, 2002; Simoes et al. 2005). According to (Barich and Kotler, 1991) Corporate image is described as the overall impression made on the minds of the public about a firm. Nguyen and Leblanc (2001) claimed that corporate image is related to the physical and behavioral attributes of the firm, such as business name, architecture, variety of products/services, and to the impression of quality communicated by each person interacting with the firm's clients.

Corporate image is the result of a process (MacInnis & Price, 1987). The process stems from ideas, feelings and consumption experiences with a firm that are retrieved from memory and transformed into mental images (Yuille & Catchpole, 1977).

As pointed out above, corporate image is formed from customers consumption experiences, so it considered as an evaluation process, according to consumption experiences, and firm information that obtained from different sources such as advertisements and word of mouth which will influence the process of forming the corporate image. Therefore, corporate image assumed to play a key role of customers' choice of a company when service attributes are difficult to evaluate, because the customer will be affected by the company with the strongest reputation.

A good corporate image has been found to help establish and maintain loyal relationship with customers (Andreassen & Linstead, 1998). and influence repeat patronage (Dick & Basu, 1994). Many studies have shown that corporate image has a significant influence on customer loyalty and the perception of corporate image drives customer loyalty (Faullant et al. 2008; Han et al. 2009; Kandampully & Hu, 2007; Kandampully & Suhartanato, 2000, 2003). In contrast, a recent study indicated that image had no direct impact on loyalty. Using an exploratory approach, Cheng, T. C., Lai, L. C. F., & Yeung, A. C. (2008), Chi and Qu (2007) tested the impact sequences empirically. Their findings that Corporate image is not significantly related to customer loyalty. Hence it is clear that there is little agreement among researchers (Faullant et al. 2008; Ryu, Han, & Kim, 2008) regarding the relationship between corporate image and customer satisfaction & loyalty.

Importance of Corporate Image:

corporate image has a special importance through influence in the general opinion that prevailing towards aspects which relate to the firm, where the image has a big role to format and guide the public opinion by performing its psychological and social functions, and it considered as a source of people's opinion, their attitudes and behavior. (spark, 2012)

Based on the relationship between corporate image and formation of the public opinion for the society, firms must study the prevailing image about it in all strata of society, in order to to put strategies that help to create a positive corporate image that can ensure the existence of public opinion to support its issues and positions through all kinds of support in the different circumstances.

Recent variants have doubled the importance of studying the corporate image about operating companies in the society, and the factors that related to it's formation and necessary programs to improve it, in particualricreasing of media campaigns which faces inside and outside. (Epstein & Fedoroff, 2012)

Characteristics & The Advantages of The Image:

Image has a lot of advantages and different characteristics including the following (Telofski, 2010):

1. **Inaccuracy:** Many researchers claimed that image doesn't characterized with accuracy, may be the main reason is that image is just impressions are not necessarily formulated on objective scientific basis, but it's a simplification for a reality. Also, image doesn't necessarily reflect the overall reality, but it reflects sometimes a partial of the overall reality, especially that individuals usually tend to formulate a comprehensive idea about others through a little information, because they can't collect whole the information.
2. **Resistance for change:** The image tends to stability and resist the change, there are several factors that determine and affect on the change in the amount of potential change and its way in the corporate image and some of these variables are related to the image itself and others are related to the incoming messages through it.
3. **Circulating and ignoring the individual differences:** The image is based on exaggerated circulating and according to that, individuals assuming in a mechanism way that every member of the group is the image's subject that applying on him the group image as a whole despite of all individual differences, individuals take it easy when making judgment on individuals through classifying them into other groups, so the groups and different careers are being as an image characterized with circulating, and ignoring the differences which might be sometimes basic and fundamental.
4. **Lead to biased perception:** The images lead to formulate biased perceptions in the individuals, corporate image is built mainly on a degree of intolerance, so it leads to issue biased and intolerant judgments, because through the corporate images, individuals see the truth and ignore the other sides because they don't agree with their beliefs and attitudes.
5. **Predicting the future:** The image contribute to predict behavior and attitudes that will happen in the future for public towards situations, issues and various crises, corporate images that held by individuals which is considered as

impressions and attitudes of individuals about topics, issues and persons may predict the attitudes that may be issued by the public in the future.

6. **Skipping the limits of time and place:** the Image is characterized with overcoming the limits of place and time, the person doesn't stand in formulating his image on specific limits, he overcomes it to formulate images about his country then the world he lives in, and the images he formulate extends to beyond the galaxy which he lives in, and about the time, human formulate images about the past, present and future, so it's clearly that human formulate pictures about different times and places according to his knowledge, observations, believes and his ability to imagine and conclusion.

Types of Image

Most of firms have it's own values which represent it's assumed identity, but these values may not be realized by staff, so self corporate image may be different about what is planned to be.

1. **Self image:** Clark says: building a successful corporate image requires from the firm to start changing it self brand image firstly, whereas the change in perceived image is the responsibility of all staff working in the firm, and the contact between them and the public, either it strengthens the corporate image or weaken it (Barrett,2015).
2. **Desired image (planned):** It's what the firm wants to tell about itself to the public, also the company must put a plan for it's image in the minds of it's customers in a good manner so it must be clear for them without ambiguity (Synder,2000).
3. **Perceived image:** It's set of of perceptions, feelings and relationships that reflect the perception in the persons and it is a personal perception that affects on their purchasing decision.

Studies show that corporate image is :What employees think of and what they feel about, and the expected image is what the firm does, and the perceptive image is what the customer think about, and what does affect on his behavior towards this firm (Matlin, 2008).

Dimensions of Image

Most of researchers agreed that corporate image has three main dimensions as the following:

- 1- **Cognitive competitive dimension:** It means the information which related to a topic or case or something which built on the image that the individual formed about others, topics and different cases, and the level of information accuracy that we get about others and affect in the accuracy of images that we form about them, and the formed mistakes by individuals about things are results of these wrong knowledge and information the person has gotten it (Eysench& Mark, 2015).

As it shown, the individual's behavior is not the result of interaction between environmental stimuli and the individual only, and the responses of the person are not just reactions on the environmental stimuli but there are cognitive factors in the person may be responsible about his behaviors such as: his culture, his concept about himself and his experiences, methods of his education, the ways of his thinking whether it's rational or irrational, and over the interaction of his inside with his cognitive perception and ways of his acquisition to learn wrong behavior (Friedenberg & Silverman, 2011).

- 2- **Affective component:** It's the tendency positively or negatively towards subject or something under a collection of images that formed by individuals, affective component is formed with the cognitive component and over the time, information and knowledge that formed by individuals are disappeared, and the affective component which represents individuals attitudes and emotions towards persons, cases and different subjects whether positive or negative are stay, affective dimension is ranged between positive and negative according to many factors, including: sources of available knowledge , the nature of the experiment, and the style that was used in the experiment and the acceptability of the individual for the person who issued these information (shaughessy & etu, 2014).

- 3- **Behavioral component:** Human behavior is reflected according to the nature of formulated image in his mind in various life affairs, it becomes oriented to the behavior involuntarily because of that image in the subconscious mind, the importance of image in one of its dimensions returns to that it is able to predict the individual behavior, however, individuals behavior logically supposes that it is a reflection of the attitudes that is generated from the image which have formed about life affairs.

2.3.5 Communication

Communication is considered as a vital component in the establishment of business relationships and important aspect of successful relationships (Morgan and Hunt, 1994). Communication is important in marketing relationships; it plays a central role in providing an understanding of the exchange partner's intentions and capabilities, thus forming groundwork for building trust amongst exchange partners. The recency and frequency of communications are important variables. The recency (number of days/weeks since the last communication) and the frequency (number of communications received over a period of time) drive the perceived level of connection to the organization (Al-Hersh & Saaty, 2014) . In the same time Seines (1998) confirms that communication is not only an important element in its own right, but it also influences levels of trust between buyer and seller. Anderson and Narus (1990) describe communication as formal as well as informal sharing of meaningful and timely information between firms. Empirical evidence suggests that communication increases the level of trust between partners (Anderson & Narus, 1990; Anderson & Weitz, 1992; Morgan & Hunt, 1994).

In general, communication helps build trust by providing partners with a mechanism that can be used to resolve disputes. In addition, it improves partners' ability to align their expectations and perceptions. Communication is an indispensable attribute in successful alliances and has thus been described as a core competence in alliance building (Rule and Keown, 1998). Communication, as conceptualized by Mohr et al. (1996), comprises a combination of relationship building communication attributes. These include communication frequency, bi-directionality, formality, and influence

activities. By highlighting shared interests and common goals, collaborative communication can generate volitional compliance between partners and thus bolster relationship performance (Mohr et al. 1996; Farrelly & Quester, 2003). Communications also inform dissatisfied customers what the organization is doing to rectify the causes of dissatisfaction. When there is effective communication between an organization and its customers, a better relationship will result and customers will be more loyal. Finally, conflict handling is supplier's ability to avoid potential conflicts, solve manifest conflicts before they create problems, and discuss solutions openly when problems do arise.

From all above, communication is considered as a key driver of the success of the firm through the formation of strong relationships with customers, knowledge and solve problems before they escalate, as well as working to increase customer loyalty and commitment.

2.4 Business to Business (B2B)

Introduction

The market for goods and services bought and sold between businesses is huge. Far larger than the consumer market, the business market comprises many types and sizes of organizations that interact selectively and form relationships of varying significance and duration with one another. Although these organizations are often structurally and legally independent entities, a key characteristic is that they are also interdependent. That is, they have to work with other organizations to varying degrees in order to achieve their goals (Fill & Fill, 2005).

Definition of B2B

B2B is shorthand for business to business. The products and services of the business are marketed to other businesses. Examples include advertising agencies, web hosting and graphic design services, office furniture manufacturers and landlords who lease office and retail space. **B2B marketing** is about meeting the needs of other businesses, though ultimately the demand for the products made by these businesses is likely to be driven by consumers in their homes (Jensen, 2016).

The term ‘business to business marketing’ is increasingly replacing the more traditional ‘industrial marketing’ and ‘organizational marketing’ descriptions, it describes those marketing activities of any kind of organization, public or private, which has exchange relationships with other organizations (Baker & Hart, 2008).

The characteristics of B2B marketing

The marketing of goods and services between organizations is not the same as consumer goods marketing, because there are a number of fundamentally different characteristics, diverse marketing strategies and operations need to be implemented to meet the needs of business customers. However, many products and services are targeted at both consumers and organizations. Products such as office furniture, software and cellular phones can be sold into consumer and business markets. Table (2-4) distinguishes between business marketing and consumer marketing (Fill & Fill, 2005)

Table (2-4): The main differences between B2B and consumer marketing

Key characteristics		
	Consumer markets	B2B markets
Purchase orientation to satisfy	Individual or family needs	Organizational needs
Nature of markets		
Number of decision makers	Small	Large
Length of decision time	Short and simple	Long and complex
Size of purchase	Small quantities	Large in value and Volume
Consequence of poor purchase	Limited	Potentially critical
Nature of product/service	Standard range of products	Customized packages
Channel configuration	Complex and long	Simple and short
Promotion focus	Psychological benefits	Economic/utilitarian Benefits
Primary promotional tool	Advertising	Personal selling
Supplier switching costs	Limited	Large

2.5 Bashir Siksik Company

Introduction

Bashir Siksik & Co. is the largest plumbing and infrastructure company in Gaza strip, it was founded by Mr. Bashir Siksik in 1975. The company gained a strong reputation from many years of technical experience, the commitment in supplying plumbing and infrastructure goods to the local market. This eminent success is integrated by the hard work of more than 200 employees working at several departments of the company. Over the 42 years of work, the company was fit to keep the quality of its products and services in the best levels by insisting for the continuous improvement of the human resources and the managerial and financial working systems, also the undertaken quality assurance system. Furthermore, the company efficiently hauled a large share of the local Palestinian market in defiance of a lot of hard circumstances and economic and political obstacles, so, it is now, considered as the largest company in the field of plumbing and infrastructure in Gaza Strip (<http://bashirsiksik.com/EN/>).

Organizational Chart

The following chart (2-2) contain all departments of the company:



Figure (2-2): The Organizational Chart of Bashir Siksik Company.

Source: Bashir Siksik Company

The Company Key Departments

The Company Factory

Bashir Siksik & Co. has always desired to develop its work in order to support the national industries and to achieve consumer satisfaction; In 2005, the company initiated the opening of its factory which produces all kinds of water and sanitation plastic pipes, by following the latest techniques used in the pipes manufacturing standards to meet more than 70% of the needs of the Gaza Strip local market. Moreover, the factory considered as the first of its kind and the largest in Palestine and the region, it is featured by the technological development of its tools and production lines which are manufactured according to the latest international standards.

In order to achieve the most precise quality specifications of its products, each workstation in the factory subjects to an intensive control by the factory's laboratory of the quality control, the lab employs a distinctive and strong-experienced working group for the implementation of the quality control systems. The group is equipped with several inspection tools, which are imported from a well-known specialized Danish company that holds a global patent of invention in the development of the pipes manufacturing inspection tools. Besides The high expertise of the company's staff and the good organization of transport vehicles and stores, in addition to the electronic computing for data, give us the ability to effectively speed up the processing and delivering of orders to the customers in a timely manner.

Sales Department

The retail activities started in 1975 in a small shop with a bunch of a hard-working team. The retail center now has over than 20+ employees (sales men, accountants, technicians and experts). This center sells the products in retail prices, and works to fulfill customers' requirements. The center intakes and delivers hundreds of internal and external orders per day in a fast, steady and robust procedure. Also, it introduces free consultative services to the customers through either personal contact, or the toll-free telephone number which receives dozens of inquiries per day.

Exhibition (Gallery)

Meanwhile, Bashir Siksik & Co. has always introduced everything new and convenient for its customers' comfort and sense, the company sought to opening of a gallery featuring all branded sanitary ware, porcelain and ceramics products which are imported from the finest specialized global companies.

After the great development done by the company in the last decades, by means to the efforts of all employees and the confidence of loyal customers, the company has opened this gallery in the year of 2010, which is a large exhibition of the highest quality imported branded sanitary fittings products. The company provides in this exhibition all the requirements and facilities needed by the customer to acquire what they really need with an affordable prices, pioneering spiritual services and the finest methods of retail activities.

Engineering Department

The company engineering department general functions is divided into two parts :

1. **Research and development:** the department here conducts and reviews environmental impact studies, water quality monitoring, and hydraulic studies, it also develops design plans and specifications for infrastructure hydraulics and wastewater treatment plant infrastructure. Also it provides technical information and consultancies to the Official institutions, ministries, municipalities and engineering offices. In addition the Engineering Department is responsible for coordination with supervising offices and contractors.

2. **Infrastructure sales:** the department is responsible for the sales related to the engineering projects of installations of water systems and sanitation of infrastructure and buildings.

Warehouse Department

The Warehouse forms the heart of Bashir Siksik Co. business and operations. It is the one point shop that keeps the supply mechanism running. and it is divided into the following functions:

(1) **Receiving**: is the area where all supplies that are either imported or locally produced are received. It is the Receiving function that ensures that all goods are checked for correct description, quantity, and expiry dates. In short, it ensures that the products are correctly labeled. In addition, the receiving function ensures that all products received are sent for quality assurance before storing them in respective storage function.

(2) **Storage**: ensures that all products that pass the quality control procedures are moved to various sheds for safe keeping and storage ready for distribution to customers and retail centers.

(3) **Order Processing**: sales departments submit orders requesting for stock from Bashir Siksik & Co. warehouses. These orders are scrutinized by a computer-aid inventory system to ascertain the availability of the products ordered. The pick list is generated in the order processing office which is used by one of the workers to pick up the item. As soon as the items are picked, they are checked by one of the senior workers to ascertain that items is picked according to what has been ordered. Once this process is completed the goods are packed and moved to the dispatch area to be distributed.

(4) **Dispatch**: Once the items are picked and moved to the dispatch area, they are sorted out according to the destination for onward delivery by the transport and distribution functions. However, The dispatch function issues a goods received certificate that is used by the driver to ensure that the recipient confirms having received the stock.

Purchasing Department

Bashir Siksik company concerns with developing its products to provide contemporary products with high quality and reasonable prices, and this shows that purchasing department is responsible for this department is responsible for purchasing goods from companies around the world and delivery it to the company's warehouse, and responsible for searching new products in the international market.

