



واقع استخدام المزيج التسويقي و أثره على ولاء الزبائن  
دراسة حالة - شركة الاتصالات الفلسطينية  
(من وجهة نظر الزبائن في قطاع غزة)

إعداد الطالب

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إشراف الدكتور

رشدي عبد اللطيف وادي

قدمت هذه الدراسة استكمالاً لمتطلبات الحصول على درجة الماجستير في إدارة الأعمال

1429هـ/ 2008 م



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(Statistical Package for Social Science) SPSS

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E-Service

[.WWW.PALTEL.PS](http://WWW.PALTEL.PS)

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Package

## Abstract

This study aims at identifying the actual practices of marketing mix tools (Product (service), pricing, promotion, and placing (distribution), at the Palestine Telecommunication Company (Paltel), and its effect on of customer loyalty. The study also aimed at understanding if there are significant differences among the respondents regarding the impact of marketing mix tools on customer loyalty

The society of the study included residential land line subscribers from different Gaza Strip governorates and areas. The researcher used the random sample where 500 questionnaires were distributed in the Gaza Strip governorates. The researcher also utilized the Statistical Package for Social Science (SPSS) program for data entry and analysis of the questionnaire.

The study concluded that the marketing mix offered by Paltel is positive and was satisfactory to the local market needs and clients. The level of customer satisfaction was variant among the marketing mix elements. Paltel was found to offer a range of services that is in line with the latest Information and Telecommunication Sector international services. Those services were also found to suit the various segments of the local community including those with limited income and others who have limited budget plans for telecom expense. The marketing mix was also found to have achieved its goals in terms of marketing communication with clients through different communication and promotion specially E-Service utilization through the company's website [www.paltel.ps](http://www.paltel.ps).

Paltel was found to use the direct and indirect distribution channels to enhance the availability and accessibility of its products in the local market. The study also concluded that the pricing strategies of Paltel's services and products were satisfactory to the clients but do not meet their expectations of more discounts.

The study indicators showed a statistical relationship between the applied Paltel marketing mix and the level of customer loyalty. The statistical differences between the surveyed clients individual sample results are attributed to the level of education, place of residence where no statistical differences of relation to age, sex or income level of the surveyed clients.

The study was concluded with various recommendations which included:

1. Enhancing Paltel's attention to the overall marketing mix elements in order to affect better customer loyalty.
2. Providing special attention to alternative communication technologies including Voice over IP (VOIP) and Micro Communication (WiMax).
3. Acceleration of launching the Paltel Customer Loyalty Program and awarding the loyal clients.
4. Strengthening the current offered services provision through maintaining and developing the current distribution channels (One Stop Shops, Call Centers, Local Distributors, and Internet)
5. Providing greater attention to reviewing the effect of the pricing element on customers' loyalty.
6. Continuing the packaging of services with discounted reasonable prices to encourage higher customer participation in largest possible number of services.



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**(Awan & Shahzad, 2006) ."**

Disruptive Technology " (2007) .

(WiFi: Wireless Fidelity)

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(WiMax: Wireless Microwave Access)

(VOIP: Voice Over Internet Protocol)

. (SINGH,2006, p6) .

Customer Loyalty

(Competitive

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<b>PALTEL</b>	Palestinian Telecommunication Company	
<b>OSS</b>	One Stop Shop	
<b>PLC</b>	Product Life Cycle	
<b>DSL</b>	Asymmetric Digital Subscriber Line	
<b>AMA</b>	American Marketing Association	
<b>DT.</b>	Disruptive Technology	
<b>WiFi</b>	Wireless Fidelity	
<b>WiMax</b>	Wireless Microwave Access	
<b>VOIP</b>	Voice Over Internet Protocol	
<b>ISDN</b>	Integrated Service Digital Network	
<b>ITU</b>	International Telecommunication Union	
<b>TQM</b>	Total Quality Management	
<b>ISO</b>	Implementation of a quality system	
<b>MTIT</b>	Palestinian Ministry of Telecommunications and Information Technologies	

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**.(Awan & Shahzad, 2006)**

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(Adam & Leonard, 2003, pp 36) "

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(kotler & Armstrong, 2004, P4)

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(Kotler & Keller, 2006, p15).

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Source: Kotler, Philip & Keller, Kiven, Marketing Management. 12<sup>th</sup> edition, 2006, p15

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.(Baker, 1995, p 410) "

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(Rachman, 1988, p17) "

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Marketing Mix

. (Baker, 1995, p 410)

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:Process

:People

:Physical Evidence

(Richard et al,2005, p170).

(221 2006 )

(7P's) 7

**Product, Place, Price, Promotion, People, Physical Evidence, Process**



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(kotler & Armstrong, "

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### The Services Package

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: **(1991) Norman** -

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The Core service ( )

( ) Service

### Customer Relation Life Cycle Model

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(Stimpson, 2002,

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(kotler & Armstrong, 2004, "

P315)

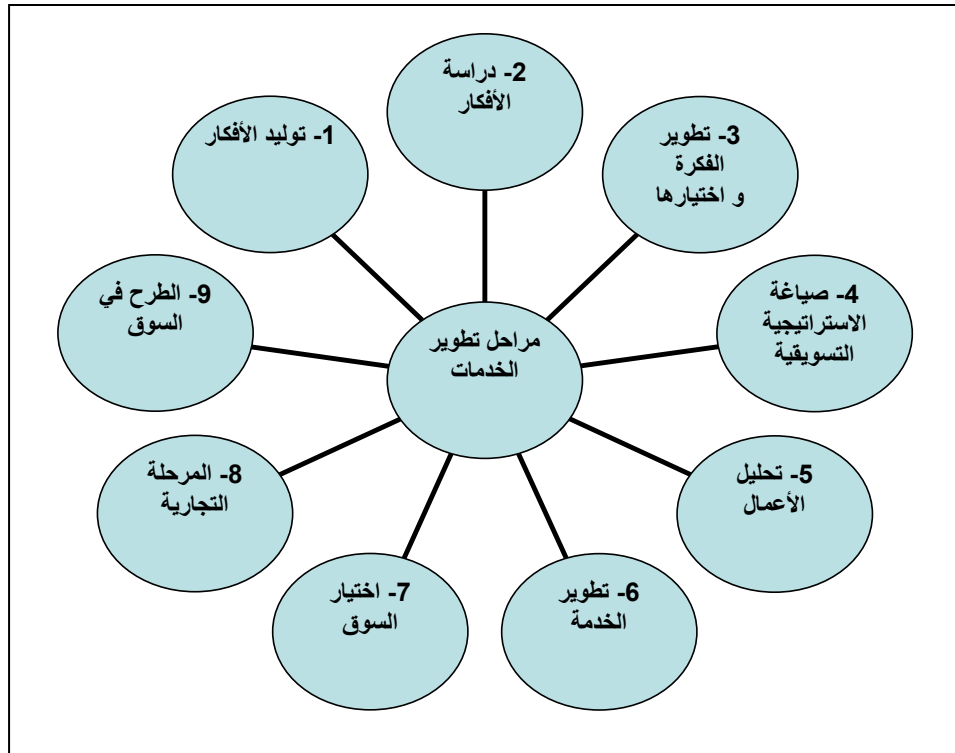
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: (Stimpson, 2002, p163)

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.(Stimpson, 2002, p169)

**:Product Life Cycle- PLC( )**

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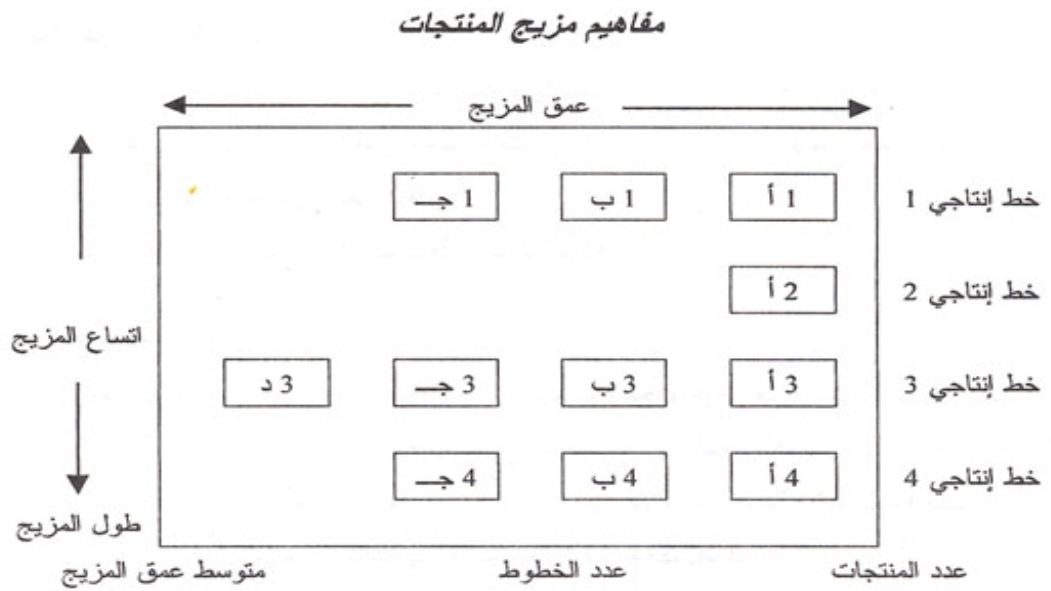
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Source: Kotler, Philip, Marketing Management, 9<sup>th</sup> edition, prentice- Hall, international, Inc, New jersey, 1997.

