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*

(1920)
(1378)

(%67.2) (1290)
(SPSS-V9.05)

%65.55

%63.32

.%50.9

:

.1

...

.(Griffin J, 1995)

2006/5/21

.2007/3/11

*

/

2008 ©

:

(Hallowell, R.,

- .1996, Thompson, P. 2005)

- (Churn)

- %30-20

%38.4 (T-Mobile)

(Thompson, 2005)

- 122

:

:

-

-

.2

(2004)

(%85-65)

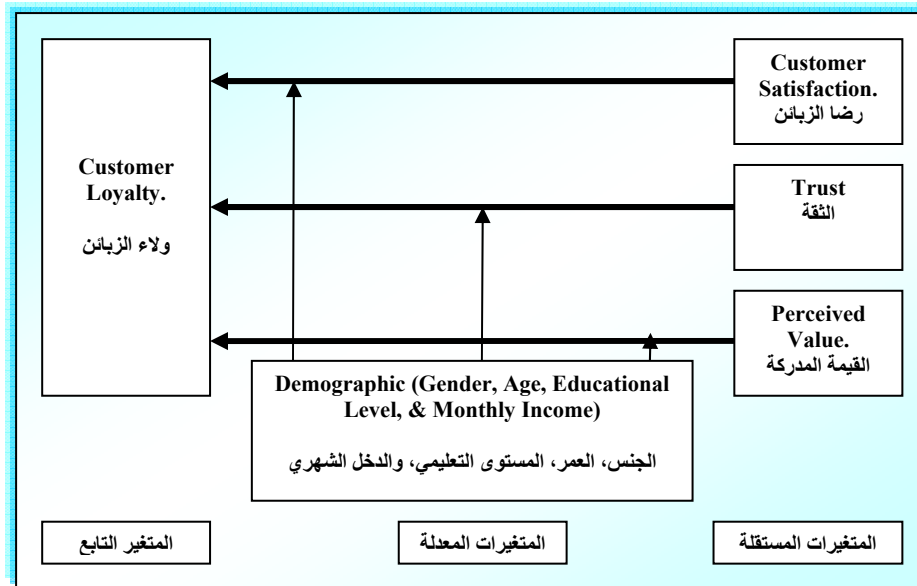
)

(

(Reichheld,

F.,1993)

(1)



:(1)

" (Berry, 1996) (Garrino and Johnson, 1999)

"

:

:(Trust)

(Reichheld and Schefter, 2000)

.(Berry, 1996) "

"

:

(Morgan and Hunt, 1994)

.(Morgan and Hunt, 1994)

(Jose, 2003)

(Gefen et

(Lassar et al.,

1995)

:(Perceived Value)

:(Customer Satisfaction)

(Bolton and Drew, 1996)

:

.(Dodds et al., 1991)

.(Kotler, 2005)

(Hallowell, 1996)

:

Zeithaml et al.,)

(1990

Holbrook, 1994; Zeithaml,)

:()

(1988

(Zeithaml, 1988)

.(Oliver, 1980)

" "

" "

.(Fornell, 1992)

(Rai, 2002)

.(Dodds et al., 1991)

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" "

.(Kotler, 2005)

:

.(Oliver, 1999)

(Chaudhuri,

A. and M.B. Holbrook, 2001)

:(H₀1)

:(H₀2)

:(H₀3)

:(H₀4)

:(H₀5)

(2004)

:(H₀6)

Oliver,)

(1996

:(H₀7)

:(H₀8)

:(H₀9)

34-25 24-20 20)

:(H₀10)

.(55 54-45 44-35

:(HO11)

)
(

:(Ho12)

.3

)
500-351 350-251 250 -151 150
(751 750-501

" (2000)

(Serkan et al., 2005)

∴

(Minna, 2005)

(Allard et al., 2004)

()

(2000)

)

(Johanna, 2004)

(

()

(Christopher at al, 2004)

(Dennis, 2005)

(Asuncion et al., 2002)

Jose,)

(2003

()

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(

(Thomas et al., 2005)

(Power, 2003)

.4

:

(Gerresten et al., 2005)

(2,020,000)

(2,250,000)

2005

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*

(

.2006

2 72241

*

• (1290)
 Regression Analysis)
 137 = 42 = 332= 779=
 .(

2002

:Multicollinearity

(1)

(1)

VIF /

**0.308	**0.596	1.00	
**0.284	1.00	**0.596	
1.00	**0.284	**0.308	
0.01			:. **

(Content Validity)

.1

(r=0.596)

(r = 0.9)

$VIF^{**} = (1/1-r^2) = 1.551$

(VIF<5)

(0.000069)

.(0.00001)

Chi-square

Kaiser-Mayer-Olkin

VIF: Variance Inflation Factor.