Chapter 3

Previous Studies

3.1 Introduction

3.2 Previous Studies

3.3 Comments and Conclusion

3.1 Introduction:

In this chapter, the researcher aimed to provide an overview of the literature that studied the relationship between customer relationship marketing variables and firm success, also its impact on firm success through (customer satisfaction and loyalty), and some antecedents regarding to firm success .

3.2 Previous Studies:

1. Srikanth & Kumari (2015).

The Impact of Customer Relationship Marketing Tactics on Customer Loyalty.

This study aimed to examine the impact of relationship marketing tactics (service quality, price perception, value offered and brand image) on relationship quality (trust and satisfaction), and in turn effect the customer loyalty. This study was done in online retailing, and extends the framework in the domain of online retailing. In this study descriptive analysis is performed. This survey chose on-line questionnaire (web and email) to collect data about people's attitude of customer loyalty and other relationship marketing tactics.

The study findings showed that all four Relationship marketing tactics are positively related to relationship quality. Among the tactics, value offered tactic show lowest relationship with customer trust and satisfaction. Also relationship quality (trust and satisfaction) are positively related to loyalty. Moreover, this study provide empirical evidence supporting previous theories that higher level of trust and satisfaction perceived by customers, the higher level of customer loyalty achieved by service providers. Also switching cost however does not show much correlation with customer loyalty, as well as customer trust and satisfaction.

2. Cheng & Rashid (2015).

Interrelationships of Service Quality, Customer Satisfaction, Corporate Image and Customer Loyalty of Malaysian Hotel Industry.

This research aimed to provide an assessment of service quality suggested in the European Perspective by empirically examining hotel guests' perception of process (or functional) quality and outcome (or technical) quality; and the relationships between the

perceived service quality, customer satisfaction, corporate image and customer loyalty in the Malaysian hotel industry. The data was collected through self-administrated questionnaire from 500 hotel guests using systematic sampling approach. Structural Equation Modeling (SEM) was used to analyze the reliability and validity of data and the hypothesized relationships in the proposed research model.

The findings for this study showed that process quality and outcome quality had positive impacts on guest satisfaction. This study also found that customer satisfaction and corporate image play significant roles in building a strong customer loyalty base. Another noteworthy finding was that corporate image served as a partial mediator in the relationship between customer satisfaction and customer loyalty.

3. Al-Hersh & Saaty (2014).

The Impact of Customer Relationship Marketing on Customer Satisfaction of the Arab Bank Services

This study aimed to investigate the impact of Customer Relationship Marketing on Customer Satisfaction in Banking Industry in KSA and Jordan. This study used a descriptive and analytical method, and an e-mail questionnaire was designed and sent to 500 hundred customers of Arab Bank in KSA and Jordan, creating two sample pools of respondents. A total of 151 of the collected questionnaires were valid.

The study findings show medium to high degrees of positive attributes of the two samples toward Customer Relationship Marketing dimensions (trust, commitment, communication, empathy, social bonding and fulfilling promises) on customer satisfaction. The findings also indicate different attitudes regarding the importance of Customer Relationship Marketing dimension between the two samples. The findings also indicate different results regarding the impact of Customer Relationship Marketing on customer's satisfaction due to gender, age and educational level.

4. Jahanshani et al. (2014).**Study The Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty.**

This research was addressed the following questions that are becoming increasingly important to managers in automotive industries: Is there a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship between these four variables?. In this research 260 questionnaires were distributed in 3 months period between population samples randomly. Afterwards, 344 questionnaires were collected and 234 of them were used.

The objective of this study is to clarify the relationship between four variables of customer service quality, product quality, customer satisfaction, and customer loyalty. The results of this study showed that there are high positive correlation between the constructs of customer service and product quality with customer satisfaction and loyalty

5. Nikhashemi et al. (2014)**Driving Forces of Hypermarket's Customer Loyalty: An Empirical Study in Malaysia**

This study is aimed to investigate the driving forces of customer loyalty among hypermarket's customer in Malaysia. Descriptive analysis was used, and data collected from a Giant, Tesco, Mydin, and Aeon Big customers via non-probability sampling. The study covers four of their different hypermarkets across the Kuala Lumpur area, and the respondents were chosen based on their willingness to be involved in the research. The selected respondents were then requested to fill the questionnaires which totaled to 460 respondents in the sampling pool. However, an overall of 396 respondents ended the questionnaire.

The results of the study show that the nature of the effect of the customer perceived service quality, quality of product, pricing strategy, store attributes and customer loyalty through the mediating variable of customer satisfaction. However the outcomes revealed that the customer perceived service quality, pricing strategy, quality of product and finally store attributes have significant relationship on customer

satisfaction and overall customer satisfaction has strong impact on hypermarket's customer loyalty, especially, product quality is more significant on customer satisfaction with compare to service quality.

6. Raza & Rehman (2012).

Impact of Relationship Marketing Tactics on Relationship Quality and Customer Loyalty: A Case Study of Telecom Sector of Pakistan

This study aimed to examine the impact of relationship marketing tactics (service quality, price perception, and brand image) on customer quality (trust and satisfaction) and loyalty in telecom sector of pakistan. Data was collected from mobile service users. For this purpose, four companies were selected (Warid, Telenor, Mobilink, Zong). A sample size 210 was selected on the basis of previous studies. Structural Equation Modeling was used as data analysis technique.

The results of this study found that all the tactics of relationship marketing are positively related to relationship quality. Also, the results show that service quality has a significant impact on satisfaction. It means that if service quality is high, satisfaction will increase, and the relationship quality is positively related to customer loyalty.

7. Nakhleh (2012).

"The Relationship Between Customer Relationship marketing Tactics, Relationship Quality and Customer's Loyalty in Mobile Communication Industry".

This study aimed to investigate the effect and relationship of customer relationship marketing tactics (service quality, price brand image, and value offerd) on customer satisfaction, trust and customer loyalty, by focusing on mobile service providers in Vadodara, India. A cross-sectional relationship between relationship marketing tactics, relationship quality (trust and satisfaction) and customer loyalty was used. Due to the research is studied from customers' point of view; the population was expected to involve the people who are using the mobile services from Vadodara- India mobile service provider. However, undergraduate students and master students who study in M.S University of Baroda-India are chosen as survey sample. 400 questionnaires were distributed and 371 were successfully collected back.

The results shows positive relationship between all relationship marketing tactics (service quality, price, brand image, and value offered) and customer satisfaction, trust and loyalty study.

8. Nguyen & Chen (2012).

The Targeted and Non-Targeted Framework: Differential Impact of Marketing Tactics on Customer Perceptions.

This study aimed to deepen our understanding of the perceptual differences between the targeted and non-targeted customers and their characteristics, feelings and behavior. The study attempts to explain the differential impact of marketing tactics (price, service, communication, customization, and reputation) on the two customer groups, suggesting that certain marketing tactics may have a stronger impact on one group over the other. data was collected from a large UK university through distributing 143 questionnaires.

The results show a difference between the two groups in the level of perception of the various marketing tactics. The propositions state that targeted customers are influenced more by their perceptions of service quality, customization and communications than non-targeted customers. Of the three offerings, both service quality and communications were statistically significant at $P < 0.05$, whereas customization was not statistically significant. The propositions state that non-targeted customers are influenced more by their perceptions of price and reputation. However, of the two offerings, only price was statistically significant at $P < 0.05$, whereas reputation was not statistically significant. Thus, the results for customization and reputation indicate that the two groups of customers did not differ significantly in their perceived level of influence.

9. Amin et al. (2012).

Factors Contributing to Customer Loyalty Towards Telecommunication Service Provider

This study aimed to determine contributing factors to customer loyalty towards telecommunication service provider in Malaysia. It examined the four factors were showed in the literature (image, perceived service quality, trust and switching cost).

Data were collected from 185 telecommunication users among university students using self-administered questionnaire.

This study found that the four contributing factors (corporate image, perceived service quality, trust and switching cost) are significantly and positively related to consumer loyalty, and the perceived service quality was found to be the most critical contributing factor to customer loyalty, followed by corporate image, trust and switching cost.

10. Halimi et al. (2011).

The Influence of Relationship Marketing Tactics on Customer's Loyalty in B2C Relationship–The Role of Communication and Personalization.

This study aimed to evaluate the impact of personalization and communication on customer's relationship satisfaction and then determines the impact of customer's relationship satisfaction on customers' loyalty. This framework is evaluated from the customer perspective in a business-to-consumer (B2C) setting across the tour and travel industry in Singapore. Meanwhile, in order to conduct this study, descriptive analyses was used, and primary data has been collected by a properly designed questionnaire which was distributed to 100 travelling agency customers in 5 different tour and travel agencies in Singapore and the secondary data has been collected through online data base such as Ebsco, Emerald and Science Direct. Afterwards, SPSS (17.0) tool has been used in order to evaluate the relationship between variables of the model.

The findings of this study show that there are significant relationships between personalization and communication as independent variables and customers' relationship satisfaction as dependent variable. So, high level of communication and personalization increase the customers' relationship satisfaction. Meanwhile, the results also show that there is significant relationship between customers' relationship satisfaction on customers' loyalty. Consequently, as customers' relationship satisfaction increases, customers' loyalty also enhances. Ultimately, personalization and communication increases the customer's loyalty by enhancing customer's relationship satisfaction.

11. Alrubaiee & Al-Nazer (2010).**Investigate The Impact of Relationship Marketing Orientation on Customer Loyalty.**

This study aimed to empirically investigate the impact of relationship marketing orientation on customer loyalty. The study also aims to test the impact of demographic variables, in association with relationship marketing dimensions, on customer loyalty. The study is exploratory quantitative in nature, it was carried out in 2008 on a convenience sample of 450 respondents through the distribution of structured questionnaires to bank customers within the area of Amman, Jordan. The data were factor analyzed to determine the key dimensions of relationship marketing orientation measurement scale.

The Results confirm that the five dimensions scale (Bonding, trust, communication, satisfaction and commitment) possess adequate reliability and internal consistency as well as convergent validity. Also, the results of regression analysis show that relationship marketing orientation is significant in explaining the variation in customer loyalty. In addition, sex and income displayed a significant impact on the relationship marketing-customer loyalty relationship. The findings contribute to understanding the relationships between different dimensions of relationship marketing orientation, customer loyalty and demographic variables; provide critical implications for bank managers; and highlight directions for future research.

12. Yuen & Chan (2010).**The Effect of Retail Service Quality and Product Quality on Customer Loyalty.**

This study aimed to examine the impacts of the retail service quality dimension (that is, Personal Interaction, Policy, Physical Aspects, Reliability and Problem Solving) and the product quality dimension (including Features, Aesthetics and Customer-perceived Quality) on customer loyalty. It focused on the store and staff levels of retail relationships, in particular on a specific sector of the retail industry, the curtain retail sector. Data was collected through a survey of existing customers of a window fashion gallery and further coded using the Statistical Package for the Social Sciences. 447 surveys distributed to the existing customers through direct callings and sending e-

mails, 200 surveys contributed to the final sample of data for a response rate of 44.7 per cent.

The results of this study found that the retail service quality is positively associated with customer loyalty, whereas product quality surprisingly does not exert a positive influence on customer loyalty. Also Three dimensions (Physical Aspect, Reliability and Problem Solving) were found to have a positive impact on customer loyalty to store, whereas only one dimension (Personal Interaction) was found to have a positive impact on customer loyalty to staff.

13. Feng & Zhang (2009)

The Impact of Customer Relationship Marketing Tactics on Customer Loyalty.

This research aimed to investigate the impact of relationship marketing tactics on customer satisfaction and trust, which in turn increase customer loyalty by focusing on Swedish mobile telecommunication sector. This study examined the relationship between the eight constructs in the model (service quality, price, value offers, brand image, satisfaction, trust, switching cost and customer loyalty), which can be a reference for Swedish mobile telecommunication industry. A quantitative method is chosen in this research, and the authors sent out e-mail to a total of 700 undergraduate students and master students (percent males) to tell them the questionnaire's Website and ask their help. At the end of survey, there are 101 students answered the questionnaire. The numbers of students studied in Halmstad University is almost 7000, thus, 101 feedbacks will lead to 10 percent margin of error during statistical analysis which can be undertaken.

This study found that, The four Relationship marketing tactics are positively related to relationship quality. Among the tactics, value offered tactic show lowest relationship with customer trust and satisfaction. This implied that the value-adding activities implemented by the telecom service providers, such as reward refund, are not effectively perceived by students group. However, relationship quality (trust and satisfaction) are positively related to loyalty. This result also provide empirical evidence supporting previous theories that higher level of trust and satisfaction perceived by customers, the higher level of customer loyalty achieved by service

providers, Switching cost however does not show much correlation with customer loyalty, as well as customer trust and satisfaction. Brand image tactic especially turns out to directly lead to customer loyalty, regardless of the influence of mediated factors as trust and satisfaction. It reveals that brand image tend to also be an independent variable influenced by other factors.

14. Cheng et al. (2008).

The Driving Forces of Customer Loyalty: A Study of Internet Service Providers in Hong Kong.

This study aimed to examine the driving forces of customer loyalty in the broadband market in Hong Kong. The researcher developed and empirically tested a model to examine the antecedents of customer loyalty towards Internet service providers (ISPs) in Hong Kong. Structural equation modeling (SEM) was used to evaluate the proposed model. A total of 737 valid returns were obtained through a questionnaire survey.

The findings of this research showed that Customer satisfaction, switching cost, and price perception are antecedents that lead directly to customer loyalty, with customer satisfaction exerting the greatest influence. Although the research found that service quality significantly influences customer satisfaction, which in turn leads to customer loyalty, but it did not find a direct relationship between service quality and customer loyalty, and the Corporate image is not significantly related to customer loyalty. The empirical investigation suggests that investing huge resources in building corporate image can indeed be a risky strategy for ISPs.

15. Peng & Wang (2006).

Impact of Relationship Marketing Tactics (Rmts) on Switchers and Stayers in A Competitive Service Industry.

This study aimed to explore and empirically test the questions as to what, why and how) various relationship marketing tactics (RMTs) differentially influence consumers' decision to stay, or to switch their service providers? It examines customers' perceived level of impact of the various RMTs on their decision to choose service providers. A quantitative approach was applied to analyze the responses from the

questionnaire survey which was carried out in the UK utility services industry. The questionnaires were randomly distributed to 1000 domestic consumers. The questionnaires were randomly distributed to all parents of pupils at two primary schools and one secondary school in the West Midland region. The survey resulted in a useful sample of 172 responses.

The results of this research showed that the two groups differ in their perception of the level of impact of various RMTs on their decisions to switch or stay with current service provider. The results indicate that among all five RMTs, stayers perceived service quality, value offers, reputation and marketing communication as having a higher level of impact on their decision to choose service providers, although only the effect of service quality is statistically significant. On the other hand, switchers perceived Price as having a higher level of impact on their decision to choose service providers. This research also developed and statistically tested a comprehensive and parsimonious measure of all major RMTs. and it indicates that for utility service, which is classified as a low involvement product/service, customers perceive the risk of switching service providers as low.

16. Aydin & Özer (2005).

The Analysis of Antecedents of Customer Loyalty in The Turkish Mobile Telecommunication Market.

This research aimed to examine the relationships between these factors (corporate image, perceived service quality, trust and customer switching costs) and customer loyalty, and the relationships among these factors in the Turkish GSM sector. Data was obtained from 1,662 mobile phone users in Turkey via questionnaire. The data was analyzed by structural equation modeling (SEM) in order to test all the relationships between variables in the model.

This research found that the results of the path analysis show that all of the factors have positive effects on customer loyalty, however the analysis results reveal that trust is the most important determinant of customer loyalty. Even though perceived service quality and perceived switching cost seemed to have the same level of effect on consumer loyalty, the switching cost should be considered as a more important factor due to its indirect effect. also the perceived switching costs and corporate image have no

indirect effect on customer loyalty. Although it is not significant, the analysis results indicate that corporate image affects positively customer loyalty, and the perceived service quality is a necessary but not sufficient condition for customer loyalty to emerge and to exist. In addition, consistent with prior research, corporate image, perceived switching costs and especially trust should be taken into consideration in developing strategies for developing customer loyalty.

17. Chiao (2001).

An Integrated Model for The Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty.

This study aimed to balance service quality and product quality into an integrated model, and exploring the effects of three consumer perceptions (product quality, service quality, and price fairness) on satisfaction and loyal behavior at Taiwan's car market by three major automobile companies (Nissan, Toyota, and Mitsubishi). A survey of 495 consumers is conducted in 15 repair centers of the three automobiles mentioned.

