

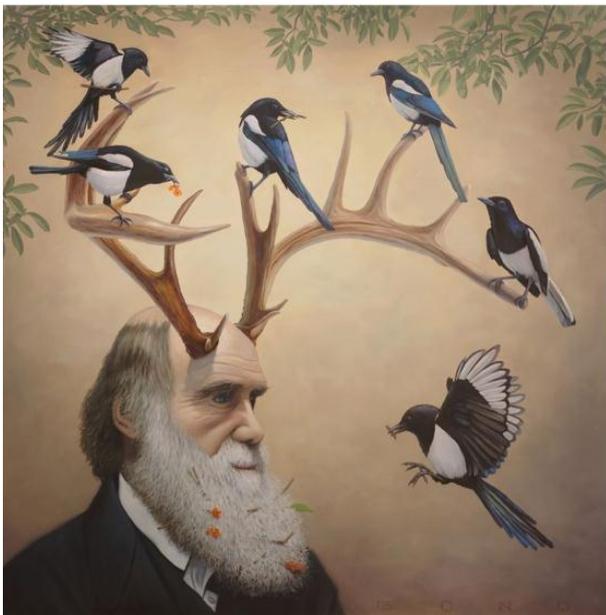
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The Role of Quality of Service as a Tool to Achieve Relationship Marketing. An Empirical Study of a Sample of Mobile Phone Company (Asiacell) Customers in Anbar Governorate

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Abstract

The aim of the research is to demonstrate the possibility of determining the role of service quality as a tool to achieve marketing in the relationship, and the communication company (Asiacell) has been chosen as one of the organizations most practicing the contents of the service about that the variables and dimensions of the research are more clear and consistent and consistent with the specificity of the subject of the research, while the research sample was from Those who benefited from the services of the Asiacell communication company were formed from the owners of offices and sales representatives of the Asiacell communication company, and the number of individuals who were chosen and distributed to them was the research questionnaire (222) individuals from the owners of offices and sales representatives, and the questionnaire was used as a tool to collect information Available for personal interviews to members of the sample died to prove the findings of the researchers from the results there is interest by the organization and the quality of service scheduling in its scope. It also seeks to build a solid relationship with customers by providing the best services that are always described as the (strongest, fastest, highest). This confirms a logical conclusion on the existence of a correlation relationship and a significant effect between research variables and their dimensions.

Key words: quality of service, relationship marketing.

El papel de la calidad de servicio como herramienta para lograr el marketing relacional.

Un estudio empírico de una muestra de clientes de compañías de telefonía móvil (Asiacell) en la gobernación de Anbar

Resumen

El objetivo de la investigación es demostrar la posibilidad de determinar el papel de la calidad del servicio como herramienta para lograr el marketing en la relación, y la compañía de comunicación (Asiacell) ha sido elegida como una de las organizaciones que más practican los contenidos del servicio. que las variables y dimensiones de la investigación son más claras y consistentes y consistentes con la especificidad del tema de la investigación, mientras que la muestra de la investigación fue de los que se beneficiaron de los servicios de la compañía de comunicación Asiacell se formaron a partir de los propietarios de oficinas y representantes de ventas de la compañía de comunicación Asiacell, y el número de individuos que fueron elegidos y distribuidos a ellos fue el cuestionario de investigación (222) individuos de los propietarios de oficinas y representantes de ventas, y el cuestionario se utilizó como una herramienta para recopilar información Disponible para Las entrevistas personales a los miembros de la muestra murieron para probar los hallazgos de los investigadores del El resultado es el interés de la organización y la calidad de la programación del servicio en su alcance. También busca construir una relación sólida con los clientes al proporcionar los mejores servicios que siempre se describen como (los más fuertes, los más rápidos, los más altos). Esto confirma una conclusión lógica sobre la existencia de una relación de correlación y un efecto significativo entre las variables de investigación y sus dimensiones.

Palabras clave: calidad de servicio, marketing relacional.

Introduction

The world has witnessed an accelerating development recently, especially in the field of organizations providing services and the introduction of modern means and information and communication technology, which created intense competition between them in the field of service provision. This development also brought about a shift in the interest of organizations from manufacturing to attention to quality services and maximizing their

role, which has become imperative to These organizations adopt systems that increase the quality of their services. The quality of services has also been extremely important for service providers and recipients, which has increased the organizations 'awareness of them, and the role they play and help them to ensure customer satisfaction, by adopting modern methods and approaches, advanced technological means and training workers to ensure the provision of high-quality services. On the other hand is no less important as the concept of relationship marketing occupied the main position in the marketing strategy, however there was a lack of concern about the direction of relationship marketing and its advantages for organizations in intense competition today, it is very important for any business organization to maintain its customers or else the competitors will attract them. With that, marketing relationships began in the name of "attracting, maintaining, and strengthening relationships with clients. Therefore, relationship marketing is that tool, means, or strategy by which companies can attract, maintain, and enhance the long-term relationship with customers so that it can be based on developing, building, and improving relationships with consumers and owners The interest as well as improving the quality of service and building the opportunity to establish a continuous contact with clients, therefore, it is necessary to focus and be familiar with the requirements of customers and consumers and meet their desires because of its importance on the organization's ability to continue, survive and compete. Bh essential for organizations to achieve efficiency and effectiveness of its operations and activities, and marketing their products and services.

