

اثر تبني استراتيجيات التسويق العلاقتي في الاداء التسويقي للخدمة الفندقية

:_____

. (27)

.

(Hennig-Thurau,etal,2002)

(Likert)

. " (Likert)

(Pearson)

. (t,F)

.

-:

(Transaction Marketing)

. (Relationship Marketing)

.

.

-:

-

"

()

.

.

.

-

- :

- -

.

- -

.

- -

.

-

:

- -

"

.

- -

.

- -

"

"

.

-

:

- -

(Hennig-Thurau,etal,2002)
(Hennig-Thurau,etal,2002)

(Likert)

-∴
-∴
(- ∴) -
(- ∴) -
(- ∴) -
-∴
(- ∴) -
(- ∴) -
∴
- -

(Likert)

-∴
(- ∴) - - -
(- ∴) - - -
(- ∴) - - -
-
" - -

-∴

" - - -
" - - -
" - -

-∴

" - - -
" - - -
- -
- -
-

)

(

(28)

(3-2)

(27)

:"
-

. (Sheth & Sisodia, 1999:75)
" "

.

.

"

() .(Sanchez,2001:3-4)

(/)

"

(Sorce,2002:8)
: (1)

(1)

	"	
	"	

Source: Boone,E.L.,Kurtz , L.D. , 1999,P:335

-

"

(Berry)

(Morgan&Hunt) . (Berry,1983:26)

" . (Morgan&Hunt,1994:22)

(Gronroos)

(Kotler) .

(New york Group . (Kotler,1997:12)

Advertising)

(New york Group

(Achrol&Kotler,1999:151)

.Advertising,2001:3)

.

(Lind conn)

. (Conn,2004:3)

"

.

(Hennig-

. Thureau,etal,2002:235)

-

(Howard,2000:15)

-:

.

-

.

-

.

-

.

-

.

-

Boone,E.L.,Kurtz , L.D. ,

-: (1999:337)

:

-

.

:

-

.

.

:

-

-

.

:

-

.

-

.

(2000)

(Oliver)

(
(Hennig-

.(Oliver,2000:35)

2002 Thureau,etal)

()

(Hennig-

. Thureau,etal,2002:235)

(Hennig-Thureau,etal)

-:

- -

(Hennig-

. Thureau,etal,2000:462)

"

(Barnes:1994;Bendapudi&Berry,1997;Gwinner,Gremler&B
(Hennig- tner:1998)

-: Thureau,etal,2002:237)

:

- - -

:

- - -

"

- - -

- -

(Hennig-

. Thureau,etal,2000:62)

(Hennig-

-:Thureau,etal,2002:235)

-(
:)

:)
(
(Kotler, 1999: 622)

(Pride, 2000: 84)
(Gilbert, 1997: 32)

·
(Rbbins & Coulter, 1999: 142)
(:)

:
-

·
-

·
(:)
(:)

·
(Kotler, 1999: 623)
(Pride, 2000: 82)

(:) .

: (:) - - -

. -
 . -
 . -
 - - -

) (

.

(:) (- :)
 . (:)

.

: (Kotler, 1997: 767)
 :
 .
 :
 .
 :
 :
 .
 % % %
 % %
 % (/)
 .
 :
 .
 .

(Reinartz & (Sorce,2002:8)
 Kumar,2002:90)

(Baker,2000:444-445) .

(Berkowitz etal ,1997:15)
 " . (Sorce,2002:7)

-
 - -
 (2)
 -:
 - - -
 :
 (0.83) (4.2)

(4.4)) (3) (.
 (2) (1.1)
 (. (0.8) (3.9)
 : - - - -
 (0.93) (3.9)
 (8-7)) .
 (4) ((0.9,0.7)
 (6) (3.7) (.(1.1)
 : - - - -
 (0.75) (3.3)
 (11) .
 (3.6) (12) (0.7)
 (2.9) (.(0.5)
 : - - - -
 (0.85) (4.4)
 (16) .
 (13) (1) (4.6)
 (4) (.(0.7)
 : - - - -
 (0.78) (3.1)
 (17) .
 (3.6) (

) (20) (1)
 .(0.9) (2.8) (
 " (4.2)
 . (3.3)
 (4.4)
 . (3.1)
 (2)

(n=27)

δ	μ		δ	μ		δ	μ		δ	μ		δ	μ	
1	3.6	17	0.7	4	13	1	3.5	9	0.9	3.8	5	0.8	4.2	1
0.7	3	18	0.6	4.4	14	0.8	3.3	10	1.2	3.7	6	0.8	3.9	2
0.5	2.9	19	1.1	4.5	15	0.7	3.6	11	0.7	4	7	1.1	4.4	3
0.9	2.8	20	1	4.6	16	0.5	2.9	12	0.9	4	8	0.6	4.3	4
0.78	3.1		0.85	4.4		0.75	3.3		0.93	3.9		0.83	4.2	

- -
 : - - -
 (0.67) (3.3)
) (23) .
 ((0.6) (3.5)
 ((0.7) (2.8) (21)
 : - - -
 (0.9) (4.2)
) (25) .