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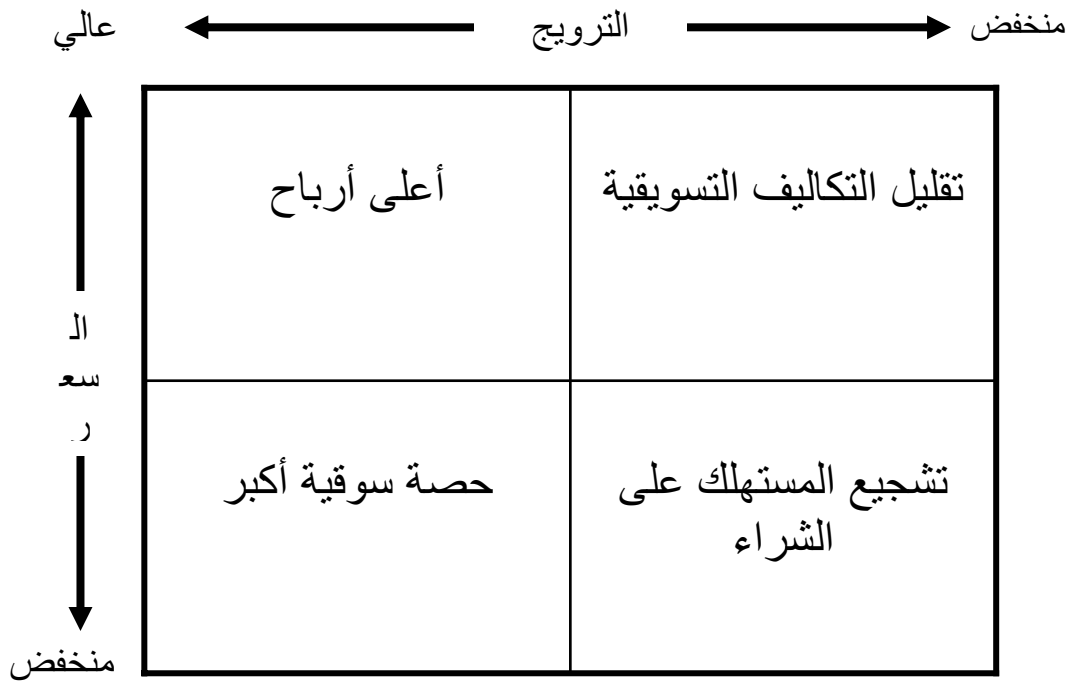
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شكل ( 3 ) الأهداف المرغوبة في إستراتيجية مرحلة التقديم



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(kotler & Armstrong, 2004, P332).

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**Rapid Skimming Strategy** .3

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**Slow Skimming Strategy** .4

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(194 2004 ) .

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Kotler, 1997,

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P308)

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(kotler &

: Armstrong, 2004, P333)



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& Armstrong, 2004, P302)

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**(Price Elasticity of Demand)**

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**:Value**

(Richard, 2003)

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(kotler & "

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(Kotler & Keller,

2006, p461).

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(Stimpson,

2002, p178)

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(Richard et al,2005, p170) "

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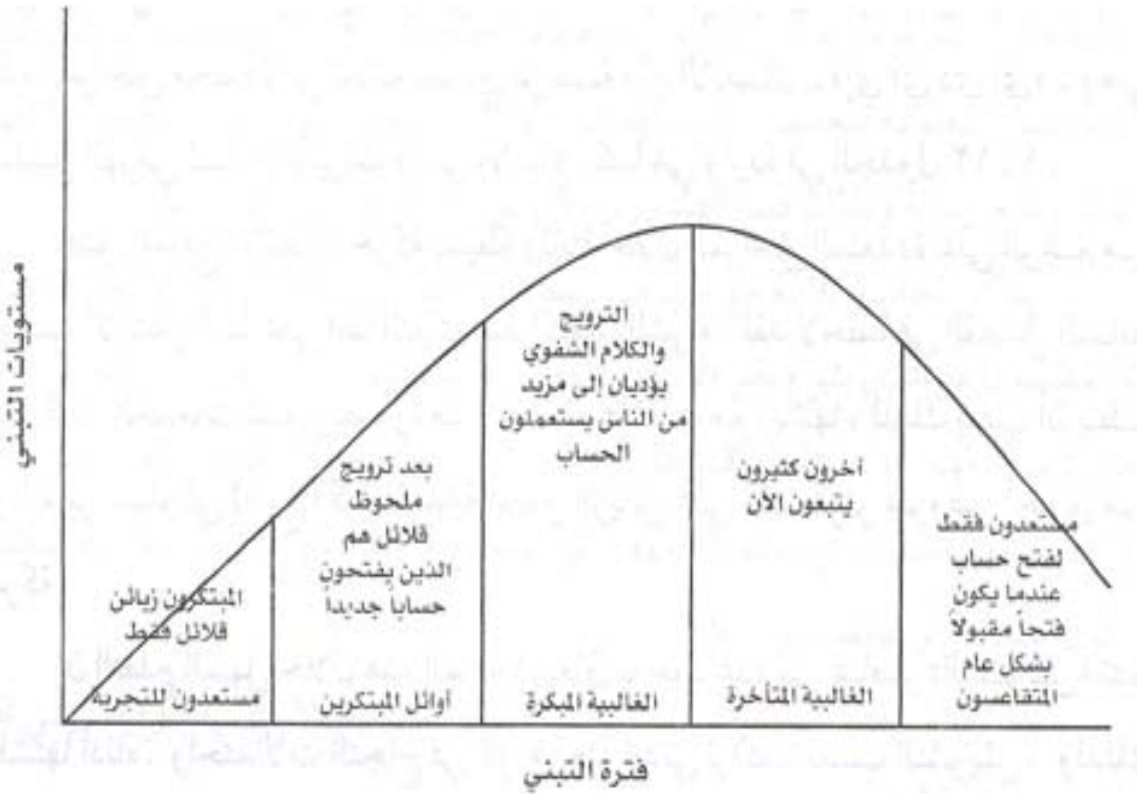
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(Richard et al,2005, p170) "

: (Stimpson,2002, p178)

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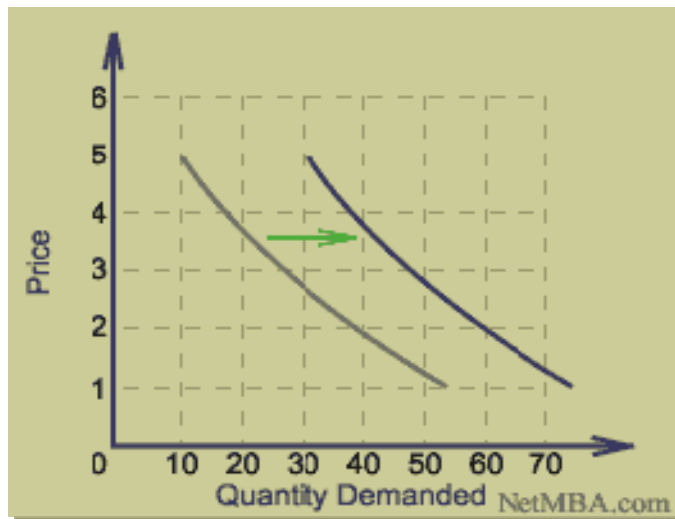
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Source: WWW.NETMBA.com

:(Stimpson,2002, p178)

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Price sensitive

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(Price Elasticity of Demand)

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(kotler & Armstrong, 2004, "

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P355)

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(258 2007

:(Elastic Demand)

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:(Inelastic Demand)

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**:(Price Elasticity of Demand)**

(kotler &

(123 1989 ) Armstrong, 2004, P355)

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(102 2007 ) (202 ص 209 )

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(174ص،2006 ) (215ص 2004 )

**:Organization and marketing objectives** •

(262ص ) (Kotler & Keller, 2006, p437)  
(171ص،2006 )

**: Profit maximization** -

**Market – Share Maximization** -

**: Survival** -

**:Product quality leadership** -

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**: Social Consideration** -

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**:Competition** •

**:Customer Response**

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(222 2002

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(Stimpson, 2002,

) و P183) ، 2003، ص 289

**:Penetration price**

) (2004، ص 221):

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**: Market Skimming**

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2003 (289).

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) (2003 409).

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**.(Stimpson,2002, p185)**

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**.1 Cost-based pricing**

(2006، ص177 )

(2002، ص225):

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(Kotler & Keller, و (Stimpson,2002,p183)

(2006، ص177): (2008، ص38 ) 2006, p461).

Retailer

**: Mark-up pricing**

**: Target pricing**

**: Full cost**



Profit Margin

**Competition-based pricing** / .2

(2003، ص 276 )

(kotler & "

Armstrong, 2004, p14)

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2002 )

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Price leadership or follower: ■

.(Stimpson, 2002, p184):(Richard et al, 2005, p170)

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: Destroyer pricing ■

(Stimpson,2002,

p184)

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(kotler & Armstrong, 2004, p14)

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:(219 2002 )

) (Stimpson,2002, p185)

:(278 2003

**:Perceived value pricing** -

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: Price Discrimination -

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: Price Bundling\_\_\_\_\_ .4

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.(414 2003 )

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. (Adcock et al,2001, p270)

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(Richard . " Synergy

et al, 2005, p523)

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.(Rachman, 1988, p418)

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(Adcock et al, 2001, p274) "

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.(Kotler & Keller, 2006, p536) "

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Adcock et al, 2001, ) (Rachman, 1988, p418)

:(333 2003 ) (p274

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(Adcock et al, 2001, p274) :

/ Awareness :Informing -

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(Adcock et al,2001, p275).

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.(Stimpson,2002, p199)

(Cron & "

DeCarlo,2006, p3)

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**:Advertising**  
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(Kotler, " 1997, p637)

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(Baker, 1995, p484)

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(303 2007 ) "

.(156 2006 ).

(304 2007 ) .

(kotler & Armstrong,

:305 2007 ) (262 2004 ) 2004, p494)

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### Comparative advertising

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:(337 2003 ) (kotler & Keller, 2006, P569)

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### **:Personal Selling**

.(Cron & DeCarlo, 2006, p2) "

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(235 2002 )"

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.(452 2003

(Cron & DeCarlo, 2006, p3) .