The study found that perceived service quality mainly affects consumer loyalty through satisfaction, while perceived product quality and perceived price fairness have both direct and indirect (through satisfaction) affects on loyalty. Consumers perception about service quality, product quality, and price fairness are almost equally important to build up their satisfaction.

This study recommended that the manager considers product quality and price as the foundations to build up consumer satisfaction and loyalty and to improve service quality as an add-on value to consumers.

18. Anderassen & Lindestad (1998).

The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise.

This study aimed to examined the impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. A total of 600 customers were sampled from three package (charter) tour

operators in Norway. These companies' collective sales represent about 75 percent of the sales in Norway.

This study found that the perceived quality has a positive impact on value in all the cases studied, however the value has no significant impact on customer satisfaction for the industry consolidated, also the perceived quality has a stronger effect than value on customer satisfaction for customers with a high degree of service expertise. For customers with a low degree of service expertise value has a stronger impact on customer satisfaction than perceived quality. Perceived quality has no significant impact on customer satisfaction in this segment. **however**, corporate image has an impact on perceived quality and customer satisfaction for the industry consolidated, but has no significant effect on value. Although, corporate image has no direct effect on value, it has an indirect effect through perceived quality. Corporate image has a stronger effect on loyalty than customer satisfaction for the industry consolidated. Customer satisfaction has no significant effect on loyalty.

for customers with a high degree of service expertise corporate image is the main driver of customer loyalty. Customer satisfaction has no significant impact on loyalty for customers with a high degree of service expertise. For customers with a high degree of service expertise corporate image has a weaker impact on perceived quality and customer satisfaction than for customers with a low degree of service expertise.

3.3 Comments and Conclusions:

The researcher used the previous studies to acquire a wide understanding to the context of the study literature and identify efforts in customer relationship marketing implementation, which was necessary in selecting the variables, developing hypothesis and the environment of the research. These previous studies were also important in the analysis process as well as the interpreting to the results of the study by comparing the findings with those of the previous studies.

As shown, many researchers studied customer relationship marketing variables and its effect on customer satisfaction and loyalty. In each study the researchers used different variables of customer relationship marketing such as (commitments, service quality, price perception, corporate image or brand image, trust, value offer, switching cost, satisfaction, empathy, social bonding, reputation, communication,

customization..etc). In this research (service quality, product quality, price, corporate image, and effective communication) were used.

The researcher found that most of previous studies proved that service quality and corporate image are the most variables impact on customer commitment, trust, satisfaction, and loyalty. Meanwhile, product quality, price perception, communication, and value offer are impact on customer satisfaction directly, and indirect on customer loyalty. Also, these results regarding the level of variables importance which different from industry to another, that's related to the nature of industry, economic and political situations of the country. Table 3.1 shows the summary of some previous studies.

Table 3.1: Summary of some previous studies.

#.	Study	Independent	Mediator	Dependant
1.	Srikanth & Kumari (2015).	<ul style="list-style-type: none"> - Service quality - Price perception - Value offered - Brand image 	<ul style="list-style-type: none"> - Satisfaction - Trust 	<ul style="list-style-type: none"> - Loyalty
2.	Cheng & Rashid (2015).	<ul style="list-style-type: none"> - Service quality - Corporate image - Satisfaction 		<ul style="list-style-type: none"> - Satisfaction - Loyalty
3.	Al-Hersh & Saaty (2014).	<ul style="list-style-type: none"> - Trust - Commitment, - Communication, - Empathy - Social Bonding - Fulfilling Promises 	-	<ul style="list-style-type: none"> - Satisfaction
4.	Jahanshani et al. (2014).	<ul style="list-style-type: none"> - Service quality - Product quality 	-	<ul style="list-style-type: none"> - Satisfaction - Loyalty
5.	Nikhashemi et al. (2014)	<ul style="list-style-type: none"> - Perceived service quality - Quality of product - Pricing strategy - Store attributes 	<ul style="list-style-type: none"> - Satisfaction 	<ul style="list-style-type: none"> - Loyalty
6.	Raza & Rehman (2012).	<ul style="list-style-type: none"> - Service quality - Price perception - Brand image 	<ul style="list-style-type: none"> - Satisfaction - Trust 	<ul style="list-style-type: none"> - Loyalty
7.	Nakhleh (2012).	<ul style="list-style-type: none"> - Service - Price - Communication - Customization - Reputation 	-	<ul style="list-style-type: none"> - The Perception Of Targeted And Non Targeted Customers.
8.	Amin et al. (2012)	<ul style="list-style-type: none"> - Corporate image - Perceived service quality 	-	<ul style="list-style-type: none"> - Loyalty

		<ul style="list-style-type: none"> - Trust - Switching cost 		
9.	Halimi et al. (2011).	<ul style="list-style-type: none"> - Personalization - Communication 	- Satisfaction	- Loyalty
10.	Alrubaiee& Al-Nazer (2010).	<ul style="list-style-type: none"> - Bonding - Trust - Communication - Satisfaction - Commitment 	-	- Loyalty
11.	Yuen & Chan (2010)..	<ul style="list-style-type: none"> - Service Quality Dimestions (personal interaction, policy, physical aspects, reliability and problem solving) - Product quality dimensions (including features, aesthetics and customer-perceived quality) 	-	- Loyalty
12.	Feng & Zhang (2009).	<ul style="list-style-type: none"> - Service quality - Price - Value offers - Brand image - Switching cost. 	<ul style="list-style-type: none"> - Satisfaction - Trust 	- Loyalty
13.	Cheng et al. (2008).	<ul style="list-style-type: none"> - Service quality - Customer satisfaction - Switching cost - Price perception 	-	- Loyalty
14.	Peng & Wang (2006).	<ul style="list-style-type: none"> - Service quality - Price perception - Value offer - Communication - Reputation. 	-	<ul style="list-style-type: none"> - Switchers - Stayers
15.	Aydin & Özer (2005).	<ul style="list-style-type: none"> - Corporate image - Perceived service quality - Trust - Switching costs 		- Loyalty
16.	Chiao (2001).	<ul style="list-style-type: none"> - Product quality - Service quality - Price 	-	<ul style="list-style-type: none"> - Satisfaction - Loyalty
17.	Anderassen & Lindestad (1998).	<ul style="list-style-type: none"> - Value - Corporate Image - Perceived Quality 	- Satisfaction	Loyalty

Chapter 4

Research Methodology

- 1. Introduction**
- 2. Research methodology**
- 3. Study Population & Sample**
- 4. Questionnaire Design and Data Collection**
- 5. Data Measurement**
- 6. Pilot Study**
- 7. Validity of Questionnaire**
- 8. Structure Validity of the Questionnaire**
- 9. Reliability of the Research**
- 10. Conclusion**

4.1 Introduction

This chapter describes the methodology that was used in this research. The adopted methodology to accomplish this study uses the following techniques: the information about the research design, research population, questionnaire design, statistical data analysis, content validity and pilot study.

4.2 Research Methodology

The descriptive analytical method was followed in conducting the research, which is considered as the most used in business and social studies. This section presents the methods used to carry out the research and answer the research questions. So a structured questionnaire was distributed to the target population for research purposes; the questionnaire was developed based on the literature and modified regarding the supervisor's recommendations, the experts and academic judgments. Then collected data was analyzed by using SPSS program.

4.3 Study Population & Sample

A population is the whole group that the research focuses on (Jacobsen, 2002). Sample is the segment of the population that is selected for investigation (Bryman and Bell, 2003). Due to the research is from business customers' perspective, the population was expected to involve the business customers dealing with Bashir Siksik Company. Specifically, the study population consists of all business customers of Bashir Siksik Company in Gaza Strip, these business customers are 250, but 197 business customers are active. Therefore, it's logical to chose all active business customers as a sample of the research, which presented 79% of the study population. One hundred and ninety seven questionnaires were distributed to Bashir Siksik business, and retrieved 124 completed as shown the table (4-1):

Table (4-1): Study Population & Sample

#.	Governerate	Population	Sample	Rate
1.	North Gaza	25	21	0.84
2.	Gaza	55	27	0.49
3.	Middle	53	34	0.83
4.	Khanyounis	42	26	0.62
5.	Rafa	22	16	0.73
Total		197	124	0.63

4.4 Questionnaire Design and Data Collection

Yin (1994) has recognized five popular ways of collecting and analyzing empirical data in business research. It includes experiments, survey, and analysis of archival information, histories and case studies. The research used survey as the main method strategy to research. In surveys, data are standardized and comparison is easy.

In this survey, a self-administered questionnaire with closed questions was developed. The self-completion questionnaire is very common method of business research, and the research instrument has to be especially easy to follow and its questions have to be particularly easy to answer (Bryman and Bell, 2003). Meanwhile, whether to ask a question in an open or closed format is one of the most significant considerations for many researchers. According to Bryman and Bell (2003), closed questions have some advantages: it is easy to process answers; it enhances the comparability of answers, and makes them easier to show the relationship between variables. It is better than open question for this research.

The questionnaire was composed of two parts and total 68 statements. The first part is about individual characteristics with five questions by asking respondents' qualifications, gender, place ..etc. The second parts contains all relationship marketing and success constructs in the research model with total 63 statements. Several items on each construct were developed and adopted from relevant literatures (show as Table 4-2).

All the data collection was performed by the researcher. The respondents were asked to fill the questionnaire forms which were distributed to them in their working place and during their working hours. There was no duplication because distribution was performed according to the list of business customers names which was taken from Bashir Siksik Company.

Table (4-2): Questionnaire Statements and Resources

	Statements	Sources
Service Quality		
1.	The company has up-to-date equipment (e.g., Modern)	Cheng, Lai, & Yeung, (2008); Parasuraman et al. (1988).
2.	The company physical facilities are visually appealing (e.g., Design of the stores)	
3.	The company has efficiency customer service staff	
4.	Company staff are well-dressed and appear neat.	
5.	I find the operating hours of the company convenient.	
6.	The company provides all services related to the products and the method of use and features	
7.	When I have problems, The company takes corrective action without delay.	
8.	The Company keeps its records accurately.	
9.	Company staff providing me with the services from the first time.	
10.	Company staff providing the appropriate service in a timely manner	
11.	The company's services are related to a specific timetable	
12.	Company customer service staff are willing to respond to my requests promptly	
13.	Company staff are always willing to introduce the services and help me.	
14.	Company staff are always ready to introduce the services.	
15.	The company customer service staff are polite.	
16.	Company staff are enhancing trust with you.	
17.	Company staff have a high degree of credibility in maintaining the confidentiality of customer data	
18.	Company staff have knowledge and skills.	
19.	The company cares to customer satisfaction for their performance	
20.	Company staff listens to you and trying to solve your problems.	
21.	Company staff puts customer service in the priorities.	
22.	Company staff offer special dealing to you during introducing the services.	
23.	Company staff are understanding your needs properly.	

Product Quality		
1.	The company provides me with a wide selection of products types	Yuen, E. F., & Chan, S. S. (2010)
2.	The company provides me with a wide selection of Brands	
3.	The Products of The company are functional	
4.	The Products of The company are stylish	
5.	The products of The company are innovative	
6.	The Products of the company have an appealing appearance	
7.	the company provides a high quality of product	
8.	The Products of the company have high durability	
9.	The products of the company is guarantee.	
Price		
1.	The prices charged by The company are reasonable	(Cheng <i>et al.</i> (2008)&Peng and Wang(2006); Cheng <i>et al.</i> (2008))
2.	The company products are value-for-money.	
3.	The company took effective ways to help customers know its pricing policies of products and Services	
4.	The pricing policies of products and services from The company are attractive	
5.	The company is offering flexible pricing for various services that meet customers' needs	
6.	I will continue to stay with The company products unless the price is significantly higher for the same products.	
Corporate image		
1.	I consider that Bashir Siksikcompany reputation is high.	(Aydin and Özer (2005); Grönroos (2000); Ravald and Grönroos (1996); Cheng <i>et al.</i> (2008))
2.	I have a good feeling about The company social responsibility	
3.	The company delivered a good brand image to its customers	
4.	I believe that The company has a better image than it's competitors	
Communication		
1.	Company employees often hold personal conversations with you.	(Seo <i>et al.</i> (2011))
2.	Company employees are using multiple means of communication to contact you.	
3.	Company employees always listen to my suggestions	
4.	The company employees keep me informed of new products	
Satisfaction		
1.	I am satisfied with the overall service quality offered by the company	(Mouri (2005); Oliver (1997); Fornel (1992); Aydin and Özer (2005); Grönroos (2000); Ravald and Grönroos (1996); Cheng <i>et al.</i> (2008))
2.	I am satisfied with the overall product quality offered by the company	
3.	I am satisfied with the overall product price offered by the company	
4.	I believe that I did the right thing when I choose The company	

5.	I am comfortable about the relationship with the company	
6.	Overall, I am satisfied with the Company	
Loyalty		
1.	I intend to continue purchasing from the company for a long time.	(Aydin and Özer, (2005); Wulf et al. (2001); Morgan and Hunt (1994); etc)
2.	Even if another competitor price is lower, I will stay on using this supplier	
3.	I am willing to say positive things about The company to other people	
4.	I will encourage friends, relatives and consumers to use the products offered by The company	
5.	To me, this Company clearly is able to provide the best services and products	
Market Sahre		
1.	The company has the large market share.	(Mansour, 2011)
2.	The company maintain it's customers and market share.	
3.	The company usually attract new customers.	
4.	The company keeps on the volume of transactions (purchases) with the companies.	
5.	Your deal size (purchasing) from the company has been increasing steadily.	
6.	I'm keeping my deals with the company and seek to increase it.	

4.5 Data Measurement

In order to be able to select the appropriate method of analysis, the level of measurement must be understood. For each type of measurement, there is/are an appropriate method/s that can be applied and not others. In this research, Likart Scale were used. All items were measured using seven-point anchored by 1 = strongly disagree and 7 = strongly agree as show in table (4-3).

Table (4-3) Likert Scale

Item	<i>Strongly agree</i>	<i>Agree</i>	<i>View agree</i>	<i>Do not Know</i>	<i>View disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
Scale	7	6	5	4	3	2	1

Test of Normality

The One-Sample Kolmogorov-Smirnov test procedure compares the observed cumulative distribution function for a variable with a specified theoretical distribution, which may be normal, uniform, Poisson, or exponential. The Kolmogorov-Smirnov Z is computed from the largest difference (in absolute value) between the observed and theoretical cumulative distribution functions. This goodness-of-fit test tests whether the observations could reasonably have come from the specified distribution. Many parametric tests require normally distributed variables. The one-sample Kolmogorov-Smirnov test can be used to test that a variable of interest is normally distributed (Henry, C. and Thode, Jr., 2002).

Table (4-4) shows the results for Kolmogorov-Smirnov test of normality. From Table (4-4), the p-value for each variable is greater than 0.05 level of significance, then the distributions for these variables are normally distributed. Consequently, parametric tests should be used to perform the statistical data analysis.

Table (4-4): Kolmogorov-Smirnov test

Field	Kolmogorov-Smirnov	
	Statistic	P-value
Service Quality	0.748	0.630
Product Quality	1.231	0.097
Price	0.780	0.578
Brand image	0.846	0.471
Communication	0.863	0.445
Relationship Marketing	0.705	0.703
Satisfaction	0.942	0.337
Loyalty	1.319	0.062
Market Sahre	0.869	0.437
Success	1.233	0.096
All items of the questionnaire	0.821	0.510

Statistical analysis Tools

The researcher used quantitative data analysis method. The Data analysis made utilizing (SPSS 22). The researcher utilize the following statistical tools:

1. Kolmogorov-Smirnov test of normality.

2. Pearson correlation coefficient for Validity.
3. Cronbach's Alpha for Reliability Statistics.
4. Frequency and Descriptive analysis.
5. Parametric Tests (One-sample T test, Analysis of Variance).

T-test is used to determine if the mean of an item is significantly different from a hypothesized value of 4 (Middle value of Likert scale). If the P-value (Sig.) is smaller than or equal to the level of significance, $\alpha = 0.05$, then the mean of a item is significantly different from a hypothesized value of 4. The sign of the test value indicates whether the mean is significantly greater or smaller than hypothesized value of 4. On the other hand, if the P-value (Sig.) is greater than the level of significance $\alpha = 0.05$, then the mean an item is insignificantly different from a hypothesized value of 4.