Chapter one

Research Methodology

First: Research problem

Customer satisfaction has become an important role for organizations, which led to their endeavor to provide high-quality services in line with the requirements and desires of customers. Therefore, the organizations went to improve the quality of their services provided by making them a philosophy and a factor for attracting customers, but went further than that to build long-term relationships with their clients This is through empha-

sizing the quality of service, innovation and lasting creativity. In order for organizations to obtain a competitive advantage and maintain survival and continuity in light of changes and challenges in addition to the emergence of customers who are more demanding for quality, all of this contributed to raising the level of quality of the services provided and from here requires organizations to adopt new methods and methods to raise the quality of service as the quality of services has become The measure that guides the organization to measure its success in achieving its goals. In fact, the basic question of this research stems (does the quality of service have a role and effect in achieving the marketing of the relationship to customers of the telecommunications company (Asiacell) in Anbar province) So this research attempts to answer the following questions:

- 1- To what extent does the application of the concept of quality of service affect the achievement of long-term relationships with the beneficiaries of the services of the researched company?
- 2- Does the researched company have a complete perception of the reality of the quality of service provided to its customers?
- 3- Do individuals working in the researched company have an awareness of the importance of quality of service and the importance of marketing the relationship?
- 4- Is there a clear strategy for the researched company aimed at attracting and retaining clients?

Second: The importance of research

Quality of service plays an important role in designing and marketing the service as it is of importance to both service providers and beneficiaries, the awareness of the institutions and service companies has increased in the importance and role of applying the concept of service quality and making it a prevailing culture and one of the main pillars of its culture in achieving competitive advantage, so the topic of quality of service and related issues It has a wide interest from businesses and their men. Consequently, institutions concerned and concerned with controlling the quality of services in all aspects have emerged in the last decade. And it is no less important than the issue of quality of service, the subject of marketing the relationship, i.e. both parties to the marketing relationship seek to increase the value, maintain and maintain the deals, and this cannot be achieved without building solid and long-term relationships with customers and commitment to provide services with a high level of quality, through that the importance of the study is embodied With the following points:

- 1- Quality of service is a way to make the company a competitive

position compared to other companies competing with it.

2- Quality of service is a mirror through which it reflects the desires and expectations of customers.

3- Quality of service has become one of the main elements today for companies' products compared to others.

4- Service companies have placed their attention in the necessity of knowing the desires of consumers, their opinions and proposals and providing the best and best services for them in order to gain their loyalty and build long-term relationships with them.

5- Marketing relationships are also very important for companies to maintain their position and market share compared to other companies.

Third: Research objectives

This study seeks to achieve the following goals:

1- Knowing the concept of service quality and level in the researched company.

2- Knowing the reality of the quality of the service provided by the researched company to its customers.

3- Knowing the extent of interest of the researched company in the matter of service quality.

4- Explain the importance of attracting and maintaining current and potential customers with the individuals working for the researched company.

5- Learn about the importance and importance of marketing the relationship for workers in the researched company.

6- Explain the extent of the relationship between the quality of the service and the marketing of the relationship in the researched company.

7- Knowing the extent of the quality of service on achieving the marketing relationship in the researched company.

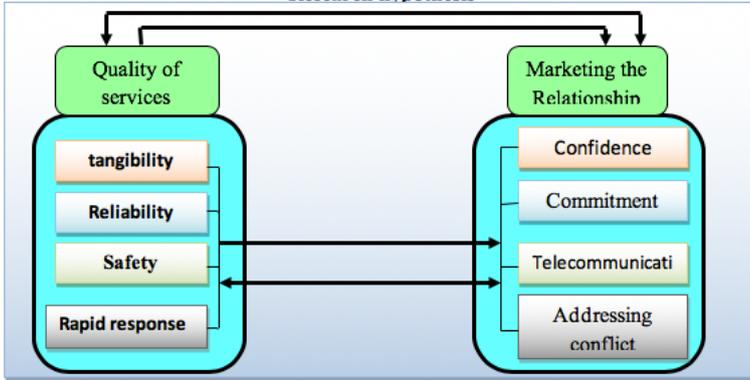
Fore: Research Hypothesis:

The hypothetical scheme consists of two variables, one is independent and the other is dependent on my agency:

A- Quality of services: It consists of Four dimensions (reliability, tangibility, response, confidence).

B- Marketing the Relationship: It consists of four variables (safety, commitment, communication, conflict management).

Figure (1)
Research hypothesis



Source: prepared by researchers

Fifth: Research hypotheses:

The study is based on a set of hypotheses as follows:

First: The first main hypothesis: There is a statistically significant correlation between the Quality of service and the marketing of the relationship. This hypothesis is subdivided into sub-hypotheses. My agencies:

- 1- There is a statistically significant correlation relationship between tangibility and marketing relationship.
- 2- There is a statistically significant correlation between Reliability and relationship marketing.
- 3- There is a statistically significant correlation between safety and marketing relationship.
- 4- There is a statistically significant correlation between rapid response and relationship marketing.