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The customer is the king

.(Corn & DeCarlo,2006) "

**:Sales Promotion**

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.(338 2003 ) "

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(161 2006 ) "

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.(Kotler, 1997, p661) "

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(265 2004 ) .

.(Rachman,1988, p426) .

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.(Adcock et al,2001, p333) .

**:Public relation**

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(Adcock et al, 2001, p333) "

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(342 2003

(Stimpson, 2002, p203) "

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: (kotler & Keller, 2006, P15)

Press relation ■

:Product publicity ■

:Corporate Communication ■

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Telemarketing  
. (238 2002

(458 2003 ) .

**Internet**

Hotwired 1994  
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(Laudon et al, 2001, p429) :

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2004 ) (Rachman, 1988, p432)

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**: Push Strategy -**

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**:Pull Strategy -**

**:Combination Strategy -**

(Rachman, 1988, p433) .

:(273 2004 )

**:Hard sell Strategy -**

**:Soft sell Strategy**

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(Rachman, 1988, p324) "

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(Stern, 1988, p3) "

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.(Baker, 1994, p 419) "

(Adcock et :

al,2001, p230)

Favorable attitude

(Brown et al, 1989, p479)

**:Direct Channel**

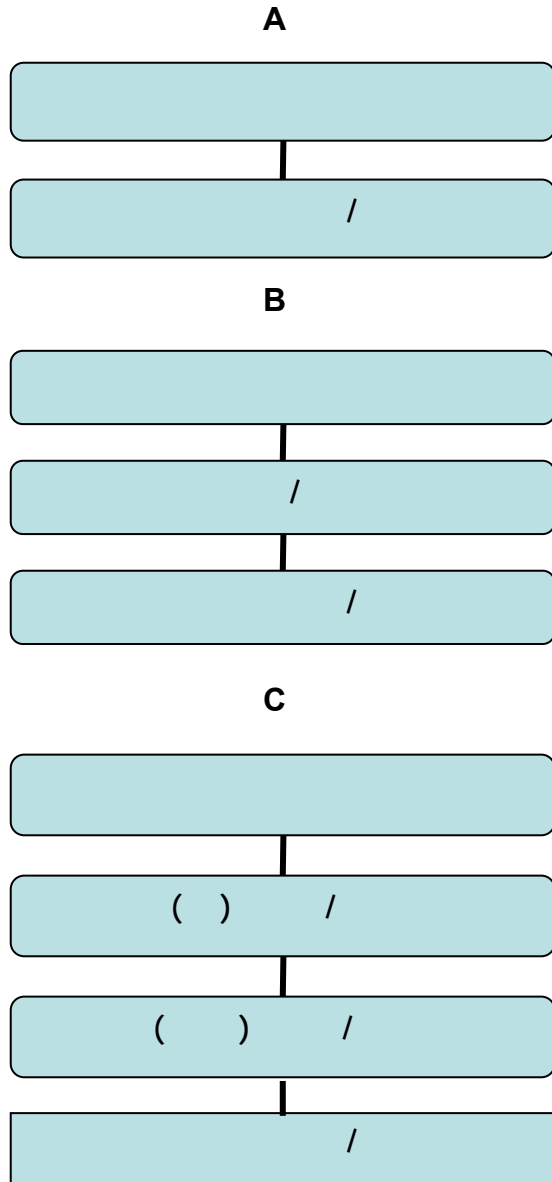
(Baker, 1994, p420).

**: Indirect Channel**

(Baker,

1994, p419)

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Source: Brown, James & El-Ansary, Adel & Stern, Louis, Management in marketing channels. Prentice Hall, New jersey, 1989, p479)

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Source: Stimpson, Peter, Business Studies. The press Syndicate of University, Cambridge, 2002. p 205

(Stern, 1988 , p5) :



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.(256 2002 )

(Stimpson, 2002, p205).

(Stimpson,2002, p206):

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: **Rachman**

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(Rachman, .

1988, p333)

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**:Flexibility in Production** •

## :Flexibility in Consumption

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## :Push Strategy

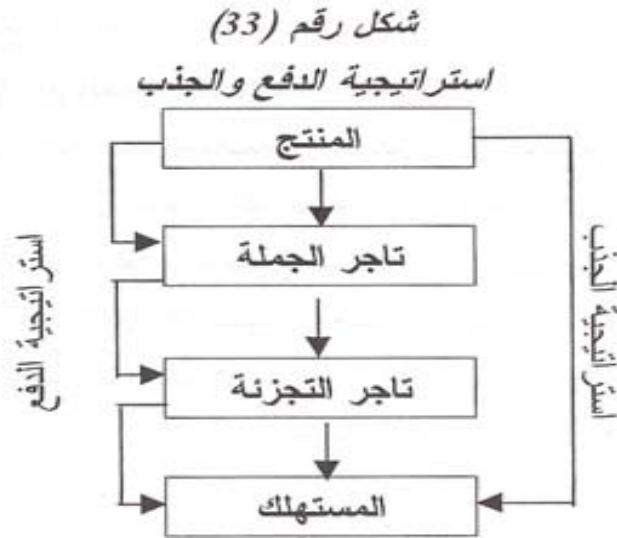
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(Adcock et al,2001, p249) .

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## :Pull Strategy

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(Adcock et al,2001, p249)

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Process

People

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(Adcock et al,2001, p248) .

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**CRM**

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**Customer equity**

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.(Garrison, 2003, p 446)

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." (كامل، 2006)

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Customers.Com

(Seybold, 2007) ."

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(Furlong, 1993, p 73) "

.(kotler & Keller, 2006, P6) "

(kotler .

& Armstrong, 2004, p11)

(Stowell,1997, p49) "



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## Customer Loyalty

(Competitive Advantage)

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Investment-ROI)

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1988

(Griffin, 2004) .

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(Stewart, .

Goldarick, 1996)

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(Furlong, 1993, p 73).

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(Stowell,1997, p39)

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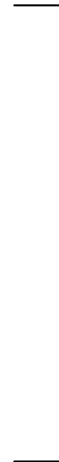
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Source: Furlong, Carla B., Marketing For Keeps, John Wiley & Sons, INC, Canada, 1993, p 9

www.12manage.com) .

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Reorienting

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(kotler & Armstrong, 2004, p19)

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(Kotler & Keller, 2006, p152)

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.(Kotler & Keller, 2006, p153) .

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(Furlong, 1993, p 148)

**:Customer equity** :

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(kotler & .

Armstrong, 2004, p21)

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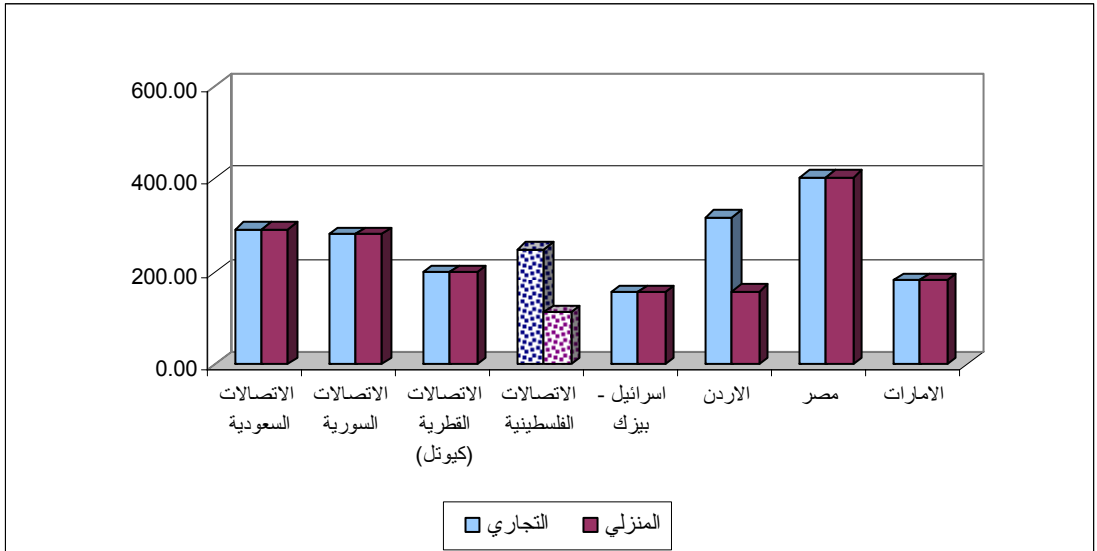
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290.43	290.43	
280	280	
199.34	199.34	( )
113	249.00	
154.98	154.98	-
158.10	316.26	
403.13	403.13	
181.40	181.40	