(40.9) (0.92)
 (%1.2) .(0.5)
 : •

(3) : Bartlett's tests of Sphericity
 (35-25) " "
 (%2.4) (%35) .(0.05) (Sig.=0.00)
 44 %90 •
 45 %62.219

(3) : (Stability)
 (%28.9) (Test-Retest) (α = 0.8)
 (%1.6) •

(3) : (Internal Consistency)
 (α = 0.7914)
 (Sekaran, 2003) (α = 0.6)
 (250-150) (2)
 (%28.4)

(2)
 .3

(4) :
 (%60.4)

0.7048	
0.6726	
0.7785	
0.6776	
1290=	4=
	0.7914 =

(42) (12)

(4) : : .2

(3)
 (%40.5) (3) :
 2005 (%57.8)

%20

%19

%26

%23

(4)

:

.%19.5

(156)

(3)

%57.83	*%57.83	746		
%98.76	%40.93	528		
%100	%1.24	16		
%12.4	%12.4	160	20	
%44.65	%32.25	416	24 -20	
%79.69	*%35.04	452	34 -25	
%90.39	%10.7	138	44 -35	
%95.43	%5.04	65	54 -45	
%97.6	%2.17	28	55	
%100	%2.40	31		
%27.05	%27.05	349	150	
%55.50	*%28.45	367	250-150	
%78.76	%23.62	300	350-251	
%88.99	%10.32	132	500-351	
%93.57	%4.57	59	750-501	
%96.67	%3.10	40	750	
%100.00	%3.33	43		
%18.76	%18.76	242		
%39.61	%20.85	269		
%61.79	%22.17	286		
%90.69	*%28.91	373		
%96.35	%5.66	43		
%98.37	%2.02	26		
%100.00	%1.63	21		

(4)

%60.39	* %60.39	779		
%86.12	%25.73	332		
%89.38	%3.26	42		
%100.00	%10.62	137		
%18.06	%18.06	233	1	
%40.46	* %22.40	289	2	-1
%55.65	%15.19	196	3	-2
%77.05	%21.40	276	4	-3
%93.87	%16.82	217		6-4
%99.45	%5.58	72		6
%100.00	%0.55	7		
%61.90	* %61.90	156		
%93.25	%31.35	79		
%96.82	%3.57	9		...
%100.00	%3.18	8		

.4

(3.209) :

.(3.00) (5)

•

(5)

(3.00) (3.161)

(3.262)

.(3.00) ()

•

.(3.00) (3.184)

:

•

(3.184)
 .(3.00)

(2.913)
 .(3.00)

.5

(3.161)

%95

%5

(5)

1.076	3	3.161	
1.139	3	3.262	
1.076	3	3.209	
1.024	3	2.913	
1.150	3	3.184	" "

(6)

F=322.267, Sig.=0.000, df=3			
(r=0.499, ρ=0.000) (t=20.648, ρ=0.000)			
(r=0.598, ρ=0.000) (t=26.790, ρ=0.000)			
(r=0.412, ρ=0.000) (t=16.220, ρ=0.000)			
F=1.063, Sig.=0.296			
F=1.216, Sig.=0.068			
F=1.260, Sig.=0.035			

	F=1.030, Sig.=0.399			
	(df=3, Chi value=13.861, $\rho=0.003$)			
	(df=15, Chi value=46.655, $\rho=0.000$)			
	(df=15, Chi value=80.355, $\rho=0.000$)			
	(df=15, Chi value=72.340, $\rho=0.000$)			

(7)

(β)

Sig	t	(β)	
0.000	15.468	0.423	
0.000	10.092	0.227	
0.000	6.122	0.167	

(Johanna et al, 2004)

(F=322.267, $\rho=0.000$)

(Serkan at al, 2005)

%42.9

(β)

(7)

(6)

(8 6 5)

(Gerresten et al, 2005)

(8 6 5)

(df=3, Chi value=13.861,

$\rho=0.003$)

(Serkan et al, 2005)

(8)

(Minna, 2005)

.(%44.2)

Univariate Analysis Of

(df=15, Chi value=46.655,

$\rho=0.000$)

Variance

)
()

(

(%45.5 %52.2) (8)

24

(df=15, Chi value=80.355,

$\rho=0.000$)

(8)

(500-351)

(%8.5 %8.7)

(%40.2)

751

150

"

(%6.5 %11.2) (8)