Second: The second main hypothesis: The quality of services is reflected in enhancing opportunities to achieve the marketing relationship in the researched company, and this hypothesis is subdivided into sub-assumptions. My agencies:

- 1- The Tangibility is reflected in enhancing the opportunity to achieve the marketing relationship of the researched company.
- 2- Reliability is reflected in enhancing the opportunity to achieve the marketing relationship of the researched company.
- 3- The safety is reflected in enhancing the opportunity to achieve the marketing relationship of the researched company.
- 4- The rapid response is reflected in enhancing the opportunity to

achieve the marketing relationship of the researched company.

Sixth: Research tools

In the current research, a set of tools has been adopted, including:

- 1- Theoretical tools: represented by the sources available in the offices (letters, books, theses, and magazines) as well as relying on the Internet to obtain resources for the current research.
- 2- Scientific aspect tools: The questionnaire was used as a tool to collect data.

The researcher relied on the questionnaire as a tool to collect information about the research sample, as the five-step Likert scale, which consists of five grades, starts with the number (5) completely agreed and ends with (1) does not completely agree, and the questionnaire consisted of a set of axes my agency:

Table (1)
The questionnaire according to the main and sub variables of the research

The hubs	The main variables	Sub variables	The number of paragraphs
The first axis	Quality of service	tangibility	5
		Safety	5
		Reliability	5
		Rapid Response	5
		Total	20
The second axis	Relationship Marketing	Confidence	4
		Commitment	3
		Telecommunicati	3
		Addressing conflict	3
		Total	13

Source: Prepared by the researchers using the SSPS program

Seven: Tool stability

The consistency of the questionnaire paragraphs was tested using the Cornbrash's Alpha coefficient for internal consistency, with the aim of testing the reliability of the questionnaire, and the value of the Crow Alpha Alpha Disclosure was (97.7%), knowing that the acceptance factor of the stability factor is (60%) (Sekaran In order to measure the stability of the measuring instrument and to know the extent of dependence on its results, the Crow Alpha Alpha Coefficient was extracted for the internal consistency of all the measures and paragraphs of the questionnaire. Table (2) shows the stability coefficients for all study variables.

Table (2)
value of the stability coefficient (Cornbrash's Alpha) for the internal consistency of the independent variables and the dependent variable

Paragraph sequence	The variable name	Stability coefficient Crew alpha%
1-20	Quality of service	% 91.3
1-13	Relationship Marketing	% 91.3
1-33	The general rate of stability	% 94.1

Source: Prepared by the researchers using the SSPS program

Chapter Tow

Theoretical Aspect

First: A brief overview of the concept of quality of service

The quality of service is one of the main pillars on which the productive organizations depend today as it is a key factor for its success by providing services that rise to the level of customer expectations. Where multiple concepts emerged that reflect different perspectives on the concept of quality of service, some of which can be clarified, as (Vamstad: 2012,45). believes that the quality of service is the methods used by the organization to distinguish from other similar organizations in the activity and to create a distinct image through which a site is determined The organization is at all levels of the quality of the services it provides (Cronin & Tylor 1992:56).

Was mentioned as providing the safest, easiest, most convincing, and most satisfying customer service to them, which generates a positive image of the audience, and may lead to new customers being won through Quality of services provided. Chang (Tsuchen & Hsien: 2002, 5 added). As standards and methods that measure the degree to which compatibility between service quality and customer expectations is met, just as the quality that the customer perceives for service is the difference between the customer's expectations for the dimensions of service quality, and the actual performance that actually provides these dimensions while he sees (Deshmukh,&Vrat,2005:913).

That quality of service is a form of consumer behavior, and (Bitner&Hubbert,1994:74)see that quality of service is a general impression by the consumer about the inferiority and the relative superiority of the institution and its services, while he defined it (Wisniewski and Donnelly,1996:357) is the extent to which the service meets the customer's needs or expectations. There are also a number of different definitions of Dotchin and Oakland, Wisniewski and Donnelly, Buttle as to what quality of ser-

vice means as how well the service meets customer needs or expectations. Consequently, the quality of service can be defined as the difference between customer expectations for the service and the perceived service. If expectations are higher than performance, perceived quality is less than satisfactory and thus customer dissatisfaction occurs (Buttle,1996:32).

Second: Service Quality Dimensions

The difference in customer tastes and needs and the intensity of competition among business organizations. Organizations were forced to develop their services according to the desires and needs but went beyond it to study their expectations in the future, and to evaluate the quality of services, the researchers proposed a set of (dimensions) as criteria for assessing the quality of service. In 1985, Parasuraman classified five dimensions of service quality: concrete, reliability, responsiveness, assurance and empathy. In addition, they developed a tool to measure the quality of service through these five dimensions, called (SERVQUAL).So the scientists proposed several models that were modified to be adapted or fully revised to the models proposed by Parasuraman et al in (1985) on the basis of service, delivery and performance features in the original model (Deshmukh & Vrat, 2005: 22).

Through this,(Cronin and Taylor) developed a performance measurement model only for service quality called SERVPERF by which indicates that quality of service is a form of consumer behavior and performance is the best way to measure quality of service. Researchers did not find a comprehensive service quality assessment model that would reflect customer perception of quality of service (Joseph et al. 2005, Urban, 2010). Therefore, the choice of the quality of service assessment model depends on the objectives, type of service, market situation and other factors. Therefore, organizations must apply more than one model to measure the quality of service (Hopenienė & Bagdonienė,2004:45).