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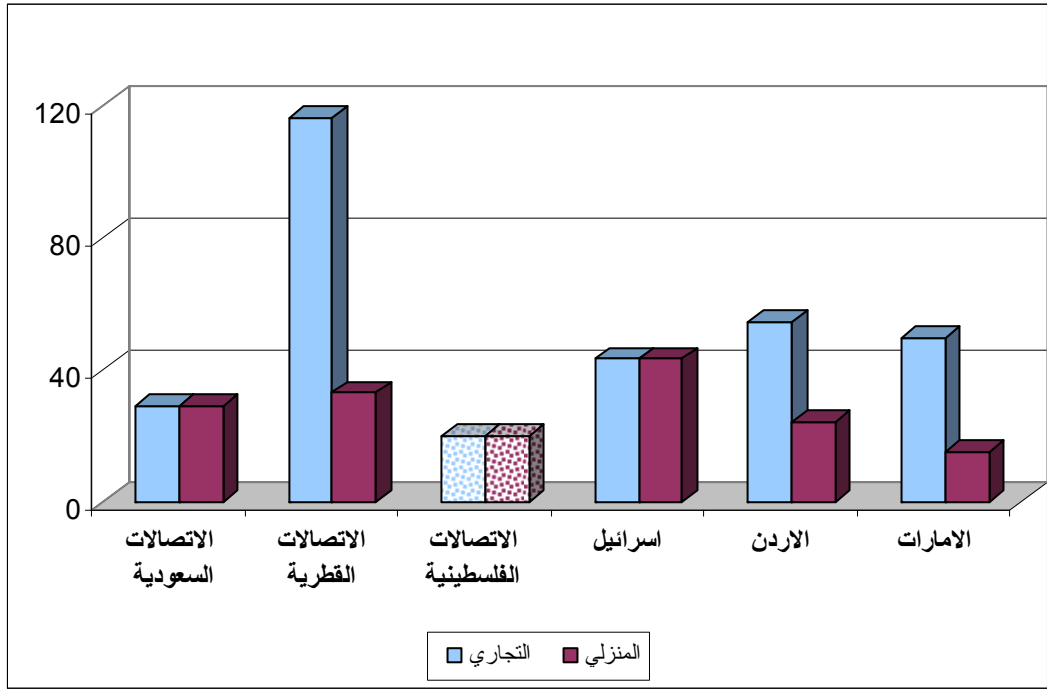
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29.04	29.04	
32.89	116.61	( )
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43.2	43.2	
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5.33	5.33	
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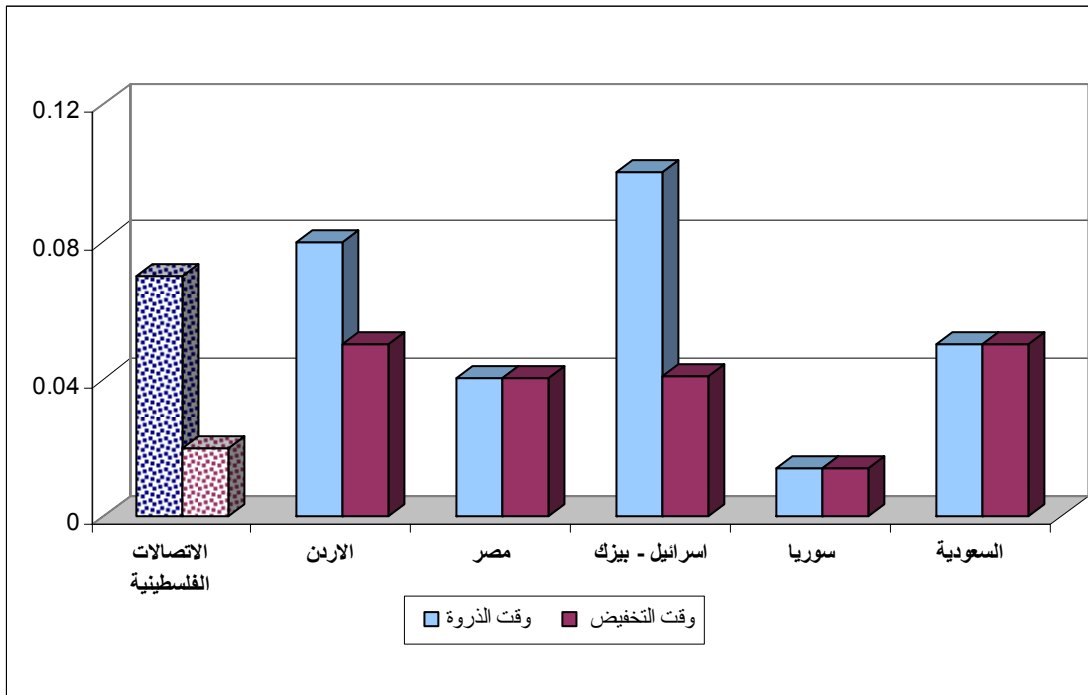
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ADSL

	Download Speed (Kbps)				
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	-	N.A.	N.A.	N.A.	N.A.
	85	-	85	85	85
	-	114	-	-	-
			47		
	-	26	65	-	-
	80	80	80	80	80
	-	107	107	215	215
	-	39	39	39	40
	-	54	54	54	54
	-	151	151		
	<b>41</b>	<b>41</b>	<b>41</b>	<b>41</b>	<b>-</b>
	69	65	64	69	73
	85	151	151	215	215
	41	13	13	13	13
<b>PALTEL</b>	<b>-40%</b>	<b>-37%</b>	<b>-36%</b>	<b>-41%</b>	

2008

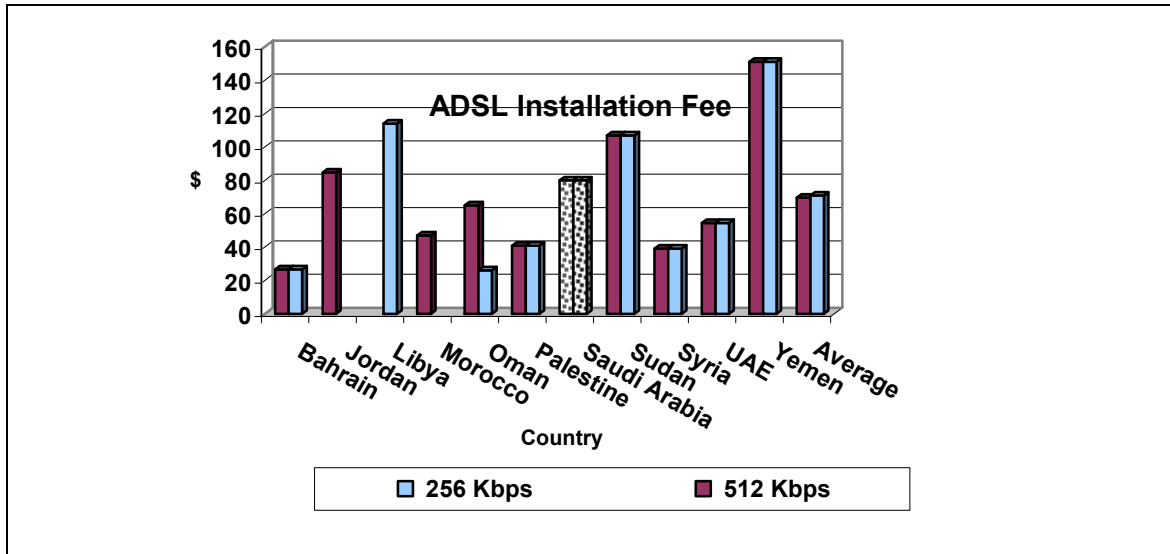
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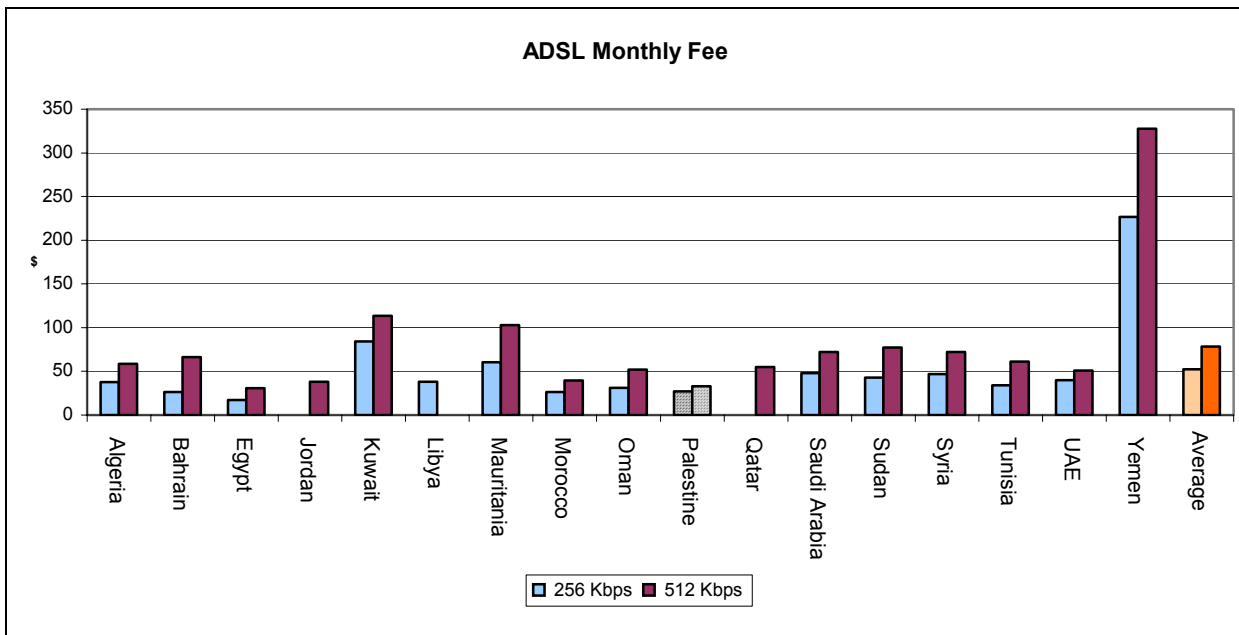
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	-	17	31	55	96
	30		38	51	61
	59	84	114	216	488
	-	38	-	-	-
	35	60	103	173	-
	20	26	40	53	66
	-	31	52	-	-
	-	-	55	82	110
		48	72	93	158
	-	43	77	151	280
	-	47	72	116	192
	23	34	61	98	-
	-	40	51	68	95
		227	328	-	-
	<b>16</b>	<b>27</b>	<b>33</b>	<b>54</b>	<b>-</b>
	33	53	78	101	170
	61	227	328	216	488
	16	17	31	51	61
<b>PALTEL</b>	<b>-52%</b>	<b>-49%</b>	<b>-58%</b>	<b>-47%</b>	