The One- Way Analysis of Variance (ANOVA) is used to examine if there is a statistical significant difference between several means among the respondents toward customer relationship marketing(service quality, price, product quality and effective communication) related to the success of companies due to personal information's (Qualification, Age and Place).

4.6 Pilot Study

A pilot study for the questionnaire was conducted before collecting the results of the sample. The sample consisted of 40 respondents from the study population. It provided a trial run for the questionnaire, which involves testing the wordings of question, identifying ambiguous questions, testing the techniques that used to collect data, and measuring the effectiveness of standard invitation to respondents .

4.7 Validity of Questionnaire

Validity refers to the degree to which an instrument measures what it is supposed to be measuring. Validity has a number of different aspects and assessment approaches. Statistical validity is used to evaluate instrument validity, which include internal validity and structure validity.

First: Content Validity of the Questionnaire:

Content validity test was conducted by consulting 7 experts (Appendix C). The experts were requested to evaluate and identify whether the questions agreed with the scope of the items and the extent to which these items reflect the concept of the research problem. Also, to evaluate that the instrument used is valid statistically and that the questionnaire was designed well enough to provide relations and tests between variables. The experts did agree that the questionnaire was valid and suitable enough to measure the concept of interest with some simple modifications.

Second: Statistical Validity of the Questionnaire:**(A)- Internal Validity**

Internal validity of the questionnaire is the first statistical test that used to test the validity of the questionnaire. It is measured by a scouting sample, which consisted of 40 questionnaires through measuring the correlation coefficients between each item in one field and the whole field.

Table (4-5) clarifies the correlation coefficient for each item of the " Service Quality ". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to measure what it was set for.

Table 4-5: Correlation coefficient of each item of " Service Quality "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1)	The company has up-to-date equipment (e.g., Modem)	.693	0.000*
2)	The company physical facilities are visually appealing (e.g., Design of the stores)	.465	0.001*
3)	The company has customer service staff efficiency	.653	0.000*
4)	Company staff are well-dressed and appear neat.	.402	0.005*
5)	I find the operating hours of the company convenient.	.471	0.001*
6)	The company provides all services	.588	0.000*

	related to the products and the method of use and features		
7)	When I have problems, the company takes corrective action without delay.	.612	0.000*
8)	The Company keeps its records accurately.	.659	0.000*
9)	Company staff providing me with the services from the first time.	.735	0.000*
10)	Company staff providing the appropriate service in a timely manner	.585	0.000*
11)	The company's services are related to a specific timetable	.662	0.000*
12)	Company customer service staff are willing to respond to my requests promptly	.642	0.000*
13)	Company staff are always willing to introduce the services and help me.	.702	0.000*
14)	Company staff are always ready to introduce the services.	.630	0.000*
15)	Company customer service staff are polite.	.655	0.000*
16)	Company staff are enhancing trust with you.	.663	0.000*
17)	Company staff have a high degree of credibility in maintaining the confidentiality of customer data	.679	0.000*
18)	Company staff have knowledge and skills.	.795	0.000*
19)	The company cares to customer satisfaction for their performance	.692	0.000*
20)	Company staff listens to you and trying to solve your problems.	.787	0.000*
21)	Company staff puts customer service in the priorities.	.753	0.000*
22)	Company staff offer special dealing to you during introducing the services.	.773	0.000*
23)	Company staff are understanding your needs properly.	.537	0.000*

* Correlation is significant at the 0.05 level

Table (4-6) clarifies the correlation coefficient for each item of the " Product Quality ". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table 4-6: Correlation coefficient of each item of " Product Quality "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	The company provides me with a wide selection of products types	.266	0.048*
2.	The company provides me with a wide selection of Brands	.453	0.002*
3.	The Products of The company are functional	.805	0.000*
4.	The Products of The company are stylish	.518	0.000*
5.	The products of The company are innovative	.480	0.001*
6.	The Products of the company have an appealing appearance	.472	0.001*
7.	the company provides a high quality of product	.579	0.000*
8.	The Products of the company have high durability	.568	0.000*
9.	The products of the company is guarantee.	.485	0.001*

* Correlation is significant at the 0.05 level

Table (4-7) clarifies the correlation coefficient for each item of the " Price ". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table 4-7 : Correlation coefficient of each item of " Price "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	The prices charged by the company are reasonable	.632	0.000*
2.	The company products are value-for-money.	.829	0.000*
3.	The company took effective ways to help customers know its pricing policies of products and Services	.705	0.000*
4.	The pricing policies of products and services from the company are attractive	.889	0.000*
5.	The company is offering flexible pricing for various services that meet customers' needs	.792	0.000*
6.	I will continue to stay with company products unless the price is significantly higher for the same products.	.791	0.000*

* Correlation is significant at the 0.05 level

Table (4-8) clarifies the correlation coefficient for each item of the " Brand image ". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table 4-8 : Correlation coefficient of each item of " Brand image "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I consider that company reputation is high.	.821	0.000*
2.	I have a good feeling about Bashir Siksik company social responsibility	.872	0.000*
3.	The company delivered a good brand image to its customers	.712	0.000*
4.	I believe that Bashir Siksik Company has a better image than it's competitors	.821	0.000*

* Correlation is significant at the 0.05 level

Table (4-9) clarifies the correlation coefficient for each item of the "Communication". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table 4-9 : Correlation coefficient of each item of " Communication "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	Company employees often hold personal conversations with you.	.903	0.000*
2.	Company employees are using multiple means of communication to contact you.	.909	0.000*
3.	Company employees always listen to my suggestions	.881	0.000*
4.	Company employees keep me informed of new products	.806	0.000*

* Correlation is significant at the 0.05 level

Table (4-10) clarifies the correlation coefficient for each item of the "Satisfaction". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table 4-10 : Correlation coefficient of each item of " Satisfaction "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I am satisfied with the overall service quality offered by the company	.820	0.000*
2.	I am satisfied with the overall product quality offered by the company	.826	0.000*
3.	I am satisfied with the overall product price offered by the company	.665	0.000*
4.	I believe that I did the right thing when I choose Bashir Siksik Company	.865	0.000*
5.	I am comfortable about the relationship with the company	.906	0.000*
6.	Overall, I am satisfied with the Company	.898	0.000*

* Correlation is significant at the 0.05 level

Table (4-11) clarifies the correlation coefficient for each item of the " Loyalty ". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table 4-11 : Correlation coefficient of each item of " Loyalty "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I intend to continue purchasing from the company for a long time.	.893	0.000*
2.	Even if another competitor price is lower, I will stay on using this supplier	.721	0.000*
3.	I am willing to say positive things about the company to other people	.846	0.000*
4.	I will encourage friends, relatives and consumers to use the products offered by the company	.842	0.000*
5.	To me, this company clearly is able to provide the best services and products	.817	0.000*

* Correlation is significant at the 0.05 level

Table (4-12) clarifies the correlation coefficient for each item of the " Market Share ". The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table 4-12 : Correlation coefficient of each item of " Market Share "

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	The company has the large market share.	.606	0.000*
2.	The company maintain it's customers and market share.	.749	0.000*
3.	The company usually attract new customers.	.705	0.000*
4.	The company keeps on the volume of transactions (purchases) with the companies.	.798	0.000*
5.	Your deal size (purchasing) from the company has been increasing steadily.	.837	0.000*
6.	I'm keeping my deals with the company and seek to increase it.	.805	0.000*

* Correlation is significant at the 0.05 level

(B)- Structure Validity of the Questionnaire

Structure validity is the second statistical test that used to test the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire. It measures the correlation coefficient between one field and all the fields of the questionnaire that have the same level of liker scale.

Table (4-13) clarifies the correlation coefficient for each field and the whole questionnaire. The p-values (Sig.) are less than 0.05, so the correlation coefficients of all the fields are significant at $\alpha = 0.05$, so it can be said that the fields are valid to be measured what it was set for to achieve the main aim of the study.

Table 4-13: Correlation coefficient of each field and the whole of questionnaire

No.	Field	Pearson Correlation Coefficient	P-Value (Sig.)
1.	Service quality	.929	0.000*
2.	Product quality	.752	0.000*
3.	Price	.815	0.000*
4.	Brand image	.795	0.000*
5.	Communication	.703	0.000*
	Relationship marketing	.984	0.000*
1.	Satisfaction	.958	0.000*
2.	Loyalty	.951	0.000*
3.	Market sahre	.935	0.000*
	Success	.919	0.000*

* Correlation is significant at the 0.05 level

4.7 Reliability of the Research

The reliability of an instrument is the degree of consistency which measures the attribute; it is supposed to be measuring (George and Mallery,2006). The less variation an instrument produces in repeated measurements of an attribute, the higher its reliability. Reliability can be equated with the stability, consistency, or dependability of a measuring tool. The test is repeated to the same sample of people on two occasions and then compares the scores obtained by computing a reliability coefficient (George and Mallery P ,2006). To insure the reliability of the questionnaire, Cronbach's Coefficient Alpha should be applied.

4.8 Cronbach's Coefficient Alpha

Cronbach's alpha (George D. & Mallery P, 2006) is designed as a measure of internal consistency, that is, do all items within the instrument measure the same thing? The normal range of Cronbach's coefficient alpha value between 0.0 and + 1.0, and the higher values reflects a higher degree of internal consistency. The Cronbach's coefficient alpha was calculated for each field of the questionnaire.

Table (4-14) shows the values of Cronbach's Alpha for each variable of the questionnaire. For the fields, values of Cronbach's Alpha were in the range from 0.812 and 0.949. This range is considered high; the result ensures the reliability of each field of the questionnaire. Cronbach's Alpha equals 0.947 for the entire questionnaire which indicates an excellent reliability of the entire questionnaire.

Table 4-14: Cronbach's Alpha for each field of the questionnaire

No.	Field	Cronbach's Alpha
1.	Service Quality	0.933
2.	Product Quality	0.834
3.	Price	0.857
4.	Brand image	0.812
5.	Communication	0.895
	Critical Factors	0.908
1.	Satisfaction	0.902
2.	Loyalty	0.856
3.	Market Share	0.840
	Success	0.949
	All items of the questionnaire	0.947

Thereby, it can be said that the researcher proved that the questionnaire was valid, reliable, and ready for distribution for the population sample.

4.9 Conclusion:

This chapter presented a description of the research methodology that is followed in the implementation of the field study through identifying different ways and tools used in the completion of this study. It also contains a description of the study population and sampling that is considered a comprehensive survey of the all population.

Finally, the chapter addressed the questionnaire preparation and testing its validity besides; it presents the statistical methods used in the analysis of results. All this is to examine the customer relationship marketing variables and success firm indicators.

Chapter 5

Data Analysis and

Discussion

5.1 Introduction

This chapter includes detailed description of the findings resulted from applying the statistical tests on the collected data from the questionnaires and discussion of the results with explanations for the meaning of these results. Also, it provides a clear idea about the respondents' demographic data, and provides the variance explained with SPSS tools. The collected data of the respondents presented and the findings will be described and discussed in three main parts:

The first part will tackle the analysis of the demographic information of the questionnaire respondents. The second part will apply the statistical tests indicated in section 4.8: (Statistical Analysis on the collected data from questionnaire respondents). The overall results will be compared with the previous studies results. The third part will testify the study hypothesis. The findings of this test will be discussed and compared with previous studies results

5.2 Part I: Respondents Characteristics

In this section, the researcher describes and analyzes the respondent's personal characteristics (gender, social status, age, place, qualifications). Each one of them is described and analyzed separately.

The frequency and percentage for each variable is listed according to the survey categories. The following table describes three results:

5.2.1 Qualification

Table (5-1) shows that 13.7% of the sample didn't completed their secondary school, 40.3% of the sample are high school holders, 21.8% of the sample are diploma holders, 22.6% of the sample are bachelor holders and 1.6% of the sample are graduate holders .

As shown, most of business customers are not well-educated, because this type of work is vocational.

Table (5-1): Qualification

Qualification	Frequency	Percent
Less than high school	17	13.7
High school	50	40.3
Diploma	27	21.8
Bachelor	28	22.6
Graduate	2	1.6
Total	124	100.0

5.2.2 Age

Table (5-2) shows that 7.3% of the sample are Less than 25 years, 30.6% of the sample are of 25 to less 35 years and 35 to less 45 years, 23.4% of the sample are of 45 to less 55 years and 8.1% of the sample are of more than 55 years.

As shown 61.2% of customers ages are restricted between 25-45, because this work needs to have good bodies.

Table (5-2): Age

Age	Frequency	Percent
Less than 25	9	7.3
25 to less 35	38	30.6
35 to less 45	38	30.6
45 to less 55	29	23.4
More than 55	10	8.1
Total	124	100.0

5.2.3 Gender

As shown in Table (5-3), the percentage of gender group from male which is equal to 124 (100%). There are no females, because the culture of women's work in Gaza is desirable.

Table (5-3): Gender

Gender	Frequency	Percent
Male	124	100.0
Female	0	0
Total	124	100.0

5.2.4 Marital Status

As shown in Table (5-4), the percentage of Marital Status group from single which is equal to 8 (6.5%) by the Marital Status group from married is equal to 116 (93.5%).

Table (5-4):Marital Status

	Frequency	Percent
Married	116	93.5
Single	8	6.5
Total	124	100.0

5.2.5 Place

Table (5-5) shows that 16.9% of the sample live in North area, 21.8% live in Gaza, 21.8% live in Middle area, 21.0% live in Khanyounes and 12.9% of the sample live in Rafah.

As shown, the rate of the sample is distributed equally among Gaza governorates, because there is a success opportunity in each governorate.

These results agree with the research conducted by Yonggui & Hing (2004) about customer value in China, their study concluded the majority of the business are usually located in locations where there is business opportunity.

Table (5-5):Place

Place	Frequency	Percent
North area	21	16.9
Gaza	27	21.8
Middle area	34	27.4
Khanyounes	26	21.0
Rafah	16	12.9
Total	124	100.0

5.3 Part II: Descriptive Analysis for Relationship Marketing Fields

In this section, the researcher describes the collected data from the second part of questionnaire. These findings will be discussed and interpreted to provide an overview of responses and increase the understanding of study variables. Moreover, the findings will be compared to the previous studies findings identifying the differences and similarities and explain the reasons for each field's.

Customer relationship marketing(service quality, product quality, price, corporate image, and effective communication).

5.3.1 First Field (Service Quality)

❖ Tangibles

Table (5-6) shows that descriptive analysis of Tangibles

The mean of item #4 “Company staff are well-dressed and appear neat” equals 6.10 (87.21%), Test-value = 20.08, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #2 “The company physical facilities are visually appealing (e.g., Design of the stores)” equals 5.38 (76.84%), Test-value = 12.45, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Tangibles” equals 5.58 (83.61%), Test-value = 16.81, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Service Quality ”.

As shown in Table (5-6) all tangibles items illustrates that the company chooses its marketing staff carefully and its care about its appearance.

Table (5-6): Means and Test values for “Tangibles”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Tangibles							
1.	Company has up-to-date equipment (e.g., Modem)	5.90	1.30	84.33	16.34	0.000*	3
2.	The company physical facilities are visually appealing (e.g., Design of the stores)	5.38	1.23	76.84	12.45	0.000*	4
3.	The company has customer service staff efficiency	6.02	1.23	86.06	18.38	0.000*	2
4.	Company staff are well-dressed and appear neat.	6.10	1.17	87.21	20.08	0.000*	1
All tangibles items		5.58	1.23	83.61	16.81	0.000*	

* The mean is significantly different from 4

❖ Reliability

Table (5-7) shows that descriptive analysis of Reliability

The mean of item #4 “The Company keeps its records accurately” equals 6.32 (90.32%), Test-value = 27.46, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #3 “When I have problems, the company takes corrective action without delay” equals 5.45 (77.88%), Test-value = 10.74, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Reliability” equals 5.68 (81.15%), Test-value = 14.88, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Service Quality”.

As shown in Table (5-7) Reliability item No. 4 (the company keeps its records accurately) gets the highest mean, which explains the proficiency of marketing staff in accounting department, the rest of reliability items need for improvement.