Since it is not possible to create a model for assessing the quality of service that applies to all types of services, as some services provide intellectual satisfaction to customers, and others focus on material satisfaction while side Another quality of service relates to the value paid by the customer (Paulavičienė,2008:824).Therefore,the quality of service is a general impression on the consumer that measures the relative superiority of the institution and its services (Bitner and Hubbert,1994:74). Goodman, 1989 stressed that companies must pay attention The question of quality of service, what its effects, and difficulties in determining and measur-

ing it (Wisniewski,2001:380).Obviously, there is a model for measuring the quality of Service was widespread in (1988-1985) by Parasuraman et al. Became the most used(Gronroos&Booms,2008:298). It is a five-dimensional list that reflects consumer perceptions of quality of service (Gabbie & O'neill,1996:25):

- 1- Tangible things: physical installations, equipment.
- 2- Reliability: the ability to perform the promised service reliably and accurately.
- 3- Response: Willingness to help customers and provide prompt service.
- 4- Emphasis: staff knowledge, familiarity and ability to inspire.
- 5- Empathy: the individual interest and concern that the company provides to its clients.

And to measure the quality of service as a group of researchers classified it as: (Daradkeh,2006:59)And(Airey and Bennett, 2007: 67): And others are as follows:

- 1- Tangibility: The primary characteristic of service differentiation from a product is its intangibility, that is, it cannot be touched and seen, and needs to be strengthened so that the customer realizes it. On the other hand, organizations must find methods to provide high-quality service, and quality cannot be evaluated before the service is consumed, and this constitutes an obstacle for customers to learn about the quality of the service, as customers usually purchase them due to the reputation of the service provider, and to the importance of mental image in the services provided .
- 2- Reliability: That the service be reliable and reliable with customers, and its ability to satisfy the needs and desires of the customer as he wants, and the physical facilities granted by the organization such as equipment and appearance of service providers and tools and means of communication with them, to perform the service with the best quality, and to develop systems and procedures for providing the service to improve the quality of the services provided, and thus Obtaining customer reliability.
- 3- Safety:It means limiting risks or errors, and it includes (the safety of the materials used in the service, privacy, that is, does the organization preserve the privacy of customers, to what extent the organization is able to provide the service at the time the customer wants it, and provides it at the place it wants.
- 4- Rapid response:It relates to the company's ability to provide the service to the customer permanently and the specific time it requires and to

sensitize the recipient of enthusiasm and readiness to provide the service, and the extent of the service provider's ability to understand and define the customer's needs, and the ability to meet them.

Third: Customer Service Quality Assessment

The evaluation of the quality of service is related to the level of customer awareness of the overall service provided, which includes the tangible and intangible aspects related to the overall service. Therefore, the process of evaluating the quality of service must be from the customer's point of view for several reasons, including (Brooch et al., 2002: 23):

- 1- The company may not recognize that the needs and desires of customers are constantly evolving to keep pace with the development and response to services provided by competing companies, and this makes them believe that what they offer is a competitor.
- 2- Companies may not be able to determine the needs and expectations of their customers, and assess their level of satisfaction with the services provided due to the lack of their capabilities, and therefore will affect their ability to determine the level of quality in their services.
- 3- The company may not have sufficient knowledge of the criteria and indicators set by customers to choose the service and purchase to evaluate the quality of service in companies.
- 4- Corporate management may err in knowing the ways in which customers perceive the actual performance of the service.

Fourth: A brief overview of the concept of relationship marketing (concept, definition)

Since the beginning of the concept of marketing, relationship marketing occupied the main position of the marketing strategy in the field of focusing on the client, as there was uncertainty about the relationship marketing and its wealth of advantages for institutions in competition, so the direction of marketing witnessed some changes as companies began to realize that there is another way to conclude deals rather than research On a new customer and trying to gain customer loyalty to the goods or services that companies produce (sheth & parvatiyar, 1995: 28) note that there are multiple levels of relationship marketing that are four levels:

- 1- The first level is a technology-based tool that is applied to the relationships between companies and its subsidiaries.
- 2- The second level focuses on customers with a focus on retaining them.
- 3- The third level is to establish a partnership with clients coopera-

tively in designing the product or providing the service.

4- The fourth level is seen as comprising everything (Brodie, et. al, 1997:383),

Where the relationship marketing began within the context of service marketing by (Perry) in the name of attraction, maintenance, and strengthening of relationships with clients, as the success of marketing depends on establishing long-term relationships Based on retaining existing clients at the same time as new clients are invited to the organization (& (Berry & Palmatier)and(Upah & Shostack)). Relationship marketing represents the new stage in the world of marketing. Marketing of the relationship can be described as an administrative tool for building and developing long-term relationships between the seller and buyer highlighted. On the importance of clients that benefit both sides of the reaction (Buttle, 1996: 28) According to (Hennig-Thurau, Gwinner & Gremler, 2002: 3)

There is a model of interrelated factors for relationship marketing. These factors represent the main points that must be considered when building long-term relationships. The retention of the customer, trust, commitment and customer satisfaction are the results of the relationship marketing. Relationship marketing refers to a wide range of relationship type strategies that have (John Egan, 2001: 85). Relationship Marketing attracts and maintains the multiple service of organizations and enhances customer relationships (Berry, 1983: 38).