(df=15, Chi value=72.340,

ρ=0.000)

(8)

71.4	30	60.3	82	65.7	216	55.8	428		
%28.6	12	39.7	54	34.3	113	44.2	339		
23.1	9	10.4	14	6.4	30	14	107	20	
25.6	10	41.8	56	39.1	125	29.4	225	24 -20	
35.9	14	32.8	44	30.6	98	38.6	296	34 -25	
7.7	3	4.5	6	14.1	45	11	84	44 -35	
7.7	3	9.7	13	5.9	19	3.9	30	54 -45	
0.0	0	0.7	1	0.9	3	3.1	24	55	
2.4	1	40.2	53	22.6	73	29.7	223	150	
36.6	15	31.1	41	33.4	108	26.9	202	250-150	
24.4	10	19.7	26	26.6	86	23.8	179	350-251	
29.3	12	3.8	5	8.7	28	11.1	83	500-351	
7.3	2	3	4	3.4	11	5.9	44	750-501	
0.0	0	2.3	3	5.3	17	2.7	20	750	
14.3	6	18.7	25	17.9	59	19.5	149		
7.1	3	29.1	39	15.2	50	23.6	180		
52.4	22	11.2	15	25.2	83	21.8	166		
21.4	9	36.6	49	30.6	101	28.6	218		
4.8	2	3.7	5	7	23	5.1	39		
0.0	0	0.7	1	4.2	14	1.4	11		

.(Coverage) • .6
 (Service Price) •
 •
 • (9)
 (Decreasing Cost with others) :
) (Others) • .(Customer Care) •

.(

92 (9)

144

(Kotler, 2003)

71
23

33

7

%20

2006

.7

CLI=63.32%

.(10)

(9)

51	1	2	32	16	1
28	6	6	2	14	2
55			11	44	3
73	1	1	23	48	4
9				9	5
1			1		3+1
3			2	1	4+1
5				5	4+3
2				2	4+3+1
1				1	3+2+1
2				2	5+4+3
2				2	5+4+2+1
232	8	9	71	144	

(10)

CLI		
%65.55		1
%64.4		2
%54.04		3
%50.9		4

.3

.5

-

.4

.5

:

:(Market Segmentation)

•

:(Competitive Advantage)

•

:(Market Targeting)

•

%70

2006

(

)

)

(...

:(Retaining Customer)

•

Customer Relationship)

•

:(Management

(Kotler, 1980)

Partnership)

:

(Strategy

.1

(Rationalization Strategy)

.2

.(Griffin, 1995) " " (Inducement Strategy) %70

(Simple Exchange Strategy)

.(Confrontation Strategy) : (Positioning) •

Win Back •

:(Customer Satisfaction) •

(Brown, 2000) ...

(Moment of Truth) •

%10 •

(Price •

Loyalty)

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Assessment of the Factors that Influence the Customer's Loyalty towards Mobile Phone Service Providers in Jordan

*Mohammad Obeidat and A'atef Husein**

ABSTRACT

This study assesses the importance of customer loyalty towards mobile phone service providers in Jordan. It aims at determining the factors and their relative importance that influence customer's loyalty. Moreover, it aims at initiating and developing Customer Loyalty Index (CLI) for the industry and each provider under investigation. In order to achieve these objectives, a questionnaire was designed and developed to gather the data needed for the study and analysis. One thousand nine hundred twenty (1920) questionnaires were distributed among the customers in proportion with customer base for each provider. The recovered questionnaire were one thousand three hundred seventy eight (1378), the valid number for study purposes and analytical test were one thousand two hundred ninety (1290) which represent 67.2% from the total distributed questionnaire. Statistical Package for the Social Sciences (SPSS V9.05) was used for analytical purposes.

The study showed that increasing trust in providers, feeling of satisfaction towards the service offered and perceived value of the service from the customer in comparison with their sacrifice, are factors that contributed to increasing customer's loyalty towards their service provider, through the intention of repurchase, positive attitude, positive word of mouth and encouraging friends and acquaintances to deal with this service provider. The study comes out with CLI=63.32% for the whole industry whereas the highest index for Fastlink reached 65.55%, and the lowest was to Umniah with 50.9%.

The study presents some recommendations to increase customer loyalty; segmenting customers according to their loyalty level and using the appropriate strategy to deal with each segment, enhancing the performance of customer care employee, and inadequacy of networks geographic coverage for some providers, it also recommends the adoption of competitive pricing strategies.

Keywords: Customer Loyalty, Jordan Mobile Market, Customer Satisfaction, Trust, Perceived Value.

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