



Impact of managing electronic relations with customers on the degree of trust and satisfaction of Kuwait Telecom Company -STC customers

By
Hameed shrief yousef alqallaf
mobility collection executive

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Abstract:

study aimed to find out the impact of the Kuwaiti Telecom Company's adoption of electronic customer relationship management systems in managing the relationship with its customers and its impact on its customers. To achieve this, a field study was conducted on a sample of Kuwait Telecom Company customers through an electronic questionnaire. After analyzing its data using appropriate statistical methods, we found a direct, positive, statistically significant relationship between Kuwait Telecom Company's electronic customer relationship management and the degree of trust and satisfaction of its customers in it.

Key words: electronic customer relationship management, trust, customer satisfaction, electronic service quality, customer retention.

Introduction:

With the steady technological development in the global business environment, as companies compete to increase their market share and achieve continuity by attracting and retaining customers, companies have been forced to search for policies and methods that focus primarily on the customer and obtain his satisfaction, so providing excellent customer service is the essence of marketing orientation.

An electronic customer relationship management system has appeared, based mainly on the use of technology, the e-marketing process, and the allocation of customer-oriented marketing policies. The issue of electronic service was associated with importance, as it is one of the basic indicators that precede the process of satisfying the customer, and in turn,

his satisfaction affects decisions to benefit from the service in the future (Peppers, 2019).

Kuwait Telecom Company is working hard to get closer to its customers by providing its services through the various electronic media available in an attempt to gain their loyalty and enhance their trust. The next main question: **What is the extent of the impact of electronic customer relationship management on the degree of trust and satisfaction of KTC customers?**

The following sub-questions emerge from this question:

- Does the e-line bill payment service and balance recharge affect customer satisfaction?
- Does prepaid temporary service by phone or line affect customer confidence?
- Does the service of viewing the remaining balance, displaying the Internet volume, and the possibility of modification affect the customer's confidence?
- Do personal communications to the carrier via telephone and direct e-mail increase customer confidence?
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Study hypotheses:

To answer the sub-questions and the main question, we propose the following hypotheses:

- first hypothesis: There is no statistically significant effect at the level of $\alpha = 0.05$ of the demographic characteristics of customers on the trust and satisfaction of STC customers.
- Second hypothesis: There is a statistically significant effect at the significance level $\alpha = 0.05$ for the electronic bill payment and recharge service on customer satisfaction.

- Third hypothesis: There is a statistically significant effect at the significance level $\alpha = 0.05$ for the prepaid temporary service over the phone or line in increasing the customer's confidence.
- Fourth hypothesis: There is a statistically significant effect at the significance level $\alpha = 0.05$ for the service of viewing the remaining balance, displaying the Internet volume, and the possibility of modification in enhancing customer confidence.
- Fifth Hypothesis: There is a statistically significant effect at the level of $\alpha = 0.05$ of the personal contacts of the Kuwait Telecom Company via telephone and direct e-mail on increasing customer confidence.

Objectives of study:

- Identify the perceived electronic services provided by Algeria Telecom to its customers.
- Determine the role played by customer relations management in enhancing trust and loyalty among Algeria Telecom customers.
- Raising awareness of the use of electronic services and their role in solving problems facing Algeria Telecom customers, which leads to increased confidence and raise the level of the company's performance.
- Study also aimed to provide specific recommendations to companies in order to develop appropriate marketing strategies to deal with customers in order to increase their share in the market through the approach of retaining customers and managing the relationship with them.

Importance of studying:

Importance of the study is evident in the fact that the issue of managing electronic relations with customers is one of the recent topics that has become widely considered by companies in

our current era because of the goals it achieves for them, whether for the purpose of improving the level of operational and marketing performance to win customers or increase their trust and retention and raise competitiveness for the company.

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Learn about the perceived electronic services provided by Algeria Telecom to its customers.

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Study approach:

We relied on the inductive approach through the tools of description and analysis because it is suitable for quantitative studies, in addition to the deductive approach, and relying on selecting a sample from the available study population to collect

and analyze data based on the questionnaire that was conducted. It was designed for the purposes of this study to test the hypotheses of the study and answer its questions.

Previous studies:

A study (Abu Zayan, 2019) entitled: “The Impact of Service Quality on Customer Satisfaction: A Case Study of the Algerian Telecom Corporation in Al-Alamiya City.” This study aimed to study the effect of service quality on customer satisfaction at Elma Algeria Telecom Agency using the servperf performance model, where the sample reached 107 customers based on the questionnaire tool and the SPSS19 program and the descriptive and analytical approach, where the study concluded that reliability, responsiveness, safety and empathy have a significant positive impact on attitudes customers in relation to their satisfaction, while there was a very small measurable effect on customer satisfaction.