Table (5-7): Means and Test values for “Reliability”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Reliability							
1.	I find the operating hours of the company convenient.	5.52	1.45	78.92	11.74	0.000*	3
2.	The company provides all services related to the products and the method of use and features	5.45	1.39	77.88	11.65	0.000*	4
3.	When I have problems, the company takes corrective action without delay.	5.45	1.51	77.88	10.74	0.000*	4
4.	The Company keeps its records accurately.	6.32	0.94	90.32	27.46	0.000*	1
5.	Company staff providing me with the services from the first time.	5.65	1.44	80.76	12.81	0.000*	2
All reliability items		5.68	1.35	81.15	14.88	0.000*	

* The mean is significantly different from 4

❖ Responsiveness

Table (5-8) shows that descriptive analysis of Responsiveness

The mean of item #2 “The company's services are related to a specific timetable” equals 5.87 (83.87%), Test-value = 16.26, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the

mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #3 “Company customer service staff are willing to respond to my requests promptly” equals 5.35 (76.50%), Test-value = 9.75, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Responsiveness” equals 5.58 (79.77%), Test-value = 12.52, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Service Quality”.

As shown in Table (5-8) responsiveness items are good, but need for improvement and the company should take care more and more of its customer responsiveness.

Table (5-8): Means and Test values for “Responsiveness”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Responsiveness							
1.	Company staff providing the appropriate service in a timely manner	5.53	1.34	79.03	12.73	0.000*	3
2.	The company's services are related to a specific timetable	5.87	1.28	83.87	16.26	0.000*	1
3.	Company customer service staff are willing to respond to my requests promptly	5.35	1.55	76.50	9.75	0.000*	5
4.	Company staff are always willing to introduce the services and help me.	5.66	1.39	80.88	13.31	0.000*	2
5.	Company staff are always ready to introduce the services.	5.50	1.58	78.57	10.54	0.000*	4
All Responsiveness items		5.58	1.43	79.77	12.52	0.000*	

* The mean is significantly different from 4

❖ Assurance

Table (5-9) shows that descriptive analysis of Assurance

The mean of item #1 “Company customer service staff are polite” equals 6.02 (86.06%), Test-value = 18.09, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #4 “Company staff have knowledge and skills” equals 5.64 (80.53%), Test-value = 14.06, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

Table (5-9): Means and Test values for “Assurance”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Assurance							
1.	Company customer service staff are polite.	6.02	1.25	86.06	18.09	0.000*	1
2.	Company staff are enhancing trust with you.	5.81	1.28	82.95	15.72	0.000*	2
3.	Company staff have a high degree of credibility in maintaining the confidentiality of customer data	5.76	1.38	82.26	14.23	0.000*	3
4.	Company staff have knowledge and skills.	5.64	1.30	80.53	14.06	0.000*	4
All Assurance items		5.81	1.30	82.95	15.53	0.000*	

* The mean is significantly different from 4

The mean of the field “Assurance” equals 5.81 (82.95%), Test-value = 15.53, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the

hypothesized value of 4. The researcher concludes that the respondents agreed to field of "Service Quality".

As shown in table (5-9) all assurance items are very good, and the company should keeps on this records and enhance it.

❖ Empathy

Table (5-10) shows that descriptive analysis of Empahty

The mean of item #5 "Company staff are understanding your needs properly" equals 5.77 (82.49%), Test-value = 15.74, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #3 "Company staff puts customer service in the priorities" equals 5.48 (78.23%), Test-value = 10.80, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field "Empathy" equals 5.61 (80.16%), Test-value = 13.18, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of "Service Quality".

As shown in Table (5-10) empathy results are possitive, and the company should shows more empathy and responsibility towards its customers.

Table (5-10): Means and Test values for “Empathy”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Empathy							
1.	The company cares to customer satisfaction for their performance	5.64	1.35	80.53	13.49	0.000*	3
2.	Company staff listens to you and trying to solve your problems.	5.48	1.45	78.23	11.37	0.000*	4
3.	Company staff puts customer service in the priorities.	5.48	1.52	78.23	10.80	0.000*	4
4.	Company staff offer special dealing to you during introducing the services.	5.69	1.30	81.34	14.49	0.000*	2
5.	Company staff are understanding your needs properly.	5.77	1.25	82.49	15.74	0.000*	1
All Empathy items		5.61	1.37	80.16	13.18	0.000*	

* The mean is significantly different from 4

Service Quality Field

As shown in table (5-11) Assurance has the highest mean (5.81) of service quality, then Reliability, Empathy, Tangability and Responsiveness (Consecutive).

Table (5-11): Means and Test values for “Service Quality”

	Item	Mean	S.D	Proportional mean	Test value	P-value (Sig.)	Rank
1.	Tangibles	5.58	1.23	83.61	16.81	0.000*	4
2.	Reliability	5.68	1.35	81.15	14.88	0.000*	2
3.	Responsiveness	5.58	1.43	79.77	12.52	0.000*	5
4.	Assurance	5.81	1.30	82.95	15.53	0.000*	1
5.	Empathy	5.61	1.37	80.16	13.18	0.000*	3
All Items of Service Quality Field		5.70	0.93	81.38	20.23	0.000*	

* The mean is significantly different from 4

5.3.2 Second Field (Product Quality)

Table (5-12) shows that descriptive analysis of product quality

The mean of item #3 “The Products of The company are functional” equals 6.35 (90.67%), Test-value = 4.70 and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #9 “The products of the company is guarantee” equals 5.44 (77.65%), Test-value = 10.62, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Product Quality” equals 5.95 (84.96%), Test-value = 19.07, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Product Quality”.

As shown in table (5-12) the items no. 3, 4, 6 (the products of the company are functional" & " the products of the company are stylish" & " the products of the company have an appealing appearance) the best in this field according the view point of business customers, this mean the products of the company are contemporary and effective. In the other hand, the items no. 9, 8 (The products of the company is guarantee, The Products of the company have high durability) need to enhance. This is because Gaza community are not able to buy products with high quality because it is expensive, almost they buy products with moderate quality and reasonable price.

Table (5-12): Means and Test values for “Product Quality”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	The company provides me with a wide selection of products types	6.04	1.23	86.29	18.54	0.000*	4
2.	The company provides me with a wide selection of Brands	5.85	1.09	83.64	18.87	0.000*	7
3.	The Products of The company are functional	6.35	5.56	90.67	4.70	0.000*	1
4.	The Products of The company are stylish	6.16	1.16	88.02	20.79	0.000*	2
5.	The products of The company are innovative	5.88	1.12	83.99	18.75	0.000*	6
6.	The Products of the company have an appealing appearance	6.07	1.09	86.75	21.16	0.000*	3
7.	the company provides a high quality of product	6.02	1.13	85.94	19.94	0.000*	5
8.	The Products of the company have high durability	5.72	1.40	81.68	13.66	0.000*	8
9.	The products of the company is guarantee.	5.44	1.50	77.65	10.62	0.000*	9
	All items of the field	5.95	1.14	84.96	19.07	0.000*	

* The mean is significantly different from 4

5.3.3 Third Field (Price)

Table (5-13) shows that descriptive analysis of price

The mean of item #2 “Bashir Siksik company products are value-for-money” equals 5.35 (76.38%), Test-value = 10.12, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #6 “I will continue to stay with Bashir Siksik company products unless the price is significantly higher for the same products” equals 5.02 (71.66%), Test-value = 6.32, and P-value = 0.000 which is smaller than the level of

significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field "Price" equals 5.19 (74.17%), Test-value = 10.28, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of "Price".

As shown in table (5-13) all items are close and the mean confined between 5.35 – 5.02, but the highest one is the item no. 2 (company products are value-for-money), that explains the relevance between product quality and price. On the other hand, item no. 6 (I will continue to stay with the company products unless the price is significantly higher for the same products) is the lowest one, that explains the price sensitivity of Gaza society.

Table (5-13): Means and Test values for "Price"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	The prices charged by Bashir Siksik company are reasonable	5.14	1.42	73.39	8.91	0.000*	5
2.	Bashir Siksik company products are value-for-money.	5.35	1.48	76.38	10.12	0.000*	1
3.	Bashir Siksik company took effective ways to help customers know its pricing policies of products and Services	5.25	1.49	75.00	9.34	0.000*	2
4.	The pricing policies of products and services from Bashir Siksik Company are attractive	5.17	1.57	73.85	8.29	0.000*	4
5.	Bashir Siksik company is offering flexible pricing for various services that meet customers' needs	5.23	1.60	74.77	8.60	0.000*	3
6.	I will continue to stay with Bashir Siksik company products unless the price is significantly higher for the same products.	5.02	1.79	71.66	6.32	0.000*	6
	All items of the field	5.19	1.29	74.17	10.28	0.000*	

* The mean is significantly different from 4

5.3.4 Fourth Field (Corporate Image)

Table (5-14) shows that descriptive analysis of corporate image

The mean of item #1 “I consider that Bashir Siksik company reputation is high” equals 6.06 (86.64%), Test-value = 16.83, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #2 “I have a good feeling about Bashir Siksik company social responsibility” equals 5.54 (79.15%), Test-value = 12.11, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Brand image” equals 5.87 (83.90%), Test-value = 18.25, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Brand image”.

As shown in table (5-14) all items mean are close and confined between 6.06 – 5.54, but the items no. 1, 4 (I consider that company reputation is high, I believe that company has a better image than its competitors) have the highest mean (6.06), this explains that the company had a good reputation and image. On the other hand, item no. 4 (I have a good feeling about the company social responsibility) is the lowest one, that explains the company social responsibility is not clear for the customers or need to enhance.

Table (5-14): Means and Test values for “corporate image”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I consider that the company reputation is high.	6.06	1.37	86.64	16.83	0.000*	1
2.	I have a good feeling about the company social responsibility	5.54	1.42	79.15	12.11	0.000*	4
3.	the company delivered a good brand image to its customers	5.83	1.30	83.29	15.70	0.000*	3
4.	I believe that the company has a better image than it's competitors	6.06	1.23	86.52	18.69	0.000*	2
	All items of the field	5.87	1.14	83.90	18.25	0.000*	

* The mean is significantly different from 4

5.3.5 Fifth Field (Communication)

Table (5-15) shows that descriptive analysis of communication:

The mean of item #4 “Bashir Siksik Company employees keep me informed of new products” equals 5.74 (82.03%), Test-value = 13.61, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #2 “Company employees are using multiple means of communication to contact you” equals 5.11 (73.04%), Test-value = 7.70, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Communication” equals 5.43 (77.59%), Test-value = 11.73, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The

sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of "Communication".

As shown in table (5-15) all items mean are close and confined between 5.74 – 5.11, but item no. 1 (the company employees keep me informed of new products) has the highest mean (5.74), that explains the company had a good marketing for its products, and good communications with customers. Meanwhile the item no. 2 (Company employees are using multiple means of communication to contact you) is the lowest one, that's because the company is using two ways for contact with their customers: 1) by its marketers when they visit them, 2) by telephone. So the company needs to use more variety methods to communicate with their customers.

Table (5-15): Means and Test values for "Communication"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	Company employees often hold personal conversations with you.	5.48	1.58	78.34	10.46	0.000*	2
2.	Company employees are using multiple means of communication to contact you.	5.11	1.61	73.04	7.70	0.000*	4
3.	Company employees always listen to my suggestions	5.39	1.65	76.96	9.35	0.000*	3
4.	Bashir Siksik Company employees keep me informed of new products	5.74	1.42	82.03	13.61	0.000*	1
	All items of the field	5.43	1.36	77.59	11.73	0.000*	

* The mean is significantly different from 4

Descriptive analysis of all dimensions of customer relationship marketing (service quality, price, product quality, and effective communication)

Table (5-16) shows the mean of all items equals 5.67 (81.03%), Test-value =19.74 and P-value =0.000 which is smaller than the level of significance $\alpha = 0.05$. The mean of all items is significantly different from the hypothesized value of 4. The

researcher concludes that the respondents agree to all items of customer relationship marketing(service quality, price, product quality, and effective communication).

As shown in Table (5-16) all items of customer relationship marketing have a mean more than (4) and it's confined between 5.95 - 5.19. the highest one is the product quality with a mean 5.95, and the lowest one is the price with a mean 5.19.

Table (5-16): Means and Test values for " customer relationship marketing(service quality, price, product quality, and effective communication)"

Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Service Quality	5.70	0.93	81.38	20.23	0.000*	3
Product Quality	5.95	1.14	84.96	19.07	0.000*	1
Price	5.19	1.29	74.17	10.28	0.000*	5
Brand image	5.87	1.14	83.90	18.25	0.000*	2
Communication	5.43	1.36	77.59	11.73	0.000*	4
All dimensions of customer relationship marketing(service quality, price, product quality, and effective communication)	5.67	0.94	81.03	19.74	0.000*	

*The mean is significantly different from 4

The success at the company through (Customer Satisfaction, Loyalty and Market Share).

5.3.6 Sixth Field (Satisfaction)

Table (5-17) shows that descriptive analysis of satisfaction

The mean of item #4 “I believe that I did the right thing when I choose Bashir Siksik Company” equals 5.85 (83.64%), Test-value = 16.65, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #3 “I believe that I did the right thing when I choose Bashir Siksik Company” equals 5.30 (75.69%), Test-value = 8.99, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Satisfaction” equals 5.71 (81.57%), Test-value = 16.50, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Satisfaction”.

As shown in table (5-17) all items mean are close and confined between 5.85 – 5.30, but the highest items are no. 1,2 (I believe that I did the right thing when I choose Bashir Siksik Company, Overall I am satisfied with the Company), that explains the company customers are satisfied, and the company have a good relationship marketing with their customers. Meanwhile the item no. 3 (I am satisfied with the overall product price offered by the company) is the lowest one, that explains the price sensitivity in Gaza society.

Table (5-17): Means and Test values for “Satisfaction”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I am satisfied with the overall service quality offered by the company	5.75	1.32	82.14	14.80	0.000*	5
2.	I am satisfied with the overall product quality offered by the company	5.76	1.19	82.26	16.52	0.000*	4
3.	I am satisfied with the overall product price offered by the company	5.30	1.61	75.69	8.99	0.000*	6
4.	I believe that I did the right thing when I choose Bashir Siksik Company	5.85	1.24	83.64	16.65	0.000*	1
5.	I am comfortable about the relationship with the company	5.79	1.29	82.72	15.46	0.000*	3
6.	Overall, I am satisfied with the Company	5.81	1.38	82.95	14.54	0.000*	2
	All items of the field	5.71	1.15	81.57	16.50	0.000*	

* The mean is significantly different from 4

5.3.7 Seventh Field (Loyalty)

Table (5-18) shows that descriptive analysis of loyalty

The mean of item #5 “To me, this Company clearly is able to provide the best services and products” equals 5.93 (84.68%), Test-value = 17.82, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #2 “Even if another competitor price is lower, I will stay on using this supplier” equals 4.87 (69.59%), Test-value = 4.99, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Loyalty” equals 5.57 (79.54%), Test-value = 13.28, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Loyalty”.

As shown in table (5-18) all items mean confined between 5.93 – 4.87, the items no. 5, 4 (to me, this Company clearly is able to provide the best services and products, I will encourage friends, relatives and consumers to use the products offered by Bashir Siksik company) have the highest mean, that explains the company customers are convinced that the products and services of the company are the best in the market. On the other hand, the item no. 2 (even if another competitor price is lower, I will stay on using this supplier) is the lowest one, that explains the same results above about the price sensitivity in Gaza society, and needs to maintain price stability or reduce it to retain their customers and attract new one.

Table (5-18): Means and Test values for “Loyalty”

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
1.	I intend to continue purchasing from the company for a long time.	5.67	1.54	80.99	12.04	0.000*	3
2.	Even if another competitor price is lower, I will stay on using this supplier	4.87	1.94	69.59	4.99	0.000*	5
3.	I am willing to say positive things about Bashir Siksik Company to other people	5.66	1.42	80.88	13.03	0.000*	4
4.	I will encourage friends, relatives and consumers to use the products offered by Bashir Siksik company	5.71	1.54	81.57	12.32	0.000*	2
5.	To me, this Company clearly is able to provide the best services and products	5.93	1.20	84.68	17.82	0.000*	1
	All items of the field	5.57	1.31	79.54	13.28	0.000*	

* The mean is significantly different from 4

5.3.8 Eighth Field (Market Share)

Table (5-19) shows that descriptive analysis of market share

The mean of item #1 “The company has the large market share” equals 5.94 (84.91%), Test-value = 17.76, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of item #4 “The company keeps on the volume of transactions (purchases) with the companies” equals 5.59 (79.84%), Test-value = 13.29, and P-value = 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this item is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to this item.

The mean of the field “Market Share” equals 5.75 (82.12%), Test-value = 18.22, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value of 4. The researcher concludes that the respondents agreed to field of “Market Share ”.