Relationship Marketing is referred to as marketing oriented towards strong and lasting relationships directed towards building partnerships with clients in the business sector and establishing long-term relationships with them (Jackson, 1985) and (Bradford, 1999).

Where the marketing of relationships is that tool, means or strategy by which companies can get rid of the slowdown and intense competition (Yadav, 2012: 53) It was also known as an exchange of value and satisfaction with the commitment of the two parties in the relationship chains over the life of the relationship between them (Bagozzi, 1995: 272) and (Morgan & Hunt, 1994: 58).

Relationship Marketing can be defined as a procedure that is based on developing, building, and improving relationships with consumers and stakeholders, 2006: 98 (Fashy & Jobber), as relationship marketing is concerned with the advancement, expansion, and long-term preservation of a cost-effective deal with clients, employees, shareholders, suppliers, and stakeholders. To achieve mutual benefit (Bonn & Kurtz, 2007: 33). Where it means that companies and stakeholders (clients) form long-term rela-

tionships in which sharing responsibilities and benefits and trusting each other (Dwyer et al,1987:27).

Customer relationship to marketing the relationship means acknowledging that each partner has a stake in the other’s activities in this way they must think Both sides in ways to appropriately engage each other in strategy formulation and implementation processes(Kimeri & Reinhardt, 1998: 124)and (Polonski et al.,1999:55)Kuiranen(1995) introduced an expanded definition of relationship marketing as a marketing approach to creating, maintaining, and promoting long relationships Term with clients aiming to achieve the objectives of the stakeholders(Gummesson,1994:20).

Chapter Three

The practical framework for research

First: The research community and its sample

Asiacell communication company was chosen in Iraq as a community for the current study, as it is the most practicing organization for the contents of services quality specifically, in addition to that the variables and dimensions of the study are more clear and consistent and consistent with the subject of the study and table (3) illustrates this.

Company name	Year of establishment	Number of employees	Number of subscribers	Sales centers
Asiacell	1991	6000	7,250 million	all provinces

Source: Prepared by the researcher

The study was approved by the Iraqi Communication Company (Asiacell) as a community for it. As for a sample, it was one of the beneficiaries of its services from clients (office owners and sales representatives). The Internet, customer service centers, call transfer services and offers that it offers from time to time for its customers, balance transfer services and delivery service to its customers from the office owners through sales representatives.

Second: Reviewing and analyzing the opinions of the research sample

The data shown and analyzed by the questionnaire will be displayed and analyzed with respect to the study variables, and the category length was calculated according to the formula (the highest value - the lowest value / the highest value) i.e. $(1-5 / 5 = 0.80)$ and then the length of the category (0.80) is added to the lowest value Or subtracted from the highest value and thus the categories become as follows:

Table (4) arithmetic mean categories

V	Category	Description
1	1-1.80	is very weak
2	1.81-2.60	Poor
3	2.61-3.40	around the middle
4	3.41-4.20	high
5	4.21-5	is too high

1- Reviewing and analyzing the opinions of the research sample, re-searching the quality of service variable:

It turns out that the general arithmetic mean for the variable of the quality of service has reached (3.73) and it is a high arithmetic mean if compared to the standard arithmetic mean and this indicates that the company cares well about the quality of the service provided by its beneficiaries and has been able to make its services more tangible, reliable and safe And, the general standard deviation reached (1.133), and this indicates good harmony in the answers of the research sample about the quality of service paragraphs, and what was confirmed by the coefficient of difference of (30%). As for the dimensions of this variable, they were as follows:

A- Tangibility: The arithmetic mean for this dimension in general has reached (3.67) and it is a high arithmetic mean and this indicates good interest by the company in the concrete of its services to the beneficiaries and its advanced equipment and supplies to facilitate its business and its general appearance, and the standard deviation has reached (1.179) and this indicates harmony The good in the answers of the research sample about the paragraphs of this dimension, as confirmed by a coefficient of difference that has reached (32%).

B- Reliability: The general mean arithmetic for this dimension has reached (3.67) which is a high arithmetic mean and this indicates that the company is concerned with the problems and obstacles facing the customer and seeks to solve them as it adopts systems and capabilities that can be trusted with a high degree, and the general standard deviation of this dimension has reached (1.150) This confirms the good harmony in the answers of the research sample, as confirmed by the coefficient of difference of adult (31%).

C- Safety: It turns out that the general arithmetic mean for this dimension has reached (2.96) and it is a high arithmetic mean, and this is evidence that the company provides severe protection of personal information

to its customers, and that the electronic services provided by it enjoy a high security rate when dealing with any of them, and that the standard deviation It has reached (1.017) and this indicates good harmony in the answers of the research sample about the paragraphs of this dimension, and what was confirmed by the coefficient of difference of adult (26%).

D- Rapid Response: The general arithmetic mean for this dimension has reached (3.63) and this is evidence of the high interest of the company in responding to inquiries very quickly and rapid response to customer complaints and inquiries as well as the completion of transactions quickly. And that the standard deviation of this dimension has reached (1.118), and this is evidence of good harmony in the responses of the sample members, and what is confirmed by an extremely different coefficient (30%).