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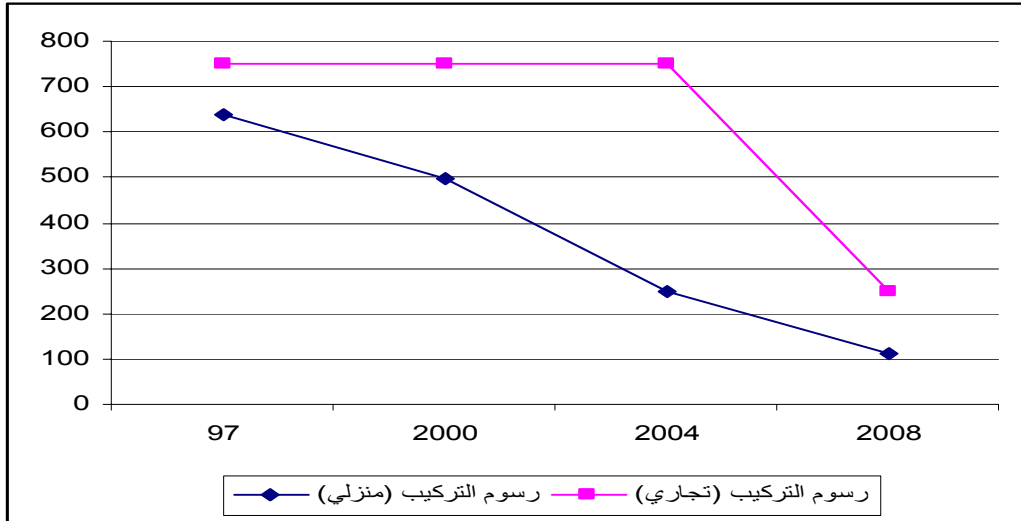
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08	07	06	05	04	03	02	01	00	99	98	97	
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40	40	40	40	50	50	50	50	60	60	60	60	
0.51	0.51	0.51	0.51	0.51	0.51	0.51	0.51	0.63	0.63	0.63	0.63	10 ) (
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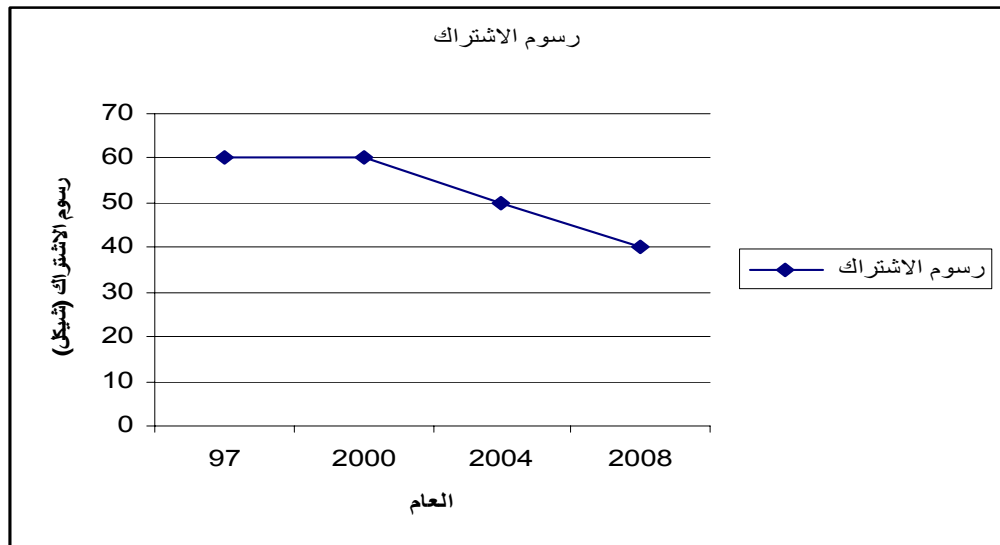
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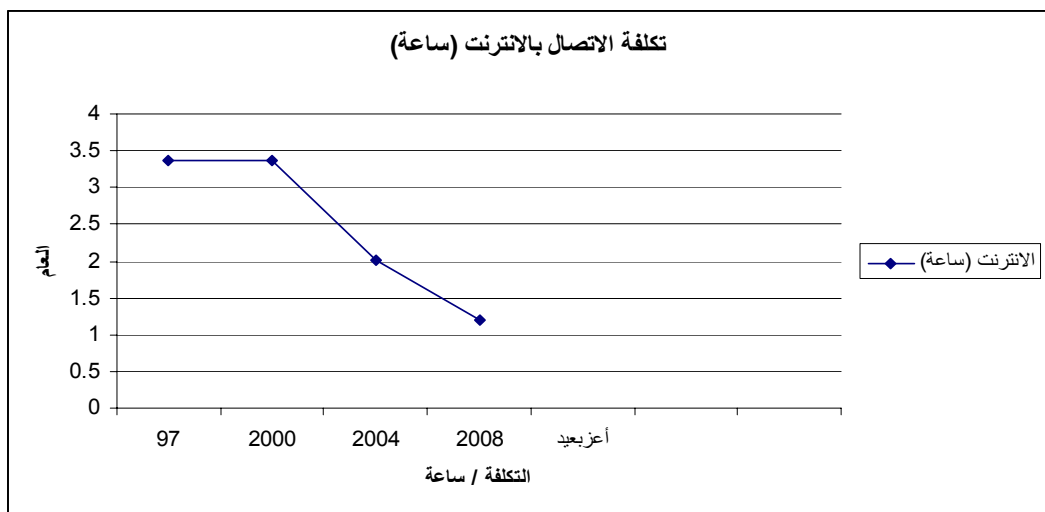
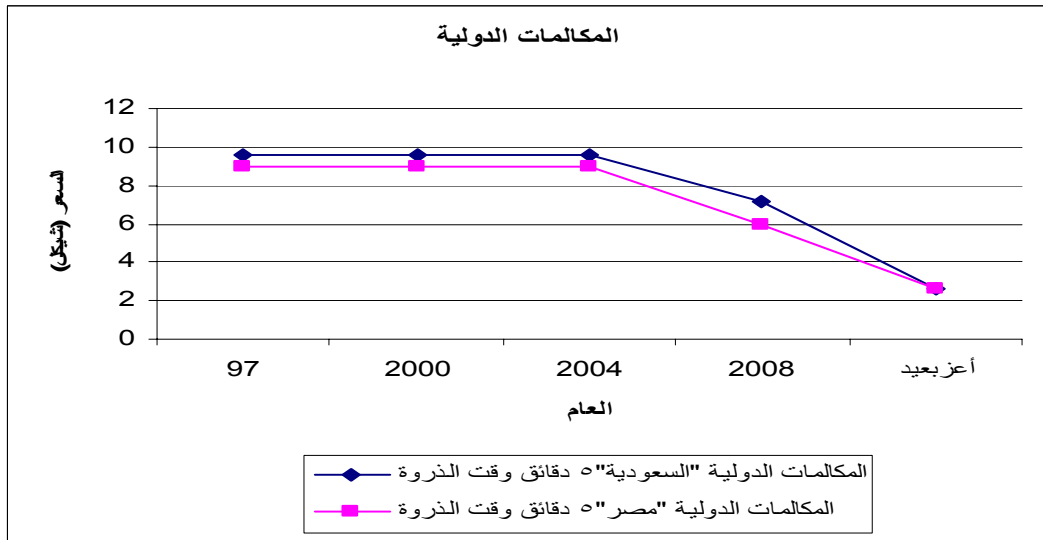
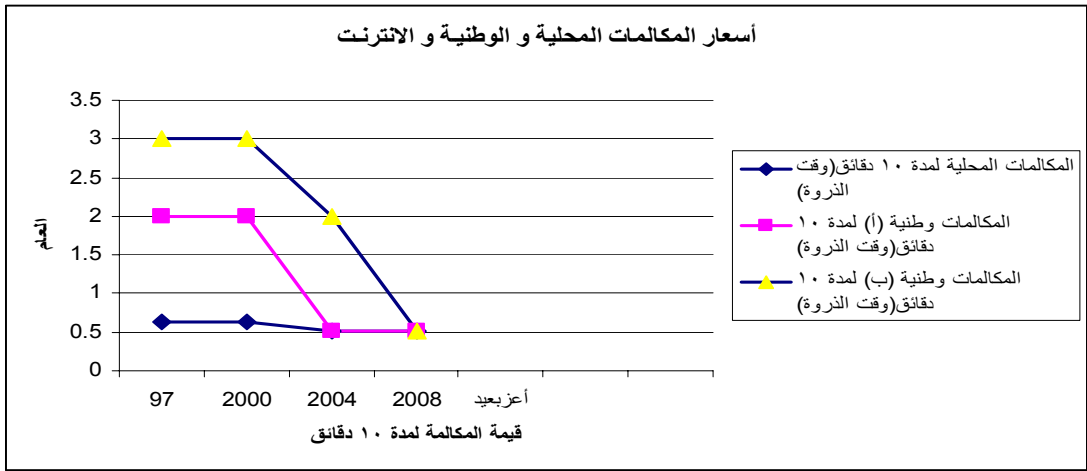


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## WiFi, WiMax

WiFi

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WiMax

.(SINGH,2006) VoIP

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DSL

WiMAX

**(Bai, 2007)**

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Customer

Loyalty

(Competitive Advantage)

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**Study of (Bai, 2007)**

"Analysis of the Market for WiMAX Services "

**WiMax**

2006

WiMAX

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DSL,WiFi,3G

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WiMAX

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DSL

WiMAX

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WiMAX

DSL

WiMAX

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WiMAX

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**Study of (Awan & Shahzad, 2006)**

" Regionalization and Marketing Mix Strategies of a company (A study of Telecommunication Company) "

( - )

Telenor

**Study of (SINGH,2006)**

" A Critical marketing appraisal of the global telecommunication study ".  
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Wi Fi VoIP " "

WiMax

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## WiMax, Wi-Fi, VoIP

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WiMax .