Table (5-19): Means and Test values for “Market Share”

	Item	Mean	S.D	Proportional mean	Test value	P-value (Sig.)	Rank
1.	The company has the large market share.	5.94	1.22	84.91	17.76	0.000*	1
2.	The company maintain its customers and market share.	5.75	1.37	82.14	14.27	0.000*	3
3.	The company usually attract new customers.	5.68	1.40	81.11	13.34	0.000*	5
4.	The company keeps on the volume of transactions (purchases) with the customers.	5.59	1.33	79.84	13.29	0.000*	6
5.	Your deal size (purchasing) from the company has been increasing steadily.	5.71	1.21	81.57	15.67	0.000*	4
6.	I'm keeping my deals with the company and seek to increase it.	5.82	1.43	83.18	14.18	0.000*	2
	All items of the field	5.75	1.07	82.12	18.22	0.000*	

* The mean is significantly different from 4

As shown in table (5-19) all items mean are close and confined between 5.94 – 5.59, that explains the company has the largest market share in the market from the point view of the business customers. The items no. 1, 5 (the company has the large market share, I'm keeping my deals with the company and seek to increase it) have the highest mean, this shows that the company is the leader of the Gaza market and it has higher competitive advantages than its competitors .

Descriptive analysis of all dimensions of success (Satisfaction, Loyalty, and Market Share)":

Table (5-20) shows the mean of all items equals 5.68 (81.17%), Test-value =16.66 and P-value =0.000 which is smaller than the level of significance $\alpha = 0.05$. The mean of all items is significantly different from the hypothesized value of 4. The researcher concludes that the respondents agree to all items of the success at the company through (Customer Satisfaction, Loyalty, and Market Share).

Table (5-20): Means and Test values for " the success at the company through (Customer Satisfaction, Loyalty, and Market Share)"

Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank
Customer Satisfaction	5.71	1.15	81.57	16.50	0.000*	2
Loyalty	5.57	1.31	79.54	13.28	0.000*	3
Market Share	5.75	1.07	82.12	18.22	0.000*	1
All dimensions of the success at the company through (Customer Satisfaction, Loyalty and Market Share)	5.68	1.12	81.17	16.66	0.000*	

*The mean is significantly different from 4

As shown in table (5-20) all items mean of the success are close and confined between 5.75 – 5.57, that means the company has the largest market share, and its customers are satisfied and loyal from the point view of business customers. Meanwhile all items of success need to enhance, although it has a good result.

5.4 Part III: Hypothesis Analysis:

5.4.1 Correlation

From the correlation matrix in Table 5-21, preliminary tests of the hypotheses were implicitly performed. All the variables are positively correlated to each other at the 0.05 level. Meanwhile the correlation between communication and product quality with other variables are weaker if we look at the scale of correlation more closely. Communication with other variables is ranging from (0.525 to 0.676), and the product quality with other variables is ranging from (0.525 to 0.691), while the correlations between other pairs are at least 0.718 (Brand Image and Service quality), ranging from 0.718 to 0.857. Pair-wise correlations provide a rough view of the relationships between these different factors. To investigate the structure of the hypotheses in a more sophisticated way, it is better to fit the corresponding (multivariate) linear models by accounting for the effects of other constructs.

Table (5-21): Correlations between variables

	Service Quality	Product Quality	Price	Brand Image	Communication	Satisfaction	Loyalty	Market shar
Service Quality	1							
Product Quality	.691	1						
Price	.747	.618	1					
Brand Image	.718	.663	.772	1				
Communication	.674	.525	.599	.643	1			
Satisfaction	.775	.648	.831	.857	.676	1		
Loyalty	.731	.634	.792	.845	.641	.916	1	
Market share	.762	.641	.762	.779	.610	.872	.852	1

* Correlation is statistically significant at 0.05 level

5.4.2 Hypotheses Test

Hypotheses (H1): Customer relationship marketing affects positively and significantly customer satisfaction.

This hypothesis can be divided into the following sub-hypotheses:

- **There is a significant statistical impact at significance level ($\alpha \leq 0.05$) of customer relationship marketing on customer satisfaction.**

We use Multiple Linear Regression Model and obtain the following results:

Table (5-22) show the flowing results:

- The Multiple correlation coefficient $R = 0.909$ and $R\text{-Square} = 0.826$. This means 82.6% of the variation in customer satisfaction is explained by all independent variables together " Service Quality, Product Quality, Price, Corporate image and Communication ".

- The Analysis of Variance for the regression model. $F=112.193$, $\text{Sig.} = 0.000$, so there is a significant relationship between the dependent variable customer satisfaction and the independent variables " Service Quality, Product Quality, Price, Corporate image and Communication ".

- For the variable " Service Quality ", the $t\text{-test} = 2.313$, the $P\text{-value (Sig.)} = 0.022$, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Service Quality on customer satisfaction.

- For the variable " Product Quality ", the $t\text{-test} = 0.051$, the $P\text{-value (Sig.)} = 0.959$, which is greater than 0.05, hence this variable is statistically insignificant. then there is insignificant effect of the variable extent of Product Quality on customer satisfaction.

- For the variable " Price ", the $t\text{-test} = 4.721$, the $P\text{-value (Sig.)} = 0.000$, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Price on customer satisfaction.

- For the variable " Corporate image ", the $t\text{-test} = 6.284$, the $P\text{-value (Sig.)} = 0.000$, which is smaller than 0.05, hence this variable is statistically significant. Since the sign

of the test is positive, then there is significant positive effect of the variable extent of Corporate image on customer satisfaction.

- For the variable " Communication ", the t-test =1.827, the P-value (Sig.) =0.035, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Communication on customer satisfaction.
- In addition, based on the P-value (Sig.), the most significant independent variable is the extent of customer satisfaction by Corporate image, then Price, then Service Quality , then Communication and Product Quality.

The regression equation is:

$$\text{Customer satisfaction} = 0.077 + 0.198* (\text{Service Quality}) + 0.003* (\text{Product Quality}) + 0.284* (\text{Price}) + 0.434* (\text{Corporate image}) + 0.085* (\text{Communication})$$

The results support (H1,, H1.1, H1.3, H1.4, H1.5) and doesn't support (H1.2). Thus, results showed that (service quality, price, corporate image, and effective communication) affects positively and significantly customer satisfaction. However, product quality doesn't affects significantly customer satisfaction.

These results agree with the results of the research conducted by Feng Jr, Y., & Zhang Jr, X. (2009) which investigated the impact of relationship marketing tactics on customer satisfaction and loyalty, and found that (service quality, corporate image, price) have a significant positive relationship with customer satisfaction. The results also partially agree with (Jahanshani et al. 2014) which clarified the relationship between four variables of customer service quality, product quality, customer satisfaction, and customer loyalty. The results showed a significant positive relationship between (product quality, service quality) and customer satisfaction. Also the research conducted by Liat & Rashid (2011) which examined the hotel guests' perception of quality, and the relationship between (service quality, corporate image, satisfaction, and loyalty). The result showed a significant positive relationship between (service quality, corporate image) and customer satisfaction. The research conducted by Chiao (2001) which studied the effect of (perceived product, perceived service quality, perceived price) on customer satisfaction & loyalty. In his result (perceived product, perceived service quality, perceived price) have a significant positive effect on customer satisfaction. Also the research conducted by Peng & Wang (2006), it's examined the

customers' perceived level of impact of the various RMTs on their decision to choose service providers. The result shown that the two groups differ in their perception of the level of impact of various RMTs on their decisions to switch or stay with current service provider. The results indicate that among all five RMTs, stayers perceived service quality, value offers, reputation and marketing communication as having a higher level of impact on their decision to choose service providers, although only the effect of Service Quality is statistically significant. On the other hand, switchers perceived Price as having a higher level of impact on their decision to choose service providers. As well as the results agree with the results of the research conducted by Halimi et al.. (2011), the influence of relationship marketing tactics on customer's loyalty in B2C relationship—the role of communication and personalization. Based on the results, there are significant relationships between personalization and communication as independent variables and customers' relationship satisfaction as dependent variable.

**Table (5-22): Result of Multiple Linear Regression Analysis
impact of customer relationship marketing on customer satisfaction**

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	0.077	0.264	0.792	.909	0.826	112.193	0.000**
Service Quality	0.198	2.313	0.022*				
Product Quality	0.003	0.051	0.959				
Price	0.284	4.721	0.000*				
Corporate image	0.434	6.284	0.000*				
Communication	0.085	1.827	0.035*				

* The variable is statistically significant at 0.05 level

** The relationship is statistically significant at 0.05 level

Hypotheses (H2): Customer relationship marketing affects positively and significantly customer loyalty.

We use Multiple Linear Regression Model and obtain the following results:

Table (5-23) show the flowing results:

- The Multiple correlation coefficient $R = 0.880$ and $R\text{-Square} = 0.774$. This means 77.4% of the variation in customer loyalty is explained by all independent variables together "Service Quality, Product Quality, Price, Corporate image and Communication"

- The Analysis of Variance for the regression model. $F=81.012$, $\text{Sig.} = 0.000$, so there is a significant relationship between the dependent variable customer loyalty and the independent variables "Service Quality, Product Quality, Price, Corporate image and Communication".

• For the variable " Service Quality ", the $t\text{-test} = 1.299$, the $P\text{-value (Sig.)} = 0.197$, which is greater than 0.05, hence this variable is statistically insignificant. then there is insignificant effect of the variable extent of Service Quality on customer loyalty.

• For the variable " Product Quality ", the $t\text{-test} = 0.437$, the $P\text{-value (Sig.)} = 0.663$, which is greater than 0.05, hence this variable is statistically insignificant. then there is insignificant effect of the variable extent of Product Quality on customer loyalty.

• For the variable " Price ", the $t\text{-test} = 3.509$, the $P\text{-value (Sig.)} = 0.001$, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Price on customer loyalty.

• For the variable " Corporate image ", the $t\text{-test} = 6.363$, the $P\text{-value (Sig.)} = 0.000$, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Corporate image on customer s loyalty.

• For the variable " Communication ", the $t\text{-test} = 1.232$, the $P\text{-value (Sig.)} = 0.221$, which is greater than 0.05, hence this variable is statistically insignificant. then there is insignificant effect of the variable extent of Communication on customer loyalty.

- In addition, based on the P-value (Sig.), the most significant independent variable is the extent of customer **loyalty** by Corporate image, then Price, then Service Quality , then Communication and Product Quality.

The regression equation is:

$$\text{Customer loyalty} = 0.626 + 0.145* (\text{Service Quality}) + 0.032* (\text{Product Quality}) + 0.274* (\text{Price}) + 0.571* (\text{Corporate image}) + 0.074* (\text{Communication})$$

The results support (H2, H2.3, H2.4) and doesn't support (HH2.1, H2.2, H2.5). Thus, results showed that price and corporate image affects positively and significantly customer loyalty. However, service quality, product quality, and effective communication don't affects significantly customer loyalty.

These results agree with the results of the research which was conducted by Jahanshani et al. (2014) they clarified the relationship between four variables of customer service quality, product quality, customer satisfaction, and customer loyalty. The results shown a significant positive relationship between (product quality, service quality) and customer loyalty. The results also agree with (Feng & Zhang, 2009) which investigated the impact of relationship marketing tactics on customer satisfaction and loyalty. In his results (corporate image) directly lead to customer loyalty, and the variables (service quality, price) are positively related to customer satisfaction, which in turn is positively related to loyalty. Also the research conducted by Liat & Rashid (2011), which examined the hotel guests' perception of quality, and the relationship between (service quality, corporate image, satisfaction, and loyalty). The results shown a significant positive relationship between (service quality, corporate image) and customer loyalty. The research conducted by Rauyruen & Miller (2007), which studied the relationship quality as a predictor of B2B customer loyalty, in this results a supplier may enhance all four aspects of relationship quality which are (trust, commitment, satisfaction and service quality) to maintain customer loyalty. As well as the result agree with the study conducted by Yuen & Chan (2010), which studied the effect of retail service quality and product quality on customer loyalty. The results shown that retail service quality is positively associated with customer loyalty, whereas product quality surprisingly does not exert a positive influence on customer loyalty. Also Chiao (2001), studied the effect of (perceived product, perceived service quality, perceived price) on customer satisfaction & loyalty. In his results (perceived product, perceived

service quality, perceived price) have a significant positive effect on customer satisfaction. Also the research conducted by Peng & Wang (2006), it's examined the customers' perceived level of impact of the various RMTs on their decision to choose service providers. The results shown that the two groups differ in their perception of the level of impact of various RMTs on their decisions to switch or stay with current service provider. The results indicate that among all five RMTs, stayers perceived service quality, value offers, reputation and marketing communication as having a higher level of impact on their decision to choose service providers, although only the effect of service quality is statistically significant. On the other hand, switchers perceived Price as having a higher level of impact on their decision to choose service providers. As well as the results agree with the results (Halimi et al., 2011), which studied the influence of relationship marketing tactics on customer's loyalty in B2C relationship—the role of communication and personalization. Based on the results, there are significant relationships between personalization and communication as independent variables and customers' loyalty as dependent variable.

**Table (5-23):Result of Multiple Linear Regression Analysis
impact of customer relationship marketing on customer loyalty**

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	0.626	1.650	0.102	.880	0.774	81.012	0.000**
Service Quality	0.145	1.299	0.197				
Product Quality	0.032	0.437	0.663				
Price	0.274	3.509	0.001*				
Corporate image	0.571	6.363	0.000*				
Communication	0.074	1.232	0.221				

* The variable is statistically significant at 0.05 level

** The relationship is statistically significant at 0.05 level

Hypotheses (H3): There is a significant statistical impact at significance level ($\alpha \leq 0.05$) of customer relationship marketing on market share.

We use Multiple Linear Regression Model and obtain the following results:

Table (5-24) show the following results:

- The Multiple correlation coefficient $R = 0.845$ and $R\text{-Square} = 0.714$. This means 71.4% of the variation in market share is explained by all independent variables together " Service Quality, Product Quality, Price, Corporate image and Communication "

- The Analysis of Variance for the regression model. $F=58.982$, $\text{Sig.} = 0.000$, so there is a significant relationship between the dependent variable market share and the independent variables "Service Quality, Product Quality, Price, Corporate image and Communication ".

- For the variable " Service Quality ", the $t\text{-test} = 3.179$, the $P\text{-value (Sig.)} = 0.002$, which is greater than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Service Quality on market share.

- For the variable " Product Quality ", the $t\text{-test} = 0.857$, the $P\text{-value (Sig.)} = 0.393$, which is greater than 0.05, hence this variable is statistically insignificant. then there is insignificant effect of the variable extent of Product Quality on market share.

- For the variable " Price ", the $t\text{-test} = 2.756$, the $P\text{-value (Sig.)} = 0.007$, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Price on market share.

- For the variable " Corporate image ", the $t\text{-test} = 3.779$, the $P\text{-value (Sig.)} = 0.000$, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive effect of the variable extent of Corporate image on market share.

- For the variable " Communication ", the $t\text{-test} = 0.449$, the $P\text{-value (Sig.)} = 0.654$, which is greater than 0.05, hence this variable is statistically insignificant. then there is insignificant effect of the variable extent of Communication on **market share**.

- In addition, based on the P-value (Sig.), the most significant independent variable is the extent of **market share** by Corporate image, then Service Quality, then Price , then Product Quality and Communication.

The regression equation is:

$$\text{Market share} = 0.580 + 0.324* (\text{Service Quality}) + 0.058* (\text{Product Quality}) + 0.197* (\text{Price}) + 0.310* (\text{Corporate image}) + 0.025* (\text{Communication})$$

The results support (H3, H3.1, H3.3, H3.4) and doesn't support (H3.2, H3.5). Thus, results showed that (service quality, price and corporate image) affects positively and significantly market share. However, product quality and effective communication affects positively but not significantly market share.

It's clear that corporate image was the most effective variable on market share, because its formulated due to experience, service quality, price and product quality. so if any competitor provide the customers products with the same level of quality and less price the company will lose a part of its market share. therefore the company should study the competitors in the market and try to introduce better product quality & service with less price to keep and increase its market share.

Table (5-24):Result of Multiple Linear Regression Analysis

impact of customer relationship marketing on market share

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	0.580	1.670	0.098	.845	0.714	58.982	0.000**
Service Quality	0.324	3.179	0.002*				
Product Quality	0.058	0.857	0.393				
Price	0.197	2.756	0.007*				
Corporate image	0.310	3.779	0.000*				
Communication	0.025	0.449	0.654				

* The variable is statistically significant at 0.05 level

* The relationship is statistically significant at 0.05 level

Hypothes (H4): There are significant differences of respondents due to (qulaifications, place, and age).