Table (5)
Analysis and diagnosis of the opinions of the research sample on the dimensions of service quality

V	Ferries	M	S.D	C.V	Rank	priority level
1	The services provided by the company are tangible to the customers.	3.77	1.303	%34.5	2	high
2	The company uses advanced devices and equipment in its work.	3.70	1.039	%28	3	high
3	Facilities and halls are equipped to receive large numbers of clients.	3.50	1.191	%34	5	high
4	The overall appearance of the communication company is essential.	3.78	1.191	%31.5	1	high
5	The communication company Asasel enjoys a convenient location and easy access.	3.64	1.172	%32	4	high
Tangibility		3.67	1.179	%32	3	high
6	Commitment to carry out transactions on time.	3.78	1.133	%34.5	1	high
7	Attention to the problems and obstacles facing the customer and their solution.	3.51	1.214	%28	4	high
8	Providing reliable systems and high reliability.	3.78	1.006	%34	1	high
9	Providing the service with the specified dates.	3.62	1.150	%31.5	3	high
10	The employees of the company can be relied upon to complete customer transactions.	3.66	1.247	%32	2	high
Reliability		3.67	1.150	%31	2	high
11	The customer feels safe and reassured by dealing with the telecommunications company, Asael.	3.99	1.009	%34.5	1	High
12	Providing the use of electronic services for permanent communication with the company.	3.72	1.217	%28	4	High
13	The company provides strong protection of personal information to the company's customers.	4.34	.861	%34	5	High
14	The company's electronic services are highly secure when dealing with any of them.	3.82	.937	%31.5	3	High
15	Worker behavior The customer feels confident and safe.	3.89	1.062	%32	2	High
Safety		3.95	1.017	%26	1	High
16	The company informs customers of the date of providing the service continuously and accurately	3.93	1.122	%34.5	1	High
17	You don't have to wait because the transactions are done quickly.	3.58	1.068	%28	3	High
18	Rapid response to customer complaints and inquiries.	3.53	1.289	%34	4	High
19	Get the service from the first time.	3.65	1.204	%31.5	2	High
20	Respond to inquiries very quickly.	3.50	1.258	%32	5	High
Rapid Response		3.63	1.188	%33	4	High
Quality of service variable		3.73	1.133	%30	2	High

Source: Prepared by the researchers using the SSPS program

2- Reviewing and analyzing the opinions of the research sample on the relationship marketing variable:

It turns out that the general arithmetic mean of the relationship marketing variable has reached (3.78) and it is a high arithmetic mean if compared to the standard arithmetic mean and this indicates that the company is keenly interested in marketing its services and working to gain the confidence of its customers and inform them of new services provided by it to Its beneficiaries have been able to make its services occupy a place in the minds of its customers, and the general standard deviation has reached (1.188) and this indicates good harmony in the answers of the research sample about the relationship marketing paragraphs and what was confirmed by the difference factor of 29% as for the dimensions of this variable, It was as follows:

A- Confidence: The general arithmetic mean for this dimension has reached (3.99) which is a high arithmetic mean and this confirms the good interest of the company in the private security of customer transactions and the company's fulfillment of its obligations towards customers and has confidence in the services provided by it, and the standard deviation has reached (1.038) This indicates good harmony in the answers of the research sample on the paragraphs of this dimension, as confirmed by a coefficient of difference that has reached (26%).

B- Commitment: The general arithmetic mean for this dimension has reached (3.66) which is a high arithmetic mean and this indicates that the company makes adjustments in a manner that suits the needs of customers and the company is flexible when it changes its services to meet the needs of the customer, and the general standard deviation has reached For this dimension (1.080), this confirms the good harmony in the answers of the research sample about the paragraphs of this dimension, as confirmed by the coefficient of difference of adult (27%).

C- Telecommunicati: It turns out that the general mean for this dimension has reached (3.44) which is a high arithmetic mean and this is evidence that the company is committed to contacting its customers when offering a new service, and that the standard deviation for the sample's answers has reached (1.234) and this indicates good harmony in the answers The sample of the research on the paragraphs of this dimension and what was confirmed by the coefficient of difference of adult (35%).

D- Addressing conflict: The general arithmetic mean for this dimension has reached (4.02) and it is a high arithmetic mean and this is evidence of the very good interest of the company in resolving apparent

disputes before it becomes a problem and its ability to discuss solutions when problems arise, and that the standard deviation This dimension has reached (1.121), and this indicates good harmony in the responses of the sample individuals regarding the paragraphs of this dimension, and what was confirmed by the coefficient of difference of the adult (27%).

Table (6)
Analysis and diagnosis of the opinions of the research sample on the dimensions of relationship marketing

V	Ferries	M	S.D	CV	Rank	priority level
1	The company takes great care in the security of my transactions.	4.20	0.975	%23	2	high
2	The company seeks to provide the best service to customers.	3.57	1.119	%31	4	high
3	The company fulfills its obligations to customers and I have confidence in the services provided by it.	3.86	1.169	%30	3	high
4	Company employees show respect for customers.	4.34	.892	%20	1	high
Confidence		3.99	1.038	%26	2	high
5	The company makes adjustments to suit my needs.	3.64	1.075	%29	2	high
6	The company provides services to meet customer needs.	3.78	1.096	%28	1	high
7	The company is flexible when it changes its services and meets the needs of the customer.	3.57	1.069	%29	3	high
Commitment		3.66	1.08	%27	3	high
10	The company provides reliable information at the right time.	3.43	1.200	%34	2	high
11	The company is committed to contacting its customers when it launches a new service.	3.28	1.250	%38	3	high
12	The promises and information provided by the company are always accurate.	3.62	1.252	%34	1	high
Telecommunications		3.44	1.234	%35	4	high
13	The company is trying to avoid conflict.	4.07	1.169	%28	1	high
14	The company strives to resolve the parent disputes before it becomes a problem.	3.97	1.080	%27	3	high
15	The company has the ability to discuss solutions when problems arise.	4.05	1.116	%27	2	high
Addressing conflict		4.02	1.121	%27	1	high
Relationship Marketing Variable		3.78	1.118	%29	1	high

