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Abstract

Due to the more and more fierce competition in today's business, many companies are required to build long-term profitable relationship with customers and to achieve customer loyalty. Therefore, relationship marketing has become more and more important since last decade of 20th century, especially in service industry.

There are many different relationship marketing tactics implemented for retaining customer. However, some of those tactics did not affect customer loyalty effectively. Therefore, this study is aimed to investigate the relationship between customer relationship marketing tactics and relationship quality (customer satisfaction and trust), and customer loyalty, by focusing on Egyptian mobile telecommunication sector. An analytical model is developed as a guideline to test the relationships between relationship marketing tactics, relationship quality (trust and satisfaction) and customer loyalty.

A quantitative method with deductive approach are chosen in this research. In order to collect primary data, a questionnaire is designed and randomly data have been collected from the customers of the three Egyptian mobile telecommunications companies (Mobonile, Vodafone, and Etisalat) in Dakahliaia' Governorate, Egypt. . The SPSS for windows is used to process the primary data.

The findings shows that the four customer relationship tactics (Service Quality, Price Perception, Brand image, and Value Offers) are positively related to relationship quality. Among theses tactics, Price Perception shows lower relationship with customer trust. Also, Brand image is not positively related to customer satisfaction. Relationship quality (satisfaction and trust) is positively related to customer loyalty in Egyptian mobile telecommunication industry.

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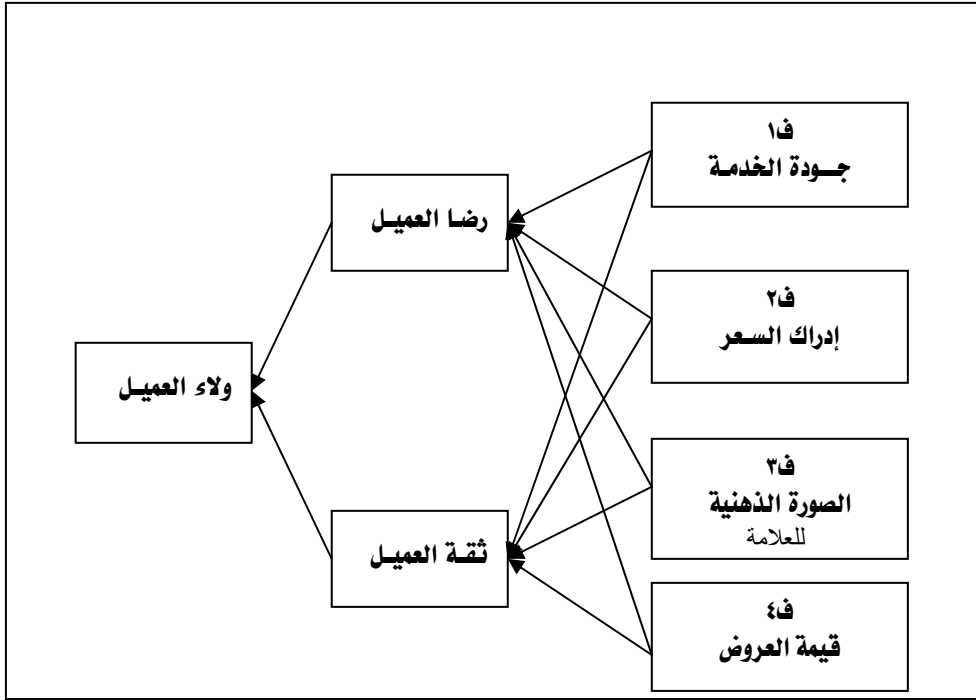
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