A study (Al-Tawaher and El-Hawari, 2020) entitled: “An Attempt to Measure Customer Satisfaction with the Quality of Electronic Services Using a Net Scale: A Case Study of the Algeria Post Website.” This study aimed to identify the dimensions of the quality of electronic services provided through the Algeria Post website and their role in achieving customer satisfaction using the Netqual scale. The study concluded that there is a medium direct relationship between the dimensions of electronic service quality (after use, after information, after design, and security and confidentiality) together and users' satisfaction with the quality of these services.

A study (Hussein, 2021) entitled: “Measuring the quality of electronic services using the gaps approach: an applied study in the Jordanian telecommunications sector.” This study aimed to find out the level of the gap between the quality of the electronic services actually provided from the point of view of customers and the quality of the targeted electronic services from

the point of view of management staff (internal quality) according to the dimensions (ease of use, website design, reliability, confidentiality, responsiveness, empathy). The sample was 780. The study concluded that there were no differences between the evaluation of customers and the evaluation of employees in the three companies for the level of quality of electronic services according to all dimensions. (responsiveness and reliability).

A study (Ronggang Zhou and Xiaorui Wang, al, 2022) entitled: "Measurement of electronic service quality and its importance in customer satisfaction and loyalty: an empirical study in the field of telecommunications in China." This study aimed to study the relationship between electronic service quality and customer satisfaction and loyalty through dimensions: (job achievement, performance, interface quality, content and information, and service). . The results of the study revealed that there is a positive relationship between the quality of electronic service and customer satisfaction and loyalty.

A study (Abu Deif Mohamed, Hossam El-Din Mohamed, 2022) entitled: "The Role of Customer Relationship Management in the Relationship between Customer Satisfaction and Loyalty: A Field Study Applied to Customers of Mobile Phone Companies in Egypt." This study aimed to study the role of customer relationship management through the following dimensions: (focusing on and maintaining existing customers, customer trust, and customer expectations) between customer satisfaction on the other hand through the following dimensions: (cooperation, communication, and the customer's connection to the organization) and loyalty customers on the one hand. Another through the following dimensions: (behavioral loyalty, directional loyalty, and cognitive loyalty), as the sample reached 80 customers of the mobile phone company in Egypt, based on the questionnaire tool and the SPSS 23 program. This study

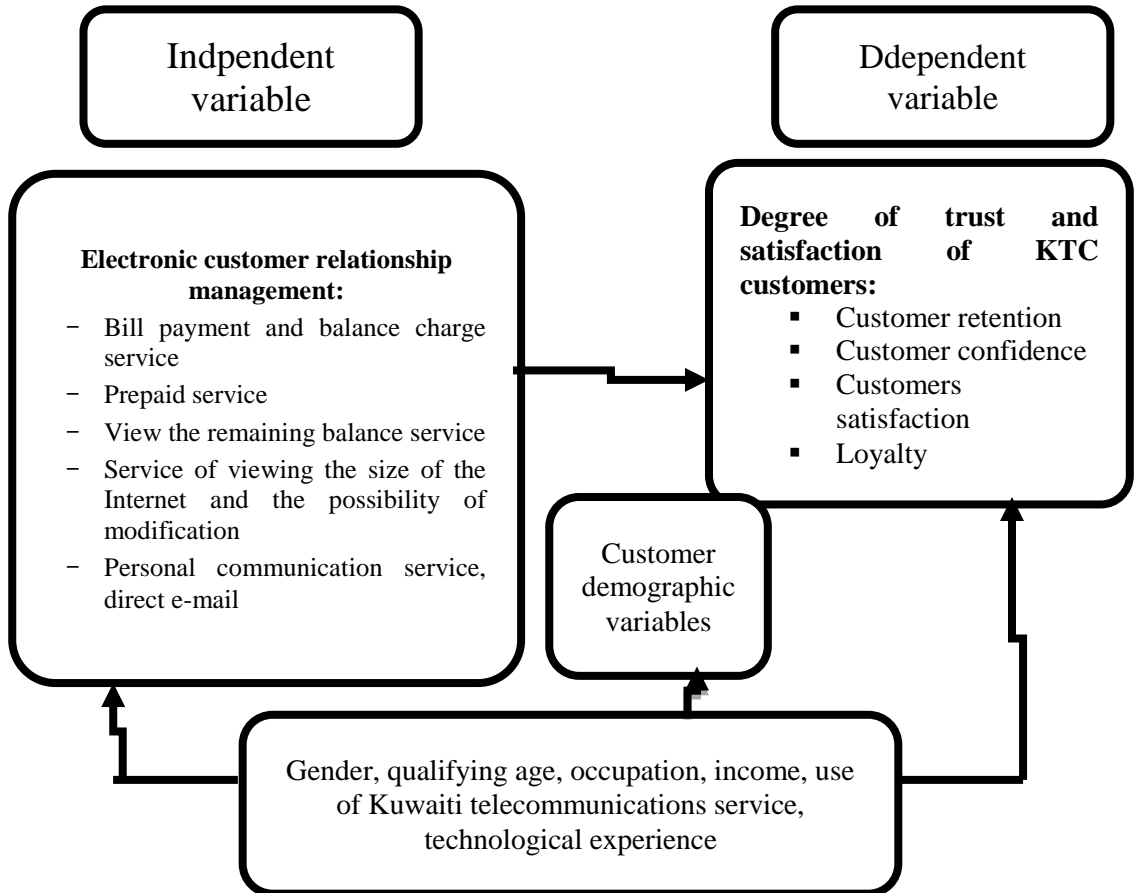
concluded that there is a positive relationship between customer satisfaction and loyalty, and there is a relationship. There is a positive and strong relationship between customer relationship management and customer loyalty, and there is an impact of customer management on the relationship between customer satisfaction and loyalty in the mobile phone companies in Egypt.