Source: Prepared by the researchers using the SPSS program

In this paragraph, we will cover testing and analyzing the correlation and effect between service quality dimensions as an independent variable, and

the relationship marketing dimensions as an agency dependent variable

1- Test hypotheses of correlation between search variables

The correlation between quality of service with its dimensions and marketing of the relationship with its dimensions stipulated in the first main hypothesis and its sub-hypotheses will be tested and analyzed through the use of thPPPe simple correlation coefficient. My agencies:

Table (7)
correlations between the main and secondary research variables

Dependent variable \ Independent variable	Confidence	Commitment	Telecommunications	Addressing conflict	Total marketing marketing
tangibility	0.659**	0.560**	0.298**	0.571**	0.666**
Reliability	0.644**	0.563**	0.253**	0.558**	0.643**
Safety	0.700**	0.586**	0.367**	0.559**	0.706**
Rapid Response	0.662**	0.483**	0.275**	0.508**	0.617**
Total quality of service	0.794**	0.652**	0.355**	0.655**	0.784**

Source: Prepared by the researchers using the SSPS program

A- It was found from the table above that there is a statistically significant correlation relationship between all the search variables at the level of significance (0.00), and that there is a correlation relationship between the total quality of service and marketing of the relationship has reached (0.784 **) which is a statistically significant correlation relationship at (0.00) This confirms the importance of quality of service in relation to the marketing of the relationship and thus confirms the validity of the first main hypothesis, which states (There is a correlation relationship of statistical significance between the quality of the service and the marketing of the relationship).

B- There are significant statistical correlations between all the sub-dimensions of the research variables, and this confirms the validity of the sub-hypotheses stemming from the first main hypothesis, as the correlation coefficient between the tangibility and the marketing of the relationship reached (** 0.666) at the level of significance (0.00) and this indicates the importance of tangibility with respect to marketing The relationship thus confirms the validity of the first sub-hypothesis (there is a correlation relationship with statistically significant significance between tangibility and relationship marketing), and the correlation coefficient between depend-

ability and relationship marketing reached (0.643 **) and this confirms the validity of the second sub-hypothesis which states that (there is a correlation relationship with Significant moral significance A commandment between reliability and relationship marketing), and that the correlation factor between safety and relationship marketing was (0.706 **) and this confirms the third sub-hypothesis which states that (there is a correlation relationship with statistical significance between safety and relationship marketing), and the correlation coefficient between Rapid response and relationship marketing (0.617 **) This confirms (there is a correlation relationship with statistically significant significance between rapid response and relationship marketing).

C- The strongest correlation between the correlations shown in the above table was between the quality of service as an exploited variable and trust as a dimension of the dependent variable (relationship marketing) as the correlation coefficient reached (0.794 **) and this confirms the importance of quality of service as a tool to achieve confidence with customers Towards the services provided by the company.

2- Test hypotheses of influence among research variables

The impact relationship between quality of service with its dimensions will be tested and analyzed with the marketing of the relationship with its dimensions stipulated in the second main hypothesis and the sub-hypotheses that emanate from my agencies:

Table (8)
Impact Relationships between Main and Sub Research Variables N = 222 (df = 1,221)

Dependent variable	Confidence			Commitment			Telecommunications			Addressing conflict			Total relationship marketing		
	F	B	R2	F	B	R2	F	B	R2	F	B	R2	F	B	R2
tangibility	109.305	0.66	0.43	100.646	0.56	0.31	21.398	0.29	0.089	106.627	0.57	30.3	175.437	70.6	0.44
Reliability	156.039	0.64	20.4	101.965	0.56	20.3	15.072	0.25	0.064	99.675	60.5	0.31	155.359	0.64	0.41
Safety	211.665	0.70	0.49	115.014	90.5	0.34	34.216	70.3	40.1	100.106	60.5	0.31	218.640	10.7	500.
Rapid Response	171.416	0.66	40.4	66.785	0.48	0.23	17.950	80.2	0.075	76.612	10.5	62.0	135.200	20.6	0.38
Total quality of service	374.261	0.79	30.6	162.455	0.65	30.4	31.693	60.3	30.1	164.930	60.6	30.4	349.923	0.78	0.61

Source: Prepared by the researchers using the SSPS program

Through the above table it is clear that:

A- There are significant influence relationships between all major and minor variables, and these relationships are significant at (0.01) and (0.05). This is evidenced by the calculated value of (F) for all variables above the value of the table (F) with the significance of relationships.