**Study of (Khan,& Shahzad, 2005)**  
" Managing Customer Relationships On the Internet".

Web sits  
on line

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CRM

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Icon

**Study of (Yang, 2004)**

" Identifying and Testing the Decision Making Factors Related to 'Key Industries' Choice of Location "

**Study of (Rossotto et al, 2003)**

"Opening up Telecommunications to Competition and MENA Integration in the World Economy "

**Study of (Chen & Popovich,2003)**

"Understanding customer relationship management (CRM) People, process and technology"

"( ) "

CRM

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CRM •

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**Study of (Koskela, 2002)**

"Customer Satisfaction and Loyalty in After Sales Service: Modes of Care in Telecommunications Systems Delivery"

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**(Hart, & Tzokas, 2000)**

"New product launch ``mix" in growth and mature product markets"



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$$n = \frac{85,735}{85,735 \times .05^2 + 1} \cong 399$$

= N

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$\alpha = 0.05$

500

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<b>274</b>	55%	46943	
<b>67</b>	13%	11537	
<b>43</b>	9%	7336	
<b>62</b>	12%	10660	
<b>54</b>	11%	9259	
<b>500</b>	100%	85735	

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-1

(3 )

\_(1)

.(4)

-

:

-

50

47

%95

:

)	"	.....		"	-
0.128	.		0.392	(Sig.)	
)				"	-
0.540	(Sig.)		0.093	"	(
)				"	-
0.239	"	(			
.			0.106	(Sig.)	
"				"	-
.		0.102	(Sig.)	0.242	
)				"	-
"					(
-		0.734	(Sig.)	0.051	

: -2

**Internal Validity** :

**Structure Validity** :

:

)

(15)

(

$\alpha = 0.05$

(15)

(.Sig)			
*0.000	0.621	.	.1
*0.000	0.514	.	.2
*0.002	0.405	)	.3
*0.000	0.570	( ...	.4
*0.000	0.679	.	.5
*0.001	0.439	)	.6
*0.000	0.568	(	.7
*0.000	0.685	)	.8
*0.000	0.575	.( ... 010 ADSL	.9
*0.000	0.553	.	.10
*0.000	0.517	)	.11
*0.001	0.443	...)	.12
*0.023	0.296	.(	.13
*0.011	0.339	)	.14

$\alpha = 0.05$

\*

)

(16)

(

$\alpha = 0.05$

(16)

(Sig.)			
*0.027	0.284		.15
*0.048	0.246		.16
*0.002	0.411		.17
*0.001	0.453		.18
*0.001	0.447		.19
		Billboard	
*0.000	0.772		.20
*0.045	0.251		.21
*0.001	0.453		.22
*0.000	0.470		.23
*0.000	0.467		.24
*0.000	0.582		.25
*0.000	0.673		.26
*0.000	0.625		.27
*0.000	0.622		.28
*0.000	0.636		.29
*0.000	0.484		.30
*0.000	0.698		.31
*0.000	0.608		.32

*0.000	0.586		.33
*0.000	0.673		.34
*0.000	0.517	E-Service ) ( ...	.35
*0.007	0.358	....Email	.36
*0.000	0.550	( )	.37
*0.000	0.556	.	.38
*0.000	0.579	(... )	.39
*0.000	0.720	.	.40

$\alpha=0.05$

\*

) (17)  
(  
 $\alpha= 0.05$

(17)

(Sig)			
*0.000	0.607		.41
*0.000	0.632		.42
*0.000	0.734		.43
*0.000	0.599		.44
*0.000	0.658		.45
*0.000	0.563		.46
*0.000	0.736		.47
*0.000	0.548	..	.48
*0.000	0.504		.49
*0.000	0.525	) Package	.50
*0.029	0.278	)	.51
*0.004	0.383		.52
*0.000	0.627		.53
*0.000	0.618		.54
*0.000	0.709		.55
*0.000	0.692		.56
*0.000	0.539	( )	.57
*0.000	0.497	( .. )	.58
*0.003	0.401		.59

$\alpha=0.05$

\*

)

(18)

(

$\alpha= 0.05$





(19)

(.Sig)			
*0.000	0.594		.78
*0.000	0.634		.79
*0.000	0.707		.80
*0.000	0.541		.81
*0.000	0.532		.82
*0.002	0.409		.83
*0.000	0.753		.84
*0.000	0.562		.85
*0.000	0.666	( )	.86
*0.000	0.592		.87
*0.002	0.405		.88
*0.000	0.811	( ... )	.89

$\alpha=.05$

\*

**Structure Validity** :

(20)

$\alpha= 0.05$

(20)

(.Sig)			
*0.000	0.655		.1
*0.000	0.838		.2
*0.000	0.807		.3
*0.000	0.788		.4
*0.000	0.752		.5

. $\alpha$  =0.05

\*

**:Reliability**

**-3**

**: Cronbach's Alpha Coefficient**

.(21)

(21)

0.774		.1
0.910		.2
0.903		.3
0.836		.4
0.857		.5
<b>0.967</b>		

(21)

(0.967)

(4)

:

Statistical

(SPSS) Package for the Social Sciences

:

:

-1

(Cronbach's Alpha)

-2

(Spearman Correlation Coefficient)

-3

:

	(Sign Test)	-4
	2	
	(Mann-Whitney Test )	-5
	(Kruskal – Wallis Test )	-6

:

:

:

:

:

%54.8

(22)

-

% 14.5

%5.6

%9.5

% 15.6

:(22)

%		
5.6	26	
14.5	67	
15.6	72	
54.8	253	
9.5	44	
100.0	*462	

\*

%79.9





. %19.7 % 80.3 (24)

:(24)

%		
80.3	370	
19.7	91	
100.0	461	

(2008 ) %14.7 2008

. %80.9 %19.1 (25)

:(25)

%		
19.1	88	
80.9	372	
100.0	460	

%14.1 : %85.9 (26)

:(26)

%		
85.9	385	
14.1	63	
100.0	448	

%9.3

-

%14.6                      %10.7                      (27)  
   %13.3                      %52.2  
   %8.3

:(27)

%		
10.7	49	
52.2	245	
13.3	61	
14.6	67	
8.3	38	
100.0	460	

-

%35.2 (28)  
 %16.8                      %25.3                      %10.0  
 )                                      %12.7  
 .(

:(28)

%		
35.2	161	
10.0	46	
25.3	116	
16.8	77	
12.7	58	
100.0	458	

%87.3

%51.3 "  
 ) "  
 %3                                      %30.2  
 .(2008

-

%32.6      1500                      %22.4      (29)  
 2500-1500                                      %32.6      2500-1500  
 3500                      %17.9                      3500-2501                      %27.1  
 .

:(29)

%		
22.4	100	1500
32.6	146	2500-1500
27.1	121	3500-2501
17.9	80	3500
100.0	447	

2500

%55

2000 / 63.6

42.6

75.6

(2008

) ."

%4.1

(30)

5

%23.2

%9.0

5

%63.7

:(30)

%		
4.1	19	
9.0	41	
23.2	106	5
63.7	291	5
100.0	457	

(182866) 1997  
 (809) (2004)  
 05-03 %63.7 5  
 %23.2 5

% 13.1

%21.6 (31)  
 -151 %29.7 150-101 %38.3 100  
 %59.9 251 %14.4 250  
 150  
 180

:(31)

%		
21.6	98	100
38.3	174	150-101
29.7	135	250-151
10.4	47	251
100.0	454	

- )  
 .( -  
 .  
 ( )  
 :  
 . 2  
 :  
 2  
 (SPSS )  $\alpha = 0.05$  Sig.(P-value)  
 Sig.(P- 2  
 $\alpha = 0.05$  value)

:

: /

%71.3 (32)

%15.2

(32)

/

3.7	
11.5	
13.5	
48.0	
23.3	

(14-1)

.(33)

2

(33)

/

(Sig.)

	(.Sig)					
5	0.000	19.0	76.43	3.06	.	.1
6	0.000	18.0	74.85	2.99	.	.2
8	0.000	15.1	71.23	2.85	) ... (	.3
7	0.000	15.9	71.67	2.87		.4
10	0.000	16.4	70.80	2.83	.	.5
2	0.000	19.9	78.95	3.16	) (	.6
9	0.000	15.0	71.02	2.84	) ( ...	.7
4	0.000	18.8	78.10	3.12	ADSL ) ( .... 010	.8
14	0.000	5.6	42.46	1.70	.	.9
12	0.000	6.2	59.42	2.38	.	.10
1	0.000	19.6	78.99	3.16	)	.11



					...	
11	0.000	13.9	68.52	2.74	)	12
3	0.000	18.9	78.11	3.12	)	13
13	0.000	3.4	44.92	1.80	.	14
	0.000	19.75	68.26	38.22		

.  $\alpha = 0.05$

\*

) (1 8 13 6 11) (33)  
 %(76.43 78.99)  
 0.000 (Sig.) (19 19.6)  
 $\alpha = 0.05$   
 :

" " -

.(2004 )

-

( )

(144)

-

( )

.(2006 )

ADSL SFI ( 3 )

DSL ( .. )

6.2 " ( 10) (33) % (59.42) " 0.000 (Sig.)

$\alpha = 0.05$

2

2007

(14 9) (33) % (44.92 42.46) 0.000 (Sig.) (3.4 ) (- 5.6)

$\alpha = 0.05$

: 2

" 9 -

"

.(2003 )

)

) (2679) (2002

(2002

" 14 -

"

7 2001

(33)

(Sig.) 19.75 %68.26

0.000

"

$\alpha = 0.05$

2

:

-

" ADSL

eServices

WWW.PALTEL.PS

199

144,166

" (2006)

" (2001)

" (2003)

" (

)

:

%61.4 (34)

%15.1

( 34 )

2.8	
12.3	
23.5	
46.8	
14.6	

(26-1)

.(35)

. 2

(35)

(Sig.)