The current study is similar to the trends of previous studies in many elements and points, including the data collection tools used, represented in the questionnaire, and how to process them through the SPSS program, and the target sample, which is the customer group, not the institutions, in addition to the agreement of all previous studies that There is a relationship between the dimensions of service quality and the degree of satisfaction. And trust among clients, as the current study benefited from previous studies in building the study model and defining the variables and dimensions of the study. On the remaining balance, see the size of the Internet and the possibility of modifying personal contacts and direct e-mail in the management of the relationship with customers.

Study model and variables:

- Independent variables: Dimensions of electronic customer relationship management.
- Dependent variables: confidence and satisfaction of Kuwait Telecom Company customers.

Figure No. (1-1): Study Form



Source: Prepared by the researcher based on previous studies

Theoretical framework for electronic customer relationship management:

Definition of electronic service:

The definitions of the electronic service varied according to the nature of the service, as the definition of the electronic

service in the field of marketing for various sectors was based on the services available on the website of the bodies or companies.

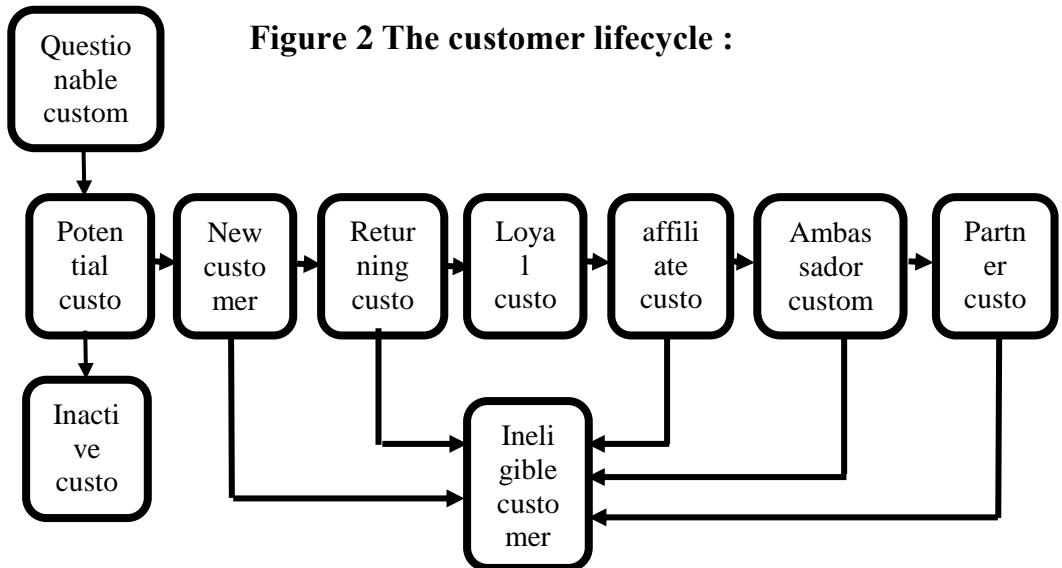
Tiixiang defined the electronic service as a type of service that is provided directly on the Internet, where the customer serves himself to obtain the electronic service so that the service is direct without the presence of any person involved in providing the service to the customer” (Hamad bin Muhammad Al-Ajmi 25: 2020).