This hypothesis can be divided into the following sub-hypotheses:

- **There are statistically significant differences in the relationship marketing (service quality, product quality, price, corporate image, and effective communication) related to the success of companies due to qualification at a level of statistical significance ($\alpha \leq 0.05$).**

Table (5-25) shows that the p-value (Sig.) is greater than the level of significance $\alpha = 0.05$ for each field, then there is insignificant difference among the respondents toward each field due to qualification. The researcher concludes that the personal characteristics' qualification has no effect on each field.

Table (5-25): ANOVA test of the fields and their p-values for qualification

No.	Field	Means				Test Value	Sig.
		Less than high school	High school	Diploma	Bachelor and more		
1.	Service Quality	5.80	5.87	5.61	5.43	1.540	0.208
2.	Product Quality	6.06	6.17	5.86	5.59	1.781	0.154
3.	Price	5.71	5.29	5.14	4.79	2.024	0.114
4.	Corporate image	6.10	5.92	6.11	5.45	2.072	0.108
5.	Communication	5.60	5.68	5.26	5.08	1.441	0.234
	Relationship marketing	5.85	5.84	5.61	5.35	1.976	0.121
1.	Satisfaction	6.06	5.79	5.67	5.41	1.297	0.279
2.	Loyalty	6.01	5.60	5.65	5.18	1.588	0.196
3.	Market Share	6.18	5.79	5.70	5.48	1.615	0.190
	Success	6.09	5.74	5.68	5.37	1.583	0.197
	All Items	5.91	5.81	5.63	5.35	1.844	0.143

- **There are statistically significant differences in the relationship marketing (service quality, product quality, price, corporate image, and effective communication) related to the success of companies due to age at a level of statistical significance ($\alpha \leq 0.05$).**

Table (5-26) shows that the p-value (Sig.) is smaller than the level of significance $\alpha = 0.05$ for the field "Corporate image", then there is significant difference among the respondents toward these field due to age. The researcher concludes that the personal characteristics' age has an effect on this field.

For the field "Corporate image", the mean for the category " less than 35" respondents have the highest among the other age categories, then The researcher concludes that the category " less than 35" respondents is agree for this field much more than the other sentence age.

For the other fields, the p-value (Sig.) is greater than the level of significance $\alpha = 0.05$, then there is insignificant difference among the respondents toward these fields due to age. The researcher concludes that the personal characteristics' age has no effect on the other fields.

As shown in table (2-26) corporate image affected by the age of customers, customers less than 35 were the most affected because they have more awareness of the corporate image.

Table (2-26):ANOVA test of the fields and their p-values for age

No.	Field	Means			Test Value	Sig.
		less than 35	35 to less 45	45 & more		
1.	Service Quality	5.75	5.75	5.58	0.432	0.650
2.	Product Quality	5.99	5.95	5.89	0.068	0.934
3.	Price	5.39	5.31	4.84	2.228	0.112
4.	Corporate image	6.09	6.01	5.49	3.423	0.036*
5.	Communication	5.44	5.51	5.35	0.134	0.875
	Relationship marketing	5.75	5.73	5.52	0.773	0.464
1.	Satisfaction	5.88	5.74	5.48	1.256	0.288
2.	Loyalty	5.65	5.64	5.41	0.432	0.650
3.	Market Share	5.77	5.79	5.68	0.105	0.901
	Success	5.77	5.72	5.53	0.527	0.592
	All Items	5.76	5.73	5.52	0.731	0.483

* The mean difference is significant a 0.05 level

- There are statistically significant differences in the relationship marketing (service quality, product quality, price, corporate image, and effective communication) related to the success of companies due to place at a level of statistical significance ($\alpha \leq 0.05$).

Table (5.27) shows that the p-value (Sig.) is smaller than the level of significance $\alpha = 0.05$ for the fields "Price, Corporate image and Market Share", then there is significant difference among the respondents toward these field due to place. The researcher concludes that the personal characteristics' place has an effect on these fields.

For the field "Price", the mean for the category "Rafah" respondents have the highest among the other place categories, then The researcher concludes that the category "Rafah" respondents is agree for this field much more than the other sentence place.

For the fields "Corporate image and Market Share", the mean for the category "North area" respondents have the highest among the other place categories, then The researcher concludes that the category "North area" respondents is agree for these fields much more than the other sentence place.

For the other fields, the p-value (Sig.) is greater than the level of significance $\alpha = 0.05$, then there is insignificant difference among the respondents toward these fields due to place. The researcher concludes that the personal characteristics' place has no effect on the other fields.

Table (5-27):ANOVA test of the fields and their p-values for place

No.	Field	Means					Test Value	Sig.
		North area	Gaza	Middle area	Khanyounes	Rafah		
1.	Service Quality	5.85	5.86	5.51	5.44	6.02	1.702	0.154
2.	Product Quality	6.31	6.05	5.81	5.59	6.17	1.575	0.185
3.	Price	5.25	5.62	4.96	4.67	5.74	3.016	0.021*
4.	Corporate image	6.23	6.19	5.63	5.40	6.14	2.897	0.025*
5.	Communication	5.54	5.68	5.20	5.19	5.77	0.940	0.443
	Relationship marketing	5.87	5.88	5.48	5.34	6.00	2.280	0.065
1.	Satisfaction	6.10	5.93	5.47	5.38	5.89	1.868	0.121
2.	Loyalty	5.75	6.00	5.37	5.05	5.86	2.347	0.058
3.	Market Share	6.16	5.96	5.44	5.43	6.03	2.782	0.030*
	Success	6.02	5.96	5.43	5.30	5.93	2.363	0.057
	All Items	5.91	5.90	5.47	5.33	5.98	2.419	0.052

* The mean difference is significant a 0.05 level

5.5 Summary of Hypotheses:

The following table show the summary of four hypotheses test of the study:

Table (2-28): show the summary of hypotheses test

#.	Independent	Dependent	
H1	Relationship marketing	Customer Satisfaction	Supported
H1.1	Service quality		Supported
H1.2	Product quality		Not supported
H1.3	Price		Supported
H1.4	Corporate image		Supported
H1.5	Effective communication		Supported
H2	Relationship marketing	Customer Loyalty	Supported
H2.1	Service quality		Not supported
H2.2	Product quality		Not supported
H2.3	Price		Supported
H2.4	Corporate image		Supported
H2.5	Effective communication		Not supported
H3	Relationship marketing	Market Share	Supported
H3.1	Service quality		Supported
H3.2	Product quality		Not supported
H3.3	Price		Supported
H3.4	Corporate image		Supported
H3.5	Effective communication		Not supported
H4	Qualification		Not supported
	Age	Corportate image	Supported
		The other fields	Not supported
	Place	Price, corporate image, and market share	Supported
The other fields		Not supported	

Chapter 6
Conclusions,
Implications, and
Limitations

6. CONCLUSION, IMPLICATION AND LIMITATION

In this chapter a conclusion for the whole study is presented, then the implication both theoretical and practical aspects are discussed. Finally, the limitations and future researches of this study will be pointed out.

6.1. Conclusion

Retaining customers has become a major objective of relationship marketing. Relationship marketing are considered to be essential for building long-term relationship with customers in order to achieve mutual benefits of all parties. Although relationship marketing has been widely implemented by firms, customers still tend to switch to competitor. Therefore, this study was conducted to exam the impact of relationship marketing (service quality, product quality, price perception, corporate image, effective communications) on firm success (satisfaction, loyalty, market share). The findings of the survey can be summarized as below:

1. The results reveal that the relationship marketing are positively related to customer satisfaction. Among the variables, price and corporate image are the most important determinant of customer satisfaction, and seemed to have the same level of impact on customer satisfaction. Even though service quality and effective communications have a direct impact on customer satisfaction. The result also provide empirical evidence supporting previous theories that higher level of service quality and effective communications perceived by the customers, the higher level of customer satisfaction achieved by service providers.
2. In the other side, there are no direct impact between product quality variable and customer satisfaction. This implied that the high product quality which company provide are expensive, so the customer don't buy it, because they have low income level and most of customers in Gaza care about the price more than the quality, therefore they don't consider the product quality is the main factor to buy products or not. That explains why the highest variable was the price of product.
3. The results reveal that the relationship marketing are positively related to customer loyalty. Among the variables, price and corporate image are the most

important determinant and lead to customer loyalty, and seemed to have the same level of impact on customer loyalty.

4. In the other side, there are no direct impact of service quality, product quality, and effective communication variables on customer loyalty.
5. The results reveal that the relationship marketing are positively related to market share. Among the variables, corporate image is the most important determinant and lead the company to increasing its market share. Even though service quality and price have a direct impact on market share.
6. In the other side, there are no impact of product quality and effective communications on market share.

6.2. Implications

This research provides both theory development for academics and practical implication for marketing managements.

Theoretical implications

Based on previous theories and researches regarding relationship marketing and its outcomes, this study shows clear links among relationship marketing variables and firm success (customer satisfaction, customer loyalty, market share), which helps readers deeply understand the relationship and interaction between these three fields.

The findings support the view points that: relationship marketing variables can enhance the quality of a buyer-seller relationship and in turn increase customer loyalty. Customer loyalty are the final goal of developing a relationship with customers by executing customer relationship marketing.

The study also explore that the most important variables affecting on the firm success are corporate image, and price. They impact directly on all success indicators (customer satisfaction, customer loyalty, and market share). In the other hand, service quality and product quality have different impact from industry to another, they not always play a key role to increase customer loyalty, maybe have an indirect effect on loyalty as shown in the result of this study.

Practical implications

The findings of this research also provide important evidence for managers who take charge of customer relationship marketing. It is helpful for marketers to understand the effectiveness of relationship marketing from consumer's perspective. Although many relationship variables have potential for developing customer satisfaction and loyalty, some variables are more sensitive than others. Marketers should put their efforts into implementing more effective relationship marketing variables, in order to enhance customer perceived satisfaction and loyalty. In this case, product quality and communication are less effective than service quality, price and corporate image for building customer satisfaction, loyalty, and increase market share.

This implied that the customers might be not satisfied with or not sensitive to some value-adding promotional activities. Therefore, the service providers should consider to improving the way of interaction with consumers. For example, offering product with high quality and high price that will be not attractive for customers, because they are sensitive for price more than quality, but the provider should offer good product quality with low price.

It is also essential for service providers to realize importance of relationship quality and customers loyalty for practical business. A higher quality of a relationship might lead to a higher level of customer loyalty, which makes vendors profit more.

6.3. Limitations and Future Researches.

This study investigates factors influencing customer satisfaction and loyalty which will increase market share to achieve firm success, using the survey research method. Although it builds up a new test model which based on theoretical knowledge, it also has some limitations and further research direction as follow:

- In this research, it investigates some important factors which influence firm success in plumbing materials industry. However, Feng & Zhang (2009) pointed out the impact of the relationship marketing – push effect (service quality, price perception, value offered and brand image) on relationship quality

(trust and satisfaction), and in turn effect the customer loyalty. Bansal, Taylor and James (2005) also pointed out the impact of the relationship marketing—“push effects”(quality, satisfaction, value, trust, price perception, commitment), the “pull effects”(alternative attractiveness) and the “moor effects”(attitude towards switching, subjective norms, switching costs, prior switching experience, variety seeking) — on retaining customers. There are others important factors such as commitment and customer behavior, which could influence customer loyalty, have not been discussed in this study. Thus, further research needs to contain more desirable factors, in order to gain better insight.

- In this research, it uses the survey research method. The research make sampling for the business customers of Bashir Siksik Company in Gaza strip. Inevitably, the survey findings will not be generalized cross other group of population. It will bring limitation to complete a deeper research about the impact of customer relationship marketing on firm success (customer satisfaction, loyalty, and market share). Further research could expand the survey in order to reduce the sample errors.

Future Research

A number of interesting areas for future related research emerged from this research

- Investigate the impact of other factors of relationship marketing such as (commitment, trust, value offer ..etc) on firm success.
- The impact of relationship marketing on relationship quality (trust and satisfaction) and loyalty.
- The impact of relationship marketing on customers retention.
- Research also can be done with the same variables on the competitors of Bashir siksik company, and making a comparative study.

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Appendixes

Appendix A: Questionnaire (Arabic Version)

Appendix B: Questionnaire (English Version)

Appendix C: List of Experts who reviewed the questionnaire

Appendix A: Questionnaire (Arabic Version)

استبانة

أخي الكريم/ أختي الكريمة

السلام عليكم ورحمة الله وبركاته.... وبعد،

تهدف هذه الاستبانة إلى الحصول على المعلومات الضرورية للوصول إلى النتائج الحقيقية لبحث رسالة ماجستير بعنوان:-

المدى الذي تؤثر فيه متغيرات العلاقة التسويقية مع الزبائن (جودة الخدمة، جودة المنتج، السعر، الاتصال الفعال، صورة الشركة) في نجاح الشركات في قطاع غزة: دراسة حالة شركة بشير السكسك

حيث أن الدراسة تهدف إلى معرفة مدى مساهمة العوامل المذكورة أعلاه في نجاح شركة بشير السكسك من وجهة نظر الزبائن التجاريين في محافظة غزة، فإن الإجابة على هذا الاستبان يعتبر أساساً لهذه الدراسة، لذا يرجى التكرم بالإجابة عليه بعناية ودقة وموضوعية، حيث أن تعاونكم معنا هو دعم للبحث العلمي والتنمية في فلسطين. علماً أن المعلومات التي سيتم الحصول عليها سوف يتم التعامل بسرية تامة ولن تستخدم إلا لأغراض البحث العلمي.

وانتهز هذه الفرصة لأعبر عن شكري وتقديري لتخصيصكم جزء من وقتكم لتعبئة هذه الاستبانة، متمنياً أن يتم قراءة العبارات بعناية ووضع علامة (✓) في الخانة التي تعبر عن مدى موافقتكم عليها.