B- The presence of the influence relationship between the total quality of service and the marketing of the relationship, as the calculated value of (F) reached (349.92) which is higher than the tabular value of (F) of (3.84). This confirms the existence of a statistical impact relationship, and the value of (R²) for this relationship (0.61) This confirms that (61%) of the change in the relationship marketing can be explained in terms of quality of service, while the remaining percentage (39%) is due to other variables not included in the current research model, and that the value of (B) is the marginal (0.78) It indicates that an increase in the quality of service variable by one unit will lead to an increase in the relationship marketing by 78%, and this confirms the validity of the second main hypothesis Which states (the quality of services is reflected in enhancing opportunities to achieve the marketing relationship in the researched company)

C- The calculated value of (F) between tangibility and relationship marketing reached (175.437) which is higher than the (F) table value of (3.84) at the level of significance (0.01), and this confirms the existence of an impact relationship of significant significance between tangibility and relationship marketing. And that the value of (R²) reached (0.44) and this indicates that what percentage (44%) of the change in marketing of the relationship can be explained by the tangibility function, and this confirms the validity of the first sub hypothesis that emanates from the second main hypothesis which states (the tangibility is reflected in enhancing the opportunity Achieving the marketing relationship of the researched company).

D- It appeared that the calculated value of (F) between reliability and relationship marketing is (155.35), which is higher than the value of (Table F) of (3.84) at the level of significance (0.01), and this confirms the existence of an impact relationship with significant significance between dependence and relationship marketing. And that the value of (R²) reached (0.41), and this indicates that a percentage of (41%) of the change in marketing of the relationship can be explained by the dependency function, and this confirms the validity of the second sub hypothesis that emanates from the second main hypothesis, which states that (dependence is reflected in Enhance the opportunity to achieve the marketing relationship of the respondent company).

E- It was found that the calculated value of (F) between safety and relationship marketing is (218.64) which is higher than the value of (Table F) of (3.84) at the level of significance (0.01), and this confirms that there is an effect relationship with significance of safety and relationship marketing. And that the value of (R²) reached (0.50) and this indicates that

what percentage (50%) of the change in marketing the relationship can be explained by the safety function, and this confirms the validity of the third sub-hypothesis that emanates from the second main hypothesis, which states (the safety is reflected in enhancing the opportunity Achieving the marketing relationship of the researched company).

F- It was found that the calculated value of (F) between the rapid response and the marketing of the relationship is (135.20), which is higher than the tabular value of (F) of (3.84) at the level of significance (0.01), and this confirms the existence of a significant significant effect relationship between the rapid response and Relationship marketing, and that the value of (R2) reached (0.38) and this indicates that a rate of (38%) of the change in relationship marketing can be explained by the rapid response function, and this confirms the validity of the fourth sub-hypothesis emanating from the second main hypothesis which states (reflected) Rapid response in enhancing the opportunity to achieve the marketing relationship of the researched company)

Chapter Four

Conclusions and Recommendations

First: the Results

The researcher reached a number of conclusions, namely:

- 1- The current study is a recent initiative to go to enhance the quality of services in general and the quality of telecommunications services in particular.
- 2- The researched organization's interest in quality of service and scheduling that in its scope of work will further enhance and support the relationship with customers in addition to enhancing and developing its competitive capabilities in local markets, by providing solutions and treatments to information in addition to providing and storing a large amount of previous information.
- 3- The organization seeks to build a strong relationship with customers by providing the best services that are always described as (the strongest, fastest, and highest), which means that they will achieve important vocabulary of the competitive advantage, such as reducing costs, speed, flexibility, and reputation.
- 4- There was a significant correlation relationship between the total of the independent variable (quality of service) and the total of the dependent variable (relationship marketing).
- 5- There was a significant correlation relationship between all the

sub-items of the service quality variable represented by (tangibility, safety, reliability, rapid response) and the sub-variables of the relationship marketing variable represented by (trust, commitment, communication, conflict management).

6- There was an effect relationship between the quality of service and marketing in the relationship.

7- There was a significant effect relationship between the sub-vocabulary of the main study variable and the dependent study variable (quality of service and marketing in relation) and they were as follows:

a- There was a significant impact relationship of concreteness in relationship marketing.

b- There was a significant influence relationship from dependability in relationship marketing.

c- There was a relationship of moral effect of safety in the relationship marketing.

d- significant effect relationship was achieved from the rapid response in relationship marketing.

8- The results reached in the body of the research contributed to a basic conclusion that is the acceptance of the main hypotheses and the sub-hypotheses that derive from them in the research organization.

Second: Recommendations

The management of the researched organization must study the possibility of relying on the quality of service as an important and influential factor in strengthening the relationship with customers as an important part of retaining them.

1- Providing a positive environment for adopting and implementing high-level service quality systems in order to acquire new customers and retain existing customers.

2- Involve all the managers of the organization in question in each step of adopting and applying all the minute details of the quality of service, which enhances the establishment of a strong relationship with customers.

3- The need to provide individuals specialized in providing the best level of services and the lowest costs.

4- Prepare training programs for all members of the organization to provide the best services and establish extended relationships with customers.

5- Building an internal network between all departments of the organization to keep abreast of the latest developments in services provided

to customers and the possibility of developing them.

6- Deepening awareness among the managers working in the researched organization about the relationship of influence and impact between the quality of services and their importance in deepening the relationship with the customer.

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