The electronic service was also known on the basis of information exchange, whereby some entities are interested in getting closer to their customers by providing information about their services to the customer. The electronic service has also been defined in terms of the communications infrastructure as the communications institution due to the nature of its work in the field (Al-Alaq, 2019: 103).

Customer life cycle:

Orientation towards the customer rather than the product and the market has forced organizations to move to focus on the customer life cycle rather than the product life cycle. A brief about the organization's products (Nujud, 2019).

The different stages of the relationship between the customer and the organization can be illustrated in the following figure:



Source: Kotler et Dubois, 2009. P82.

Customer Relationship Management:

According to (Biscotti and Fulton, 2022: 41), it is a set of technological programmes, methods and activities that assist the organization in the process of managing its relationships with its current and potential customers by organizing and studying market sectors identification processes. Consumer motives and behavior, including "the field of marketing, the field of sales, the field of customer service", so the study of consumer behavior, tools, and income, and the study of the market and its income. The needs will determine the nature of the relationship between the company's management and its customers, and accordingly

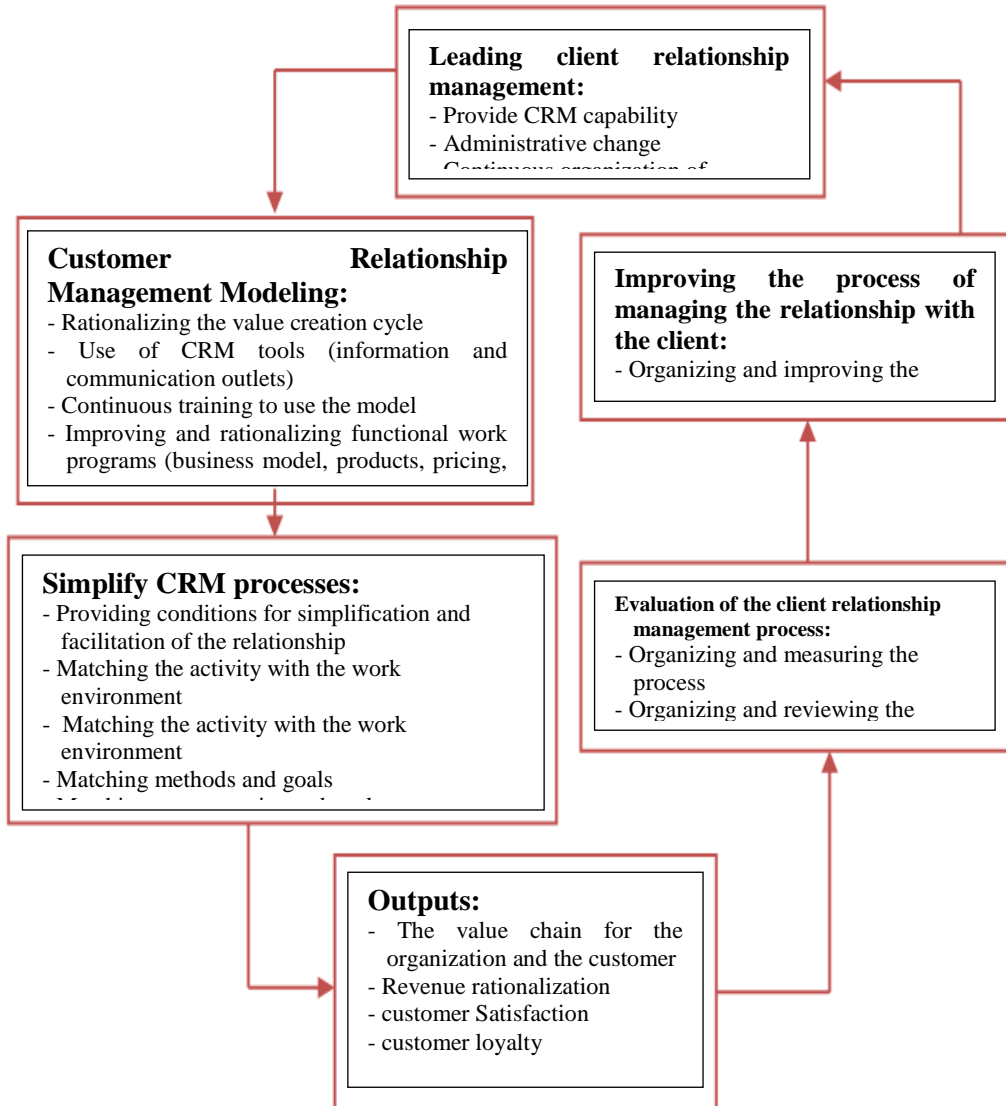
the appropriate electronic methods that achieve that relationship will be chosen.