(
(0.9) (4.5)
) (24)
.(1) (4) (
(4) : - - -
(0.93)
) (29) .
(4.4) ((1.2)
) (28)
(3.6) ((0.9)
. (0.9)
"
(4.3)
. (3.3)
(3)

(n=27)

δ	μ		δ	μ		δ	μ	
0.7	4	27	1	4	24	0.7	3.2	21
0.9	3.6	28	0.9	4.5	25	0.7	3.3	22
1.2	4.4	29	0.8	4.1	26	0.6	3.5	23
0.93	4		0.9	4.2		0.67	3.3	

-
- -
(4)
-:
) - - -
(0.621,0.593) (

. (%1)

. (0.259)

(4)

(n=27)

0.621**	0.593**	0.259	
0.222	0.514**	0.450*	
0.443*	0.843**	0.288	
0.421*	0.688**	0.311	
0.464*	0.682**	0.810**	
0.368	0.474*	0.479*	
0.550**	0.468*	0.656**	
0.409*	0.616**	0.527**	

%5

*

%1

**

- - -

. (%1)
(0.450)

(0.514)

. (%5)

. (0.222)

- - -

. (%1)
(0.443)

(0.843)

. (%5)

.(0.288)

. (%1) (0.688) - - -
 . (%5) (0.421)
 . (0.3.11)
) (0.682,0.810) (- - -
 . (%5) (0.464)
 (0.474,0.479) () - - -
 (%1)
 . (0.368) "
 - - -
 (0.550,0.656)) ()
 . (%1)
 . (%5) (0.468)
 - - -
 () (0.616,0.527))
 . (%1)
 . (%5) (0.409)
 - -
 -:
) ("
 - - -
 -:
 "
 "
 (5)
 (t)
 -:
 (F)
 : - - - -

) (t) - - - - -
 (3.51,3.17) ((t)
 (%1) (2.787) (t)
 (0.507,0.503)
 (()
 ((t) "
 ((t) (2.13)
 (0.250) (%5)
 . ()
 (5)

(n=27)

R ²	F	t	B	) () ()	
33	12.32	3.51	0.507		
28.7	10.04	3.17	0.503		
15.2	4.31	2.13	0.250		
42.9	18.75	4.33	0.621		
35.9	13.97	3.74	0.350		

%5

*

%1

**

t (α,n-2) %1= 2.787 , %5=2.06

F (α,n-k) %1= 7.769 , %5= 4.241

) (F) - - - - -

(12.32,10.04) ((F)
 (%1) (7.769) (F)

()

) (F) .
 (4.241) (F) (4.31) (

(%5)

.

	(R ²)		- - - - -
	(33,28.7,15.2)		
	(67,71.3,84.8)		
	.	:	- - - - -
)	(4.33,3.74)	(t)	- - - - -
	(%1)	(2.787)	(t)
	(0.621,0.350)		
	(	)	
		.	
)	(18.75,13.97)	(F)	- - - - -
	(%1)	((	
	(	(7.769)	(F)
		)	
		.	
	(R ²)		- - - - -
	(42.9,35.9)		
	(47.1,64.1)		
	.		
	)		- - -
	(		
	(6)		
(F)	(t)		
		-:	

(6)

(n=27)

R ²	F	t	B	) (()
37.3	4.55	2.44	0.531*	
		1.24	0.262	
		0.11	0.013	

R^2	F	t	B	) (()
51.5	12.74	2.78	0.444**	
		2.07	0.204*	

t (α ,n-2) %1= 2.787 , %5=2.06
F (α ,n-k) %1= 7.769 , %5= 4.241

() (t) - - - -
(%1) (2.787) (t) (2.78)
(0.444)
()
() (t) .
(%5) (2.07)
(0.204)
()
(F) .
(12.74) () - - - -
(%1) (7.769) (F)
()
(R²) .
(51.5) - - - -
(48.5)
.
-
) ()
(

11

■

11

■

—

■

■

■

11

■

11

||

■

11

||

8

■ ■ ■

—

—

- 1- Sorce,P.,(2002)," Relationship Marketing Strategy", A research Monograph of the Printing Industry Center at RIT.
- 2-Kotler, Philip, "Marketing management", Analysis, Planng, implementation and control, New Delhi, Prentice-Hall, Inc., 1997.
- 3-Hennig-Thurau, T., (2002), "Relationship Quality and Customer Retention through Strategic Communication of Customer Skills," *Journal of Marketing Management*, 16 (1/3), 55-79. 17 (November), 460-469.
- 4- Sheth, J.N. and Sisodia, R.S. (1999), "Revisiting marketing's generalizations", *Journal of Academy of Marketing Science*, Vol. 27 No. 1, pp. 71-87.
- 5-Sanchez,J.,(2002)," Customer relationship marketing" Building customer relationship for enduring profits in a wired economy , Daystrom court pp.1-34
- 6-Boone, E. L.- Kurtz L. D. [1999]: Contemporary Marketing. The Dryden Press, USA, pp.331-360.
- 7-Morgan, Robert M. and Shelby D. Hunt (1994), "The Commitment-Trust Theory of Relationship Marketing," *Journal of Marketing*, 58 (3), 30-38.
- 8-Berry, Leonard L. (1983), "Relationship Marketing," in *Emerging Perspectives on Services Marketing*, Leonard L. Berry, G. Lynn Shostack and Gregory Upah (eds.), Chicago, IL: American Marketing Association, 25-8.
- 9-Grönroos, Christian (1990), *Service Management and Marketing: Man-aging the Moments of Truth in Service Competition*. Lexington, MA: Lexington Books.
- 10-Howard , S. (2000) " Marketing Relationship" *Journal of Marketing*, 75 (October), 1-17.
- 11-Oliver,L. (2001) , " Relationship Marketing Acceptance and Marketing Effectiveness " , unpublished Master Theses ,Chi-Nan University .
- 12-Hennig-Thurau,T., Gwinner, K.& Gremler, D., " Understanding Relationship Marketing Outcomes : An Integration of Relational Benefits and Relationship Quality " , *Journal of Service Research*, Volume 4, No. 3, February 2002 230-247.

16- Robbins & Coulter, Organization theory, Englewood Cliffs, Prentice-Hall, Inc., 1999.

$$(\quad)$$

/

■ ■ ■ ■ ■ ■ ■

■

5

1

[illegible]

[illegible]