

**THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT
ON MARKETING PERFORMANCE**
A study among Libyan telecommunication service providers

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By

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Declaration

I declare that all the work described in this dissertation was undertaken by myself (unless otherwise acknowledged in the text) and that none of the work has been previously submitted for any academic degree. All sources of quoted information have been acknowledged through references.

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**POSTGRADUATE STUDIES OF COLLEGE OF BUSINESS
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Abstract

While a vast number of studies have pointed out the keys of relationship marketing practices in consumer markets, little attention has been paid to the value the organization can get from such strategies in the B2B market. The literature provides relatively little support for the effectiveness of relationship marketing programs. The purpose of this research is to produce some evidence of the association between customer relationship marketing strategies which are attraction activities and Loyalty programs, Customer satisfaction and the market performance. The proposed hypotheses are tested in the case of telecommunication service firms, where long-term relationship is needed. This research involved collecting data from Libyan Telecommunication Users to understand the relationship exists between attraction and loyalty programs with market performance of the companies and the market performance is measured by market position, customer perception about the firm and customer's loyalty.

Keywords : Relationship Marketing, Service Marketing, Market Performance, Libyan Telecommunication.

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TABLE OF CONTENTS

Declaration	ii
Permission to Use	iii
Abstract	iv
Acknowledgement	v
Table of Contents	vi
List of Tables	ix
List of Figures.....	x

CHAPTER 1 INTRODUCTION

1.1 Background	1
1.2 Problem Statement	5
1.3 Question of the Study	6
1.4 Objectives of the Study	7
1.5 Significant of the study	7
1.6 Scope and Limitation of the Study	8

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction	10
2.2 Relationship Marketing Theory	10
2.2.1 Relation Marketing Formation.....	11
2.2.2 Relationship marketing definition	12
2.3 Marketing.....	12
2.4 Customer Relationship Management.....	14
2.5 Customer Attraction program (Industrial Service Quality)	21
2.5.1 Service Quality.....	21
2.5.2 Service quality in B2B.....	23
2.5.3 New model for measuring quality in a B2B setting.....	24
2.6 Customer Loyalty Programs	27
2.7 Performance Measurement	29
2.8 Market Performance	31
2.8.1Market Position	33
2.8.2Customer's Perception	33
2.8.3Image	34

2.9 World Telecommunication growth.....	36
2.10 Libyan Telecommunication Market	40
2.11 Conclusion	41

CHAPTER 3 METHODOLOGY

3.1 Introduction	43
3.2 Research Design	43
3.3 Research Framework	44
3.4 Hypothesis	46
3.5 Variable Measurement	46
3.6 Population and Sample	47
3.7 Data Collection Technique	47
3.8 Validity and Reliability of Study Instrument Testing	49
3.8.1 Validity of Study Instrument Testing	49
3.8.2 Reliability of Study Instrument Testing	49
3.9 Data Analysis Technique	51

CHAPTER 4 FINDINGS

4.1 Introduction	53
4.2 Profile of Respondents	53
4.2.1 The gender of respondents	54
4.2.2 The age of respondents	55
4.2.3 The level of the study of the respondents	56
4.2.4 The kind of provider which respondents use.....	58
4.3 Reliability of Study Instrument Testing	59
4.3.1 Reliability of Potential Quality	61
4.3.2 Reliability of Hard Process Quality.....	62
4.3.3 Reliability of Soft Process Quality	63
4.3.4 Reliability of Output Quality.....	64
4.3.5 Reliability of Market Position.....	65
4.4 Result of Hypothesis testing	66
4.4.1 Relationship among Variables	66
4.5 The Description of Research Variables	68
4.5.1 The Evaluation of Potential Quality Variable	68
4.5.2 The Evaluation of Hard Process Quality Variable	71
4.5.3 The Evaluation of Soft Process Quality Variable.....	73
4.5.4 The Evaluation of Output Quality Variable	75

4.5.5 The Evaluation of Market Position Variable	77
4.6 Results of Regression Test.....	78
4.6.1 Regression between Potential Quality and Market Position.....	78
4.6.2 Regression between Hard Process Quality and market position.....	79
4.6.3 Regression between Soft Process Quality and market position.....	80
4.6.4 Regression between Output Quality and market position.....	80
4.6.5 Regression between potential quality, hard process quality, soft process quality and output quality with market position.....	81
4.7 Summary	82

CHAPTER 5 DISCUSSION AND CONCLUSION

5.1 Introduction	84
5.2 Discussion	84
5.3 Theoretical Implications.....	85
5.4 Conclusion	87

REFERENCES	88
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QUESTIONNAIRE.....	91
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APPENDIX STATISTICAL DATA ANALYSIS	96
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LIST OF TABLES

Table 4.1 The Gender of Respondents	54
Table 4.2 The Age of Respondents	55
Table 4.3 The Level of Study of Respondents.....	57
Table 4.4 The provider which respondents use.....	58
Table 4.5 Reliability of potential quality variables	61
Table 4.6 Item-Total Statistics	61
Table 4.7 Reliability of hard process quality variable.....	62
Table 4.8 Item-Total Statistics	62
Table 4.9 Reliability of Soft Process Quality variable	63
Table 4.10 Item-Total Statistics	63
Table 4.11 Reliability of Output Quality variable	64
Table 4.12 Item-Total Statistics	64
Table 4.13 Reliability of Market Position variables	65
Table 4.14 Item-Total Statistics	65
Table 4.15 Correlation between Variables	67
Table 4.16 The evaluation of Potential Quality Variable.....	68
Table 4.17 The evaluation of Hard Process Quality Variable	71
Table 4.18 The Evaluation of Soft Process Quality Variable.....	73
Table 4.19 The Evaluation of Output Quality Variable	75
Table 4.20 The Evaluation of Market Position Variable.....	77
Table 4.21 Regression between potential qualities with market position ..	78
Table 4.22 Regression between hard process quality with market position	79
Table 4.23 Regression between soft process quality with market position	80
Table 4.24 Regression between output quality with market position	81
Table 4.25 Multiple Regressions between all IV's and market position....	82

LIST OF FIGURES

Figure 2.1 Growth of mobile phone subscribers Source	36
Figure 2.2 Mobile Telephone Subscribers per 100 inhabitants	37
Figure 2.3 Global Telecommunications Revenue 2004.....	38
Figure 2.4 Global Telecommunications Revenue 2009.....	39
Figure 3.1 Research Framework	45
Figure 4.1 Diagram of Respondents Gender.....	54
Figure 4.2 Diagram of Respondents age.....	56
Figure 4.3 Diagram of Level of Study.....	57
Figure 4.4 Diagram of Respondents telecommunication provider	59

CHAPTER 1

INTRODUCTION

1.1 Background

Marketing is one of the core disciplines of successful management today. It impacts on society everyday in a myriad of ways – creating new products and services; helping organizations understand what people want and need; helping people find products and services that meet their needs; communicating information that makes people's lives more efficient; creating exchanges that generate employment and wealth. But marketing also raises ethical issues about excess consumption, unhealthy obsessions and addictions, the impact we have on the environment and the communities in which we live.

Based on the nature of marketing, it involves voluntary “exchange relationship where both sides must be willing parties. The parties must be able to communicate which could be through different instrument. Therefore, in today's highly competitive environment, business needs to better understand their customers, which who are the most profitable, and how to best retain those customers. This understanding meets through different channels which one is CRM.

“CRM is short for Customer Relationship Management, the industry term for the set of methodologies and tools that help an enterprise manage customer relationships in an organized way” (Strategic Management website- 2005). CRM helps companies make

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