الرتبة	القيمة الاحتمالية (Sig.)	قيمة الاختبار	المتوسط الحسابي النسبي	المتوسط الحسابي		
7	0.000	15.8	69.60	2.78		.1
16	0.000	10.8	62.30	2.49		.2
25	0.005	2.6	53.44	2.14		.3
17	0.000	10.0	61.71	2.47		.4
15	0.000	10.8	63.19	2.53	Billboard	.5
11	0.000	14.8	67.11	2.68		.6
9	0.000	15.1	68.28	2.73		.7
2	0.000	17.4	73.38	2.94		.8
14	0.000	11.7	65.42	2.62		.9
3	0.000	16.3	71.50	2.86		.10
1	0.000	18.9	75.49	3.02		.11
5	0.000	15.9	70.94	2.84		.12
20	0.000	9.1	60.56	2.42		.13

21	0.000	9.2	60.36	2.41		.14
12	0.000	14.2	66.25	2.65		.15
26	0.042	1.7	47.10	1.88		.16
24	0.000	7.6	58.27	2.33		.17
19	0.000	9.0	60.87	2.43		.18
18	0.000	10.0	61.54	2.46		.19
13	0.000	13.1	65.52	2.62		.20
4	0.000	16.2	71.06	2.84	E-Service ) ( ...	.21
22	0.000	7.0	59.46	2.38	....Email	.22
23	0.000	7.3	58.40	2.34	) (	.23
6	0.000	16.3	70.32	2.81		.24
10	0.000	14.6	67.30	2.69	(... )	.25
8	0.000	15.0	68.81	2.75		.26
	0.000	15.8	64.31	66.88		

.  $\alpha = 0.05$

\*

(12 21 10 8 11)

(35)

%(70.94-75.49)

0.000

(Sig.)

(15.9-18.9 )

$\alpha = 0.05$

: 2

" (11)

"

)

( ...

" (8)

:"

" (10)

:"

)

(

.(

144

)

" (21)

E-Service



"

WWW.PALTEL.PS

" (12)

-

"

Image

(23 22 17 3 )

(35)

(7 -2.6)

%(59.46 - 53.4)

$\alpha = 0.05$

0.000 (Sig.)

2

:

" 3

-

"

"

%39.3

"

"2000-1999

"

%19.9

"

"

" 17

"

-

ADSL

" 23

(

)

"

-

2007

:

2007/1/1

○

○

"

"

" 22

-

" Email

2004

CRM & Billing

system

1.88 (16)

0.042

(Sig.)

(35)

1.7

$\alpha = 0.05$

16

2

"

"

:

.

-

)

-

.(

-

.

-

Effective Level

.

(35)

(Sig.)

15.8

%64.31

$\alpha = 0.05$

"

"

0.000

2

.

:

-

.

-

(35)

.

WWW.PALTEL.PS

Eservices

.ADSL

4

2005

OSS

" (2006)

"

:

" (2007)

"

.

.

" (2007)

"

.

" (2001)

"

" (2005)

"

- )

" (العبدلي، 2005)

" ( -

( 21 )

.(4 )

" (2003) بعنوان "

،"

-

" (2007)

"

:

%48.1

(36)

%27.8

(36)

:

7.1	
20.7	
24.1	
37.8	
10.3	

(19-1)

.(37)

2

(37)

(Sig.)

	(Sig)					
13	0.000	4.5	56.15	2.25	.	.1
9	0.000	6.3	57.71	2.31	.	.2
19	0.000	4.0	43.49	1.74	.	.3
17	0.380	0.3	49.01	1.96	.	.4
5	0.000	7.9	59.55	2.38		.5
18	0.155	1.0	48.22	1.93		.6
16	0.076	1.4	50.70	2.03	.	.7
14	0.000	4.4	54.77	2.19	..	.8
2	0.000	9.7	60.92	2.44	.	.9

3	0.000	9.9	60.48	2.42	Package ( )	.10
1	0.000	11.7	64.22	2.57	) (	.11
8	0.000	6.8	57.99	2.32	.	.12
4	0.000	8.1	60.31	2.41	.	.13
7	0.000	7.0	58.04	2.32	.	.14
6	0.000	7.7	59.29	2.37	.	.15
11	0.000	5.5	56.50	2.26	.	.16
10	0.000	6.8	56.55	2.26	) (	.17
15	0.009	2.4	52.27	2.09	( .. )	.18
12	0.000	5.4	56.34	2.25	.	.19
	0.000	6.1	55.51	42.19		

.  $\alpha = 0.05$



(5 13 10 9 11) (37)

%(59.55-64.22)

0.000 (Sig.) (7.9-11.7)

$\alpha = 0.05$

: 2

" 11

-

"

" "

" "



" . " 9 -

%25 (08:00-20:00) %50

%26 (08:00-22:00)

10 (08:00-18:00)

" 10 -

" Package

"

) . ..

(2005

" 13 -

"

10 150

"

" 5 -

%(75 -20) ( )

. 10

"18 (37)

2.09 " ( .. )

(Sig.) 2.4 %52.27

$\alpha = 0.05$  0.009

2

)

( ..

2.19 "8 (37)  
 (Sig.) 4.4 %54.77  
 $\alpha = 0.05$  0.000  
 2

"

"

" 3 (37)  
 %43.49 1.74 "  
 0.000 (Sig.) 4.0  
 $\alpha = 0.05$   
 2

"

"

30

5

20

15

/ 51.63 %3.47  
(2008 )

VoIP

.

( )

%80

.

.

$\alpha = 0.05$

(7 6 4)

(37)

"

:

" 4

-

"

"

0.89

2.40

" 6

-

:"

(18:00-08:00) 0.62  
0.89  
0.70

:" " 7 -  
ADSL 1.2

" (37)  
(Sig.) 6.1 %55.51 "  
 $\alpha = 0.05$  " " 0.000  
2

80-70 : -

%75-20 -

ADSL

%65

20 / 30 -

. %50 5 /

0.89 -

. /

: -

" .

1

205 1 ( 16) 70

(2006 ). ( 46 )

-



" (2004)

- " "

" (2006) Awan & Shahzad

" Telenor

Telenor

:

%67.1 (38)

%13.4

:

( 38 )

3.1	
10.3	
19.5	
51.4	
15.7	

(18-1)

.(39)

2

(39)

(Sig.)

	(.Sig)					
14	0.000	11.4	64.41	2.58		.1
4	0.000	16.5	71.28	2.85	..	.2
18	0.000	3.6	53.75	2.15	.	.3
11	0.000	14.0	66.93	2.68	.	.4
5	0.000	16.3	70.72	2.83	.	.5
3	0.000	16.4	71.87	2.87	( ... )	.6
6	0.000	15.2	69.31	2.77	.	.7
10	0.000	13.7	67.47	2.70	.	.8
12	0.000	13.2	66.50	2.66	( )	.9
13	0.000	13.4	66.37	2.65	.	.10
7	0.000	14.8	68.48	2.74	.	.11
1	0.000	19.1	75.98	3.04	..	.12
15	0.000	9.7	60.61	2.42	) ( Dealers	.13
17	0.000	7.2	57.27	2.29	( Dealers )	.14



16	0.000	8.1	58.45	2.34	.	.15
				2.90	Call Center 144 )	.16
2	0.000	17.3	72.54		(199 166	
8	0.000	14.9	68.16	2.73	.	.17
				2.72	.	.18
9	0.000	14.7	68.02			
	0.000	16.9	66.20	47.66		

.  $\alpha = 0.05$

\*

(7 5 2 6 16 12)

(39)

(15.2 -19.1)

(69.31-75.98)

0.000

(Sig.)

$\alpha = 0.05$

: 2

" 12

-

)

" 6

..

" 5

"

( ...

" 7

"

"

."

7 2004

30

One Stop Shop

)

(2004

15:00

08:00

" 16

-

) Call Center

199

( 166

144

199

24

166

" 2

"

-

-68.16)

(17,18)

(39)

0.000

(Sig.)

(14.7-14.9)

(68.02

$\alpha = 0.05$

:

2

" 17

" 18

".

"

(15 14 3 )  
 (8.1 - 3.6 )  
 (39)  
 (58.45-53.75)  
 $\alpha = 0.05$  0.000 (Sig.)  
 2

" 3

08:00

" 14

( Dealers

" 15

(Sig.)

16.9

(39)

%66.20

$\alpha = 0.05$

"

"

0.000

2

:

7

30

-

One Stop Shop

.

-

199

Telemarketing

-

-

E-Services

"

**(2003) Chen and Popovich**

"(

)

"

**(2004) Yang**

"

"

"

**(2004**

)

:

%63.5 (40)

%15

(40)

3.6%	
12.4%	
20.5%	
47.1%	
16.4%	

(41)

(Sig.)

(Sig.)					
*0.000	16.92	63.30	194.95	( )	

.  $\alpha = 0.05$

\*

( )

(41)

0.000

(Sig.)

16.92

%63.3

$\alpha = 0.05$

2

( )

:

-

VoIP

‘ADSL

)

SFI.. و غیره، کما عملت علی

( ...

.

-

ISO 9002

-

.

-

2.0

0.70

/

0.89

-

-

### One Stop Shop

:

" (2008)

"

(، حيث بلغ الوزن النسبي لتبني - - - )

%79.44

%82

%73.75

%76.25

"

"

دراسة SINGH (2006)

" (2000) Hart, & Tzokas

"

" WiMAX

" دراسة (2007) Bai

WiMAX

WiMAX

. DSL

دراسة (2005) Khan & Shahzad بعنوان " إدارة علاقات الزبائن من خلال

Online

الانترنت"،

Online

" دراسة (2006) Awan & Shahzad

" Telenor

Telenor



" (2003) Rossotto دراسة

"

" (2003)  
)

"(

: -  
%64.1 (42)  
%13.1

( 42 )

3.4%	
9.7%	
22.8%	
47.5%	
16.6%	

(12-1)

.(43)

2

(43)

(Sig.)

