

:

-

-

-

*(Theory of Social Exchange)*

%

-

( )

-

:  
(1988) Sasser Personnel Facilities Materials  
(Parasuraman ,Berry , Ziethmail

( ) ( ) ( ) ( ) ( )

( ) (Ziethmail, Berry, Parasuraman,1996)

( ) ( ) ( )

:

-

- -

) "

"

" (Kotler & Saunders ,1999) (

" (Gronroos, 1984) "

."

- -

### Service Quality

( )

( )"

"

" (Cronin & Tylor, 1992)

" (Gronroos ,1984) "

."

- -

### Reliability

Responsiveness

Security

Tangibility

Empathy

- -

)

(

( )

"

"

(Kotler, 2003)

"

( )

"

"

(Thorsten .et. al, 2002)

"

(Benntt & Leonard, 2000)

(Kotler ,2003) % % %

%

.

- -

( ) (Ziethmail, Berry, Parasuraman,1996)

( )

( )

( )

.

- -

( )

( )

( )

( )

(Sivadas et al ,2000)

( )

-

( - / - / )

-

( )

:

- H1

:

- H1.1

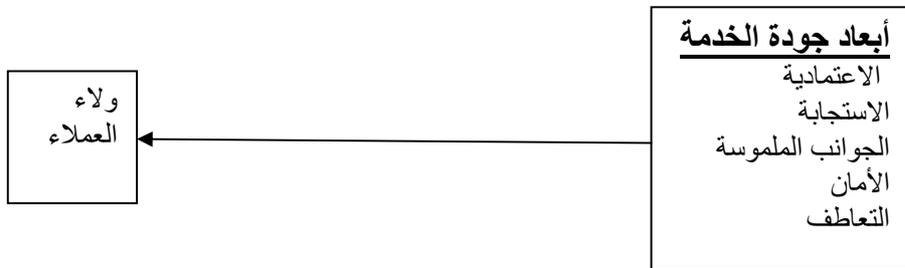
- H1.2

- H1.3

- H1.4

- H1.5

( )



-

:

(Parasuraman , Berry, Zeithaml ,1988)

( ) ( ) ( ) ( ) ( )

(Zeithaml , Parasuraman) & Berry 1996

( ) Word – of – Mouth ( )

( ) ( )

:

( ) =

Likert

.( ) =

-

(SPSS)

:

### Factor Analysis

( ) .

-

( )

( - / - / )

%

( )

( )

( )

(

)

( )

( )

(% )

( )

( )

(% )

(% )

( )

( )

			/

:

-

( )

- -

( )

Cronbach Alpha

(.75 )

(.96)

Cronbach Alpha

(.65)

- -

( )  
( )

- -

( )  
(SERVPERF) ( Parasuraman et . al .1988 )  
( . ) ( KMO)  
( sig=0.000 ) (Bartlett )  
Varimax  
( )

(% . )  
( ) ( . )  
( . . . ) ( . )  
( )

\

( )

F3	F2	F1	
		.	
		.	
		.	
		.	
	.		
	.		
	.		
	.		
	.		
	.		
.			
.			
.			
.			
.			
.			
.	.	.	
.	.	.	
.	.	.	(alpha)

(KMO )

. ( )

(sig = 0.000) (Bartlett)

( . )

( )

F3	F2	F1	
		.	
		.	
		.	
		.	
		.	
		.	
	.		
	.		
	.		
	.		
	.		
.			
.			
.			
.	.	.	

.	.	.	
.	.	.	<b>(alpha) (</b>

Varimax

(% . . )

( . . ) ( . . )

. ( . . . . )

-:

- H1.2

- H1.3

- H1.5

- -

)

(Beta)

(

**R<sup>2</sup>**

F

(T-test)

(. . )

)

(

( )

( . . )

(. . )

(.577) (R<sup>2</sup>)

)

(% . . )

. (

( . . )

F

F

. ( . . )

(sig= . . )

( )

( )  
(t) (.209) (Beta)  
(P<0.05) (sig= 0.000) (4.913)

(H1.2) ( )  
(sig= 0.001) (3.266) (t) (.161) (Beta)  
(p<0.05)

(H1.3) ( )  
(sig= 0.000) (9.602) (t) (.434) (Beta)  
(P<0.05)

(H1.5) ( )

( )

( )

t	t		
sig			
.	.	.676	
.	.	.209	
.	.	.434	
.	.	.161	
	.760 .577 .352 152.918 0.000	R R <sup>2</sup> F	F

-

( )

(% 57.7) ( )

(H1)

) (Sivadas et al , 2000) ( ) ( ) ( )  
) ( )  
(



- ( )

Bennett R. and Leonard, V. (2000) Trust commitment and attitudinal brand loyalty key constructs in business-to-business relationships, *ANZMAC. Visionary Marketing for the 21 Century*, pp 88-92.

Cronin, J.J. and Taylor S.A. (1992) Measuring service quality: a reexamination and extension", *Journal of Marketing*, Vol. 56, No, 3, pp. 55-68

Grönroos, C. (1984) A service quality model and its marketing implications, *European Journal of Marketing*, Vol. 18 No. 4, pp. 36-44.

Kotler , Philip, (2003) Marketing Insights from A to z 80 Concepts Every Manager Needs to Know. *New Jersey*.

Kotler, p, and Saunders, J (1999) Principles of marketing acquisitions Editor: Julia Helmsic. *New Jersey*.

Parasuraman A, Zeithaml V, Berry L. (1988) SERVQUAL A multiple-item scale for measuring consumer perception of service quality, *Journal of Retailing* , Vol.64.No.1.pp. 12- 49.

Sivadas, E, and Baker-Prewitt, J. (2000) An examination of the relationship between service quality, customer satisfaction, and store loyalty, *International Journal of Retail & Distribution Management*, Vol. 28,No 2, pp73-82.

Thorsten, Kevin, Dwayne (2002) Understanding relationship marketing outcomes, *Journal of Service Research* , Vol. 4, No 30 pp. 230-247.

Zeithaml V. Berry, L and Parasuraman A. (1996) The Behavioral consequences of service quality, *Journal of Marketing*, Vol. 60, No. 2, pp 31-45.

