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(Kotler, (2002) Relationship Marketing .1999)

.(Kotler, 1999)

.(2002)

2002/12/22

Hospitality

	(462)		
:	(4489)		(20)
	(20)		(7171)
		(4902)	(2522)
	(3372)	(45)	
			(6638)
			(10323)
		(1.280.996)	2002
	(438.7)		
		* (4.18)	(788.144)

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.2002

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(1)

	Amman Marriott	1
	Crown Plaza Amra Forum	2
	Grand Hayat Amman	3
	Holiday Inn	4
	Jordan Intercon.	5
	Le Meridien Amman	6
	Leroyal	7
	Radisson Sas Amman	8
	Regency Palace	9
	Sheraton Amman	10
	Four Seasons	11
	Movenpick-Aqaba	12
	Grand View	13
	Grand Hotel Merc.	14
	Nabatean Castel	15
	Petra Marriott	16
	Petra Movenpick	17
	Taybet Zaman	18
	Dead Sea Movenpick	19
	Dead Sea Marriott	20

(2002 - -)

(1) (1) (2)
)
(2002

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/

.2003 (18)

Marriott

/ :

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Four Seasons /

(20)

(6)

(11)

.(Kotler et al., 1999)

) (1995) .(1994

) .(1995 Relationship Marketing

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(www.efuse.com)

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.2

.3

.Word of Mouth

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. (www.coolavenues.com)

Christopher

The New Intimacy

.(Christopher, 1996) (www.coolavenues.com)

.(Edvardsson et al., 1994)

.(Cleopatra et al., 2002)

. (Garla, 1993)

McDonalds

Transactional

Relationship Marketing
Marketing

.(Stephen et al., 1995)

Christopher

(2)

:

		%
	1	5
3-1	3	15
7-4	6	30
8	10	50
	20	100

:

		%
100	5	25
150-101	4	20
200-151	2	10
201	9	45
	20	100

:

		%
100	4	20
150-101	3	15
200-151	3	15
201	10	50
	20	100

:

		%
	1	5
	3	15
	13	65
	3	15
	20	100

:

		%
4	2	10
8-5	10	50
12-9	4	20
13	4	20
	20	100

:

		%
	5	25
	5	25
	10	50
	20	100

(3)

0.388	4.83		1
0.388	4.83		2
0.388	4.83		3
0.656	4.61		4
0.590	4.57		5
0.887	4.17		6
0.583	4.61		7
0.832	4.35		8
0.635	4.70		9
0.920	4.13		10
0.665	4.52		11
0.449	4.74		12
0.964	4.26		13
0.665	4.48	/	14
1.022	4.04		15
0.953	4.00		16
0.487	4.65		17
	4.49		

(Updating)

(www.hospitalitynet.org)

(Christopher, 1996)

(1999) (www.solucient.com)

Master Customer

Data Base

Information File

.(Palmer, 1994) (Margan, 1996)

(4)

/

	Eigenvalue		
%46.17	7.85		1
%12.45	2.12		2
%11.26	1.9		3
%7.71	1.3		4
%6.7	1.14		5
%84.3			

(5)

/ ANOVA

F				
1.135	0.398	3	1.193	
	0.35	16	5.607	
		19	6.8	

(6)

/ ANOVA

F				
1.245	0.539	3	1.618	
	0.433	16	6.932	
		19	8.55	

.(1999)

:

(Brown, 1993)

Event Level Marketing	-1	.(Bitner, 1990) (2002)
...)
(John and Johnson, 1999)		(1999
		Direct Marketing
		Online-Marketing Home Shopping
.(2000)		
	-2	.(2002)
		:
		(www.sas.com)
Sales Promotion	-3	:Planning -1
(2002)		
		:Targeting -2
	-4	
		:Implementation -3
		:Learning -4
.Standardized Services		
Reactivation	-5	
Lost Quest Analysis	-6	
.(Kotler, 1999)		
()	:	
:		.(1994)
		(1999)
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		.(1999)
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/		:
		:

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Cronbach's Alpha

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.(3)

Likert Scale

one-sample test

t

(1)

(5)

(3)

:

-

(3)

Likert

:

:Reliability

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(20)

Pilot

(0.90)

Study

(3)

:Validity

.

Grand Mean

(4.49)

:Descriptive Statistics

:

4+

ANOVA (f)

One-Sample test (t)

.

5+

.Analysis of Variance

Factor Analysis

.

(%84.3)

(3.5)

t

(4)

.(3.5 ≤) :

t

(15.0)

t

:

(0.05)

(1.717)

analysis of variance

ANOVA

(1.135)

(F)

:

(0.05)

(3.24)

(F)

(16 3)

/

t

(3.5)

(3.5 <)

5+ 4+

3

(5)

:

t

1.717

(14)

.0.05

ANOVA

Factor Analysis

(F)

(3.24)

(1.245)

Eigenvalue

(4)

(4)

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(F) ANOVA (6)

(F) (0.356) / (F) :

(16 3) (0.05) (3.24) ANOVA /

(F) (3.24) (F) (2.025)

(16 3) (0.05)

(9)

(7)

(F) ANOVA (8)

(F) (0.05) (1.547) (3.29) (16 3)

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Conclusion and

:Implications

-2

-3

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-2

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-5

-4

-6

-5

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1994 1999

.238 ,52 .249-248

1999 1999

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() 1996 .24-22 (57) (21)

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Service Marketing within Relationship Context Approach A Study on Five Star Hotels in Jordan

*Mohamed Al-Shoura**

ABSTRACT

The main objective of this study is to identify the nature of theoretical and practical relationship marketing concept in the management of Jordan hotels. The study employed both primary and secondary data, primary data were collected through a structured questionnaire from a convenient sample of twenty hotels.

The collected data were analyzed by using frequency tables, anova, factor analysis and other statistical techniques.

The main findings of the study were:

- hotel managers are fully aware of the relationship marketing concept .
- this awareness is not related to :
 - A. hotel size .
 - B. educational level and experience of hotels' marketing managers.

The main conclusion and implications of the study are to improve the communication skills of the hotels' employees, especially those in direct contact with guests.

Keywords: Marketing, Services, Relations, Hotels.

* Department of Marketing, Faculty of Finance and Administrative Sciences, Amman Private University, Amman, Jordan. Received on 22/12/2003 and Accepted for Publication on 29/4/2004.