	(.Sig)					
8	0.000	11.4	64.38%	2.58	.	.1
4	0.000	13.7	67.05%	2.68	.	.2
7	0.000	11.8	64.75%	2.59	.	.3
10	0.000	10.0	62.82%	2.51	.	.4
12	0.000	9.0	60.49%	2.42	.	.5
5	0.000	13.5	66.83%	2.67	.	.6
9	0.000	10.0	62.85%	2.51	.	.7
6	0.000	12.7	65.83%	2.63	.	.8
3	0.000	13.7	67.50%	2.70	.	.9
2	0.000	17.2	73.59%	2.94	.	.10
1	0.000	15.8	74.13%	2.97	.	.11
11	0.000	9.1	62.34%	2.49	)	.12
	0.000	14.5	65.80%	31.58	( ...	

.  $\alpha = 0.05$

\*

) 2.42

(43)

65.80%

(4

0.000

(Sig.)

9

$\alpha = 0.05$

: 2

" 11 -

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1997

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Customers Satisfaction

Customers loyalty



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Customer service

Customer Orientation

Customer Centric

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Restructuring

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(DSL:

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Digital subscriber Line)

(VPN: Virtual private network

VoIP

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Customer Loyalty

(Competitive Advantage)

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*0.003	4	16.060		.3
*0.000	4	25.799		.4
*0.001	4	18.552		.5
*0.031	4	10.672		.6

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222.97	214.39	251.60	269.23	259.54	
210.57	219.48	255.46	231.79	316.75	
196.90	216.20	264.93	236.90	332.44	
209.07	214.56	262.76	247.23	307.19	
205.70	221.37	254.56	234.86	291.92	

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0.265	4	5.228		-2
0.266	4	5.211		-3
0.176	4	6.334		-4
0.136	4	7.006		-5
0.076	4	8.466		-6

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0.406	-0.832		-2
0.760	-0.305		-3
0.448	-0.759		-4
0.294	-1.050		-5
*0.018	-2.368		-6

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*0.001	4	18.526		.3
*0.025	4	11.140		.4
*0.001	4	17.610		.5
*0.005	4	15.016		.6

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217.59	278.37	207.93	227.94	215.95	
253.93	281.63	214.21	219.12	219.59	
249.28	277.92	205.26	214.03	264.86	
278.43	254.79	202.49	221.77	238.62	
255.51	285.12	206.21	216.34	237.47	
237.58	282.78	197.97	223.22	225.58	

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*0.003	3	14.179		.2
0.313	3	3.558		.3
0.284	3	3.797		.4
*0.036	3	8.524		.5
0.197	3	4.683		.6

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أكثر من 3500 شيكل	2501- 3500 شيكل	1501- 2500 شيكل	أقل من 1500 شيكل	
189.56	222.81	218.50	261.02	
193.26	226.81	221.12	249.40	

(53)

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One Stop Shop

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WWW.PALTEL.PS

WWW.E-Service.PALTEL.PS

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Dealers

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01:40	<a href="http://www.kantakji.com/fiqh/Manage.htm">http://www.kantakji.com/fiqh/Manage.htm</a>	
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22:40	<a href="http://www.alquds.com">http://www.alquds.com</a> :	15
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01:50	<a href="http://www.managementforum.org.sa/MangForum/news.html">www.managementforum.org.sa/MangForum/news.html</a>	
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23:13	<a href="http://www.alqabas.com.kw/Final:">http://www.alqabas.com.kw/Final:</a>		
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11:15	<a href="http://www.kantakji.com/index.htm">http://www.kantakji.com/index.htm</a> :		2005
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12:20	<a href="http://www.mcsrc.org/gdetails.asp?g_id=376">_http://www.mcsrc.org/gdetails.asp?g_id=376</a>		
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10:37	<a href="http://www.argaam.com/frontend/index.aspx">http://www.argaam.com/frontend/index.aspx</a>		
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09:55	<a href="http://www.al-jazirah.com.sa/digimag">http://www.al-jazirah.com.sa/digimag</a>		
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22:55	www.alarabonline.org :	2007/11/21
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1. www.alburaq.net
  2. www.alarabonline.org
  3. www.emeraldinsight.com
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						.80
						.81
						.82
						.83
						.84
						.85
						.86 ( )
						.87
						.88
						.89 ( ... )



**:(5)**

:

:

:

)

:

▪

:(

**\*41**

:( ) (\*41) .1

**\*42**

:( ) (\*42) .2

**.3**

**.4** ( 175 )

▪ \_\_\_\_\_

: Conference Call .1  
3

: .2  
10

CALLER ID .3

:( : ) .4

30  
:(  ) .5

:(Distinctive Ringing ) .6  
( )

( )  
( Caller ID + ) .7

( )

:

" :Audio text " .1  
"

(19XXX)

: ) -( )

.( ...

: \_\_\_\_\_ .2

:(Toll Free Number) 1 – 800 \_\_\_\_\_ .3

( )

:1700 \_\_\_\_\_ .4

( - )

1700

( ) \_\_\_\_\_

### DIGITAL LEASED LINES

AHLAN) "

.( 24 )

: \_\_\_\_\_

:

: \_\_\_\_\_ .1  
" "

( )

(AHLAN PRE-PAID CARD) " " .2

):

19XX

(

SFI

: Public Payphone Tariff .3

)

(

2001

0.66

0.96 %

1.2 %

1.47

: \_\_\_\_\_

"

"

: SFI " .1

Login Name

ISP

Password

)

.(010 xxxxxx

: Subscriber Line "ADSL Digital" .2

ADSL ) ADSL Broad Band  
( Asymmetric Digital Subscriber Line

**E-Services** \_\_\_\_\_

eServices

24

alburaq.net PALTEL.PS :

:  
:eBill - \_\_\_\_\_ .1

: \_\_\_\_\_ .2

: \_\_\_\_\_ .3

:e-Bill \_\_\_\_\_ .4

:eBill \_\_\_\_\_ .5

( 6 )

**Services Tariff**  
**Fixed Telephone Tariff**

/ <b>Prices/Off Off</b> <b>Peak</b> 02:00 AM – 06:00 AM	/ <b>Prices/Off Peak</b> 8:00 PM – 02:00 AM 06:00 AM – 08:00 AM	/ <b>Prices/Peak</b> 8:00 AM – 8:00 PM	Call Type
0.01 Per min.	8 0.16 1st 8 min.  0.016 Additional min.	3 0.21 1st 3 min. 8 0.06 Until 8 min.  0.03 Additional min.	150 min. free ( ) 150 (bi-monthly) :  Local Call:Calls within the same switch or between two differen switches.

( - )

\*

\*

/ <b>Prices/Off Peak</b> 6:00 PM – 8:00 AM  Fridays & Holidays	/ <b>Prices/Peak</b> 8:00 AM – 6:00 PM	Call Type
0.46 Per min.	0.62 Per min.	<b>Calls to</b>  <b>JAWWAL</b>

Notes: Minimum Charging Period: 12 Seconds 12 : :

/ <b>Prices/Off Peak</b> 10:00 PM – 8:00 AM	/ <b>Prices/Peak</b> 8:00 AM – 10:00 PM	Call Type
0.17 Per min.	0.34 Per min.	: ( ) Calls to Israel ( All Weekdays ): fixed telephone lines only

Notes: Minimum Charging Period: 1 Minute : :

/ <b>Prices/Off Peak</b> 6:00 PM – 8:00 AM  Fridays & Holidays	/ <b>Prices/Peak</b> 8:00 AM – 6:00 PM	Call Type
0.95 Per min.	0.99 Per min.	: Calls to Cellcom, Pelephone & Orange

Notes: Minimum Charging Period: 1 Minute : :

International Call Tariff

Country	Prices/Off Peak / 10:00 PM – 8:00 AM Fridays & Holidays	/ Prices/Peak 8:00 AM – 10:00 PM	
Jordan	1.54	2.20	
Egypt	1.40	2.00	
Saudi Arabia, Oman, Sudan	1.50	2.40	- -
Other Arab countries	2.40	3.20	
USA, Canada, Austria, Belgium, Britain, Cyprus, Denmark, Greece, France, Finland, Germany, Italy, Ireland, Iceland, Luxembourg, Malta, Monaco, Holland, Gibraltar, Norway, Portugal, Spain, Switzerland, Sweden.	1.50	1.50	
Other countries	3.40	3.40	

Notes: Minimum Charging Period: 10 Seconds 10 : :

	Prices/Off Peak / 10:00 PM – 8:00 AM	/ Prices/Peak 8:00 AM – 10:00 PM	
Thuraya	5.00	5.00	
Inmarsat	21.80	21.80	
Global 269	Free	Free	269

\*Notes: Minimum Charging Period: 1 Minute : :



Prices / Each Time / NIS	Subscrp. Fees/NIS ( bi-monthly )	Code	Services
	Free	100	Police
	Free	101	Ambulance
	Free	102	Fire
	Free	166	Faults Reports
	Free	167	Reporting Faults for Internet & Data Lines
	Free	199	Customer Service Centers
	Free	126	Prepaid Cards Information
	Free	168	Free Fax for Customer Inquiries
0.21	Free	144	Directory Information
	5.00	151	Voice Mail
0.21	Free	175	Wake up Call
	Free	*41	Auto Dial / Busy No.
	Free	*42	Contacting Last Incoming Calls
	Free	-	Call Waiting
	13.66	-	Caller ID
	13.66	-	Conference Call
	7.18	-	Hotline
	13.72	-	Short Dial – 8 8
	40.80	-	Short Dial – 30 30
Charges	Service		
0	Blocking calls to Mobile		
0	Bill Reissuing		
0	Transfer of rights to 1 <sup>st</sup> degree		
55.6	Transfer of rights between Brothers		
249	Installation-Residential Line –		
750	Installation-Commercial Line –		
498	Gov. & Org.–Installation Line –		
55.6	Line Transfer		
42.6	Number Change		
24.5	Line Reconnection		
10.10	Temporary Disconnection upon request		
	Temporary Disconnection upon request		
3.83	Detailed Billing – 1 <sup>st</sup> 10 sheets –		
3.83	– Every additional sheet –		
40	Subscription fees ( bi-monthly ) ( )		