تفضلوا بقبول فائق الاحترام والتقدير

الباحث

وسيم خليل عاشور

أولاً: المعلومات الشخصية

1. المؤهل العلمي				
() أقل من الثانوية العامة	() ثانوية عامة	() دبلوم متوسط	() بكالوريوس	() دراسات عليا
2. العمر				
() أقل من 25	() 25 - أقل من 35	() 35 - أقل من 45	() 45 - أقل من 55	() 55 فأكثر
3. الجنس				
() أنثى	() ذكر			
4. الحالة الإجتماعية				
() متزوج	() أعزب			
5. مكان الإقامة				
() شمال غزة	() غزة	() المنطقة الوسطى	() خان يونس	() رفح

كم تقدر نسبة مشترياتك الشهرية من شركة بشير السكسك من إجمالي مشترياتك الشهرية (نسبة %)	(%)
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ثانياً: العوامل التي تؤثر على نجاح المؤسسة. يرجى الاختيار بناء على درجة موافقتك على كل من العبارات التالية:

البند	(1 - غير موافق بشدة، 7 - موافق بشدة)	1	←	7
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1. جودة الخدمة (Cheng, T. C., Lai, L. C. F., & Yeung, A. C. (2008))

الملموسية							
1	2	3	4	5	6	7	1. تمتلك الشركة أجهزة ومعدات حديثة وتجهيزات مناسبة
1	2	3	4	5	6	7	2. تتمتع الشركة بجو هادئ ضمن مكان مناسب وجميل ومريح
1	2	3	4	5	6	7	3. تمتلك الشركة كادر من العاملين المهنيين ذوي الكفاءة العالية
1	2	3	4	5	6	7	4. تمتلك الشركة كادر من العاملين ذوي مظهر لائق
الموثوقية							
1	2	3	4	5	6	7	5. تلتزم ساعات العمل في الشركة الشرائح المتعددة للزبائن
1	2	3	4	5	6	7	6. تقوم الشركة بتوفير كافة الخدمات المتعلقة بالمنتجات وطريقة استخدامها ومميزاتها
1	2	3	4	5	6	7	7. يوفر كادر العاملين الموجود في الشركة معلومات كافية وحلول مناسبة
1	2	3	4	5	6	7	8. تتمتع الشركة بدقة عالية في حفظ سجلاتها المحاسبية.
1	2	3	4	5	6	7	9. يوفر العاملون في الشركة الخدمة المناسبة من أول زيارة
الاستجابة							
1	2	3	4	5	6	7	10. يوفر العاملون في الشركة الخدمة المناسبة في الوقت المناسب

Appendixes

7	←					1	البند
7	6	5	4	3	2	1	(1 - غير موافق بشدة، 7- موافق بشدة)
7	6	5	4	3	2	1	11. ترتبط خدمات الشركة بجدول زمني محدد
7	6	5	4	3	2	1	12. يوفر العاملون خدمة سريعة وفورية للزيائن
7	6	5	4	3	2	1	13. يظهر العاملون في الشركة دافعية ورغبة عاليتين لتقديم الخدمة للزيائن
7	6	5	4	3	2	1	14. يظهر العاملون في القسم درجة عالية من الجهوزية والاستعداد لتقديم الخدمة للزيائن
الثقة							
7	6	5	4	3	2	1	15. العاملون في الشركة مهذبون ولطفاء
7	6	5	4	3	2	1	16. يعزز العاملون في الشركة الثقة المتبادلة مع الزياين
7	6	5	4	3	2	1	17. يتمتع العاملون بدرجة عالية من المصداقية في المحافظة على سرية بيانات الزياين
7	6	5	4	3	2	1	18. يتمتع العاملون بالمعرفة والمهارة اللازمتين لمعالجة قضايا الزياين
التعاطف							
7	6	5	4	3	2	1	19. يحرص العاملون في الشركة على معرفة مدى رضا الزياين عن أدائهم
7	6	5	4	3	2	1	20. يستمع العاملون في الشركة للزياين ويحرصون على حل مشكلاتهم عند زيارتهم.
7	6	5	4	3	2	1	21. يضع العاملون في الشركة خدمة الزياين في سلم أولوياتهم
7	6	5	4	3	2	1	22. يولي العاملون في الشركة رعاية خاصة للزياين أثناء تقديمهم الخدمة
7	6	5	4	3	2	1	23. يتفهم العاملون في الشركة احتياجات الزياين بالشكل المطلوب

2. جودة المنتج (Yuen, E. F., & Chan, S. S. (2010))

7	6	5	4	3	2	1	1. يتوفر لدى الشركة تشكيلة واسعة من المنتجات
7	6	5	4	3	2	1	2. يتوفر لدى الشركة تشكيلة واسعة من العلامات التجارية
7	6	5	4	3	2	1	3. منتجات الشركة تؤدي المطلوب بشكل عملي ومناسب (ملاءمة لطبيعة الاستخدام التي صممت من أجله)
7	6	5	4	3	2	1	4. منتجات الشركة عصرية وتواكب الحداثة
7	6	5	4	3	2	1	5. منتجات الشركة مبتكرة وإبداعية
7	6	5	4	3	2	1	6. منتجات الشركة لها مظهر جذاب
7	6	5	4	3	2	1	7. توفر الشركة منتجات ذات جودة عالية
7	6	5	4	3	2	1	8. تتمتع منتجات الشركة بمثانة عالية لفترات طويلة
7	6	5	4	3	2	1	9. توفر الشركة ضمان مناسب على منتجاتها

3. السعر (Peng and Wang(2006); Cheng, T. C., Lai, L. C. F., & (Cheng et al. (2008)) (Yeung, A. C. (2008))

Appendixes

7	←					1	البند
7	6	5	4	3	2	1	(1 - غير موافق بشدة، 7- موافق بشدة)
7	6	5	4	3	2	1	1. أسعار منتجات شركة بشير السكسك معقولة
7	6	5	4	3	2	1	2. منتجات شركة بشير السكسك تستحق المبالغ المدفوعة فيها مقارنة مع القيمة (الفائدة) التي نحصل عليها منها
7	6	5	4	3	2	1	3. تتبنى شركة بشير السكسك طرق فعالة لمساعدة الزبائن في معرفة سياسة التسعير الخاصة بمنتجاتها وخدماتها
7	6	5	4	3	2	1	4. سياسة التسعير لشركة بشير السكسك مناسبة وتشجيعية
7	6	5	4	3	2	1	5. تقدم شركة بشير السكسك تسعيرات مرنة (مستويات متعددة للأسعار) لمختلف منتجاتها بما يتلاءم مع الاحتياجات المتنوعة لشرائح الزبائن المختلفة.
7	6	5	4	3	2	1	6. سأستمر في شراء منتجات شركة بشير السكسك إلا إذا أصبحت أسعار منتجاتها أعلى بكثير من سعر السوق

4. العلامة التجارية (Aydin and Özer (2005); Grönroos (2000); Raval and Grönroos (1996); Cheng, T. C., Lai, L. C. F., & Yeung, A. C. (2008))

7	6	5	4	3	2	1	1. تتمتع الشركة بسمعة جيدة (حسنة)
7	6	5	4	3	2	1	2. أشعر بالمسؤولية الاجتماعية التي تبديها شركة بشير السكسك نحو المجتمع الفلسطيني
7	6	5	4	3	2	1	3. تقدم شركة بشير السكسك علامة تجارية جيدة لزيائنها
7	6	5	4	3	2	1	4. أو من بان شركة بشير السكسك تتمتع بصورة أفضل من منافسيها

5. الاتصال (Seo, S., Back, K. J., & Shanklin, C. W. (2011))

7	6	5	4	3	2	1	1. يتواصل غالباً موظفو الشركة مع زبائنهم.
7	6	5	4	3	2	1	2. يستخدم موظفو الشركة وسائل اتصال متعددة في تواصلهم مع زبائنهم
7	6	5	4	3	2	1	3. يستمع موظفو الشركة إلى اقتراحات الزبائن.
7	6	5	4	3	2	1	4. يُعلمني موظفو شركة بشير السكسك بالمنتجات الجديدة بشكل مستمر.

6. الرضا (Mouri (2005); Oliver (1997); Fornel (1992); Aydin and Özer (2005); Grönroos (2000); Raval and Grönroos (1996); Cheng, T. C., Lai, L. C. F., & Yeung, A. C. (2008))

7	6	5	4	3	2	1	1. أشعر بالرضا عن جودة الخدمات المقدمة من قبل شركة بشير السكسك.
7	6	5	4	3	2	1	2. أشعر بالرضا عن جودة جميع المنتجات المقدمة من قبل شركة بشير السكسك
7	6	5	4	3	2	1	3. أشعر بالرضا عن جميع أسعار المنتجات المقدمة من قبل شركة بشير السكسك
7	6	5	4	3	2	1	4. اعتقد أنني قمت باتخاذ القرار الصحيح عندما اخترت شركة بشير السكسك
7	6	5	4	3	2	1	5. أشعر بالراحة فيما يتعلق بعلاقتي مع شركة بشير السكسك

Appendixes

7	←					1	البند (1 - غير موافق بشدة، 7- موافق بشدة)
7	6	5	4	3	2	1	6. بشكل عام، أنا راضي عن شركة بشير السكسك

7. الولاء (Aydin and Özer, (2005); Wulf et al. (2001); Morgan and Hunt (1994); etc)

7	6	5	4	3	2	1	1. لدي النية بالاستمرار بعملية الشراء من شركة بشير السكسك لمدة طويلة
7	6	5	4	3	2	1	2. حتى لو كان سعر منافس اقل، سوف أختار شركة بشير السكسك
7	6	5	4	3	2	1	3. لدي استعداد لقول اشياء ايجابية حول شركة بشير السكسك إلى اشخاص آخرين.
7	6	5	4	3	2	1	4. أشجع أصدقائي، وأقاربي وزبائني لاستخدام منتجات شركة بشير السكسك
7	6	5	4	3	2	1	5. من الواضح أن شركة بشير السكسك قادرة على تقديم أفضل الخدمات والمنتجات

8. الحصة السوقية (منصور، 2011)

7	6	5	4	3	2	1	1. لدى شركة السكسك القاعدة الأوسع من الزبائن مقارنة مع الشركات في نفس المجال.
7	6	5	4	3	2	1	2. تحافظ شركة السكسك على زبائنها وحصتها السوقية.
7	6	5	4	3	2	1	3. تستقطب شركة السكسك زبائن جدد بشكل مستمر.
7	6	5	4	3	2	1	4. تحافظ شركة السكسك على حجم التعامل (المشتريات) مع الشركات.
7	6	5	4	3	2	1	5. يشهد حجم التعامل (المشتريات) مع شركة السكسك ازديادا مطردا.
7	6	5	4	3	2	1	6. أحافظ على معاملاتي مع الشركة وأعمل على زيادتها.

شكرا لكم على المشاركة والتعاون

Appendix B: Questionnaire (English Version)

Questionnaire

Dear Sir,

This questionnaire aims to collect necessary information to get a real results for the master theses:

The Impact Of B2B Customer Relationship Marketing On Firm Success

Case Study: Bashir Siksik Company

Whereas, the study aims to investigate the impact of customer relationship marketing of the success of Bashir Siksik Company from the business customer perspective in Gaza strip. Thus, the answer of this questionnaire is vital for this study. So, please answer it with deep accuracy and subjectivity, because your cooperation is to support scientific research and development in Palestine. Note that the information that will be collected will be treated confidentially and used only for the purposes of scientific research.

I take this opportunity to express my thanks and appreciation to specify part of your time to fill out this questionnaire, hoping that words are read carefully, and tick (✓) in the box that reflect the extent of your approval.

Mr. Wasim K. Ashour
Faculty of Commerce
Business Administration Department
Islamic Univery - Gaza

Thank you for your sincere cooperation.

Sincerely yours,

Appendixes

First: Personal Informations:

1. Qualification				
Less than high school ()	High school ()	Diploma ()	Bacaloria ()	Graduate ()
2. Age				
Less than 25 ()	25 to less 35 ()	35 to less 45 ()	45 to less 55 ()	More than 55 ()
3. Gender				
		Male ()	Female ()	
4. Material Status				
		Married ()	Single ()	
5. Place				
North are ()	Gaza ()	Middle area ()	Khanyounes ()	Rafah ()
Estimated monthly rate of your purchases from Bashir Siksik company of the total monthly purchases (% rate)				(%)

Second: Customer Realtionship Marketing and Success Constructs (Please select based on the degree of consent to all of the following statements

		(1- never agree, 7- very agree)						
		1						7
Service Quality								
Tangibles								
1.	Company has up-to-date equipment (e.g., Modern)	1	2	3	4	5	6	7
2.	The company physical facilities are visually appealing (e.g., Design of the stores)	1	2	3	4	5	6	7
3.	The company has customer service staff efficiency	1	2	3	4	5	6	7
4.	Company staff are well-dressed and appear neat.	1	2	3	4	5	6	7
Reliability								
5.	I find the operating hours of the company convenient.	1	2	3	4	5	6	7
6.	The company provides all services related to the products and the method of use and features	1	2	3	4	5	6	7
7.	When I have problems, The company takes corrective action without delay.	1	2	3	4	5	6	7
8.	The Company keeps its records accurately.	1	2	3	4	5	6	7
9.	Company staff providing me with the services from the first time.	1	2	3	4	5	6	7
Responsiveness								

Appendixes

10.	Company staff providing the appropriate service in a timely manner	1	2	3	4	5	6	7
11.	The company's services are related to a specific timetable	1	2	3	4	5	6	7
12.	Company customer service staff are willing to respond to my requests promptly	1	2	3	4	5	6	7
13.	Company staff are always willing to introduce the services and help me.	1	2	3	4	5	6	7
14.	Company staff are always ready to introduce the services.	1	2	3	4	5	6	7
Assurance								
15.	The company customer service staff are polite.	1	2	3	4	5	6	7
16.	Company staff are enhancing trust with you.	1	2	3	4	5	6	7
17.	Company staff have a high degree of credibility in maintaining the confidentiality of customer data	1	2	3	4	5	6	7
18.	Company staff have knowledge and skills.	1	2	3	4	5	6	7
Empathy								
19.	The company cares to customer satisfaction for their performance	1	2	3	4	5	6	7
20.	Company staff listens to you and trying to solve your problems.	1	2	3	4	5	6	7
21.	Company staff puts customer service in the priorities.	1	2	3	4	5	6	7
22.	Company staff offer special dealing to you during introducing the services.	1	2	3	4	5	6	7
23.	Company staff are understanding your needs properly.	1	2	3	4	5	6	7
Product Quality								
5.	The company provides me with a wide selection of products types	1	2	3	4	5	6	7
6.	The company provides me with a wide selection of Brands	1	2	3	4	5	6	7
7.	The Products of The company are functional	1	2	3	4	5	6	7
8.	The Products of The company are stylish	1	2	3	4	5	6	7
9.	The products of The company are innovative	1	2	3	4	5	6	7
10.	The Products of the company have an appealing appearance	1	2	3	4	5	6	7
11.	the company provides a high quality of product	1	2	3	4	5	6	7
12.	The Products of the company have high durability	1	2	3	4	5	6	7
13.	The products of the company is guarantee.	1	2	3	4	5	6	7
Price								
5.	The prices charged by The company are reasonable	1	2	3	4	5	6	7
6.	The company products are value-for-money.	1	2	3	4	5	6	7

Appendixes

7.	The company took effective ways to help customers know its pricing policies of products and Services	1	2	3	4	5	6	7
8.	The pricing policies of products and services from The company are attractive	1	2	3	4	5	6	7
9.	The company is offering flexible pricing for various services that meet customers' needs	1	2	3	4	5	6	7
10.	I will continue to stay with The company products unless the price is significantly higher for the same products.	1	2	3	4	5	6	7
Brand image								
7.	I consider that Bashir Siksikcompany reputation is high.	1	2	3	4	5	6	7
8.	I have a good feeling about The company social responsibility	1	2	3	4	5	6	7
9.	The company delivered a good brand image to its customers	1	2	3	4	5	6	7
10.	I believe that The company has a better image than it's competitors	1	2	3	4	5	6	7
Communication								
6.	Company employees often hold personal conversations with you.	1	2	3	4	5	6	7
7.	Company employees are using multiple means of communication to contact you.	1	2	3	4	5	6	7
8.	Company employees always listen to my suggestions	1	2	3	4	5	6	7
9.	The company employees keep me informed of new products	1	2	3	4	5	6	7
Satisfaction								
7.	I am satisfied with the overall service quality offered by the company	1	2	3	4	5	6	7
8.	I am satisfied with the overall product quality offered by the company	1	2	3	4	5	6	7
9.	I am satisfied with the overall product price offered by the company	1	2	3	4	5	6	7
10.	I believe that I did the right thing when I choose The company	1	2	3	4	5	6	7
11.	I am comfortable about the relationship with the company	1	2	3	4	5	6	7
12.	Overall, I am satisfied with the Company	1	2	3	4	5	6	7
Loyalty								
19.	I intend to continue purchasing from the company for a long time.	1	2	3	4	5	6	7
20.	Even if another competitor price is lower, I will stay on using this supplier	1	2	3	4	5	6	7
21.	I am willing to say positive things about The company to other people	1	2	3	4	5	6	7
22.	I will encourage friends, relatives and consumers to use the products offered by The company	1	2	3	4	5	6	7
23.	To me, this Company clearly is able to provide the best services and products	1	2	3	4	5	6	7

Appendix

Market Share								
6.	The company has the large market share.	1	2	3	4	5	6	7
7.	The company maintain it's customers and market share.	1	2	3	4	5	6	7
8.	The company usually attract new customers.	1	2	3	4	5	6	7
9.	The company keeps on the volume of transactions (purchases) with the companies.	1	2	3	4	5	6	7
10.	Your deal size (purchasing) from the company has been increasing steadily.	1	2	3	4	5	6	7
11.	I'm keeping my deals with the company and seek to increase it.	1	2	3	4	5	6	7

Appendix C: Questionnaire Judgment Committee

Refereeing and refining after designing and revising the questionnaire several times, it was refereed and refined by university Professors and Doctors and professional in the field.

#.	Name	Working Place
1.	Dr. Wasim Al Habeel	Islamic University- Faculty of Commerce
2.	Dr. Akram Samoor	Islamic University- Faculty of Commerce
3.	Dr. Sami Abualroos	Islamic University- Faculty of Commerce
4.	Dr. Hatem Al Ahydi	Islamic University- Faculty of Engineering
5.	Dr. Yousef El Sahntaf	Energy and Natural Resources of the Palestinian Authority
6.	Dr. Mohamed Budair	Al-Azhar University- Faculty of Commerce
7.	Dr. Nabeel Allouh	General Personnel Council- Gaza