Peppers and Rogers, 2019: 23) sees CRM as an application of the concept of relationship marketing, with the goal of meeting the needs of each individual customer, by building on what the customer says and what the organization knows about them. As for (Philip Kotler, 2006: 180), managing the relationship with customers as a process includes collecting detailed information related to each individual customer, as well as carefully managing all moments of contact with customers, all this in order to achieve customer loyalty. to the organization.

Customer Relationship Management System:

CRM is a system that contains inputs that are processed and outputted. The process of collecting and saving customer data requires automated support software to record and process it to make it ready for decision making. The model is known as a CRM system. This system works as shown in the following figure:

Figure 3: CRM system



Source: Jean Supizet, 2002, p.202.

Figure (3) shows the CRM system as a system consisting of six basic parts:

1- Leading Customer Relationship Management: Managing the CRM model requires a philosophy of continuing to communicate with the customer and building a long-term relationship with him with specific goals and conditions.

2- Modeling the management of the relationship with the customer: that is, relying on automated support systems in managing this relationship and managing customer data, with the availability of competencies to exploit the model in achieving the set goals.

3- Customer Relationship Management Operations: The process of simplification requires the achievement of several levels of compatibility and compatibility, namely: aligning activity with the business environment, reconciling infrastructure and objectives, and using means and competencies to achieve objectives.

4- Outputs: The work of any system must come with a result known as the output of the system, and the result achieved by the CRM model is:

- Creating value for the organization and the customer.
- Achieving customer satisfaction and loyalty.
- Attracting new clients.
- Creating value for third parties.

5- Evaluating the process of managing the relationship with customers: Like any activity carried out by the organization, the process of managing the relationship with the customer needs to evaluate the extent to which it achieves the objectives of the organization, as well as the extent to which it is engaged. A review process to ensure the efficiency of the system in exploiting the means and the correctness of the operations.

6- Improving the process of managing the relationship with the client: The results of the evaluation and review allow the detection of weaknesses and imbalances in the course of the

process, including the conduct of corrective and appropriate treatment processes.

Electronic customer relationship management:

Customer Relationship Management: A system for attracting, acquiring and retaining profitable customers by analyzing their information and understanding their requirements through a long process that takes into account customer matchmaking and the organization's activity and strategies to establish a strong customer relationship. (Mahmoud Mohamed 2021).

The primary objective of this section is to maintain the best relationship of the organization with its customers, as well as to increase the number of visits by these customers on the company's or organization's website on electronic communication networks (Al-Anzi, 2017: 48).

Customer trust:

(Thomas, 2019) defines trust as an expectation of positive results, which are the results that can be obtained based on the action expected from another party, and is considered a key mediator of the marketing customer relationship (Madjid, 2019), and trust is considered important because it is seen as an essential component of the success of relationships relationship between customers (Garbarino and Johnson, 2019), and a necessary component of long-term orientation in customer relationships.

Consumer convenience:

(Baamar, 2017: 62) He defined total customer satisfaction as the customer's feeling of joy or dissatisfaction after purchasing a product, resulting from a comparison between the actual performance of the product and the expectations that the customer resolves.

As (Zaid Aboudi, 2018: 196) indicated that satisfaction is a function of perceived and expected performance, and distinguished three cases:

- In the case of the observed performance equals the expected: There is quality, KTC customers will be satisfied.
- In the event that the perceived performance is less than expected: there is no quality, KTC customers will be in a state of dissatisfaction.
- In the event of remarkable performance greater than expected: there is high quality, KTC customers will be in a state of satisfaction to the point of loyalty.

The applied framework of the study

Study population:

The study population includes all customers of the Kuwait Telecom Company who benefit from one of its services, and it also includes all ages from different segments of society, males and females, regardless of gender and country.

Study sample and size:

A random sample was selected from the study population in proportion to such practical cases, due to the difficulty in obtaining information for all customers of the Kuwait Telecom Company, where an electronic questionnaire was distributed, and 440 respondents were answered from the total study population. , to choose the sample of the studied study, as it exceeded the minimum required according to the statistical equation specified for the sample size.

$Z^2 = 1.96$ At a confidence level of 90%

where N = sample size

Z^2 = standardized score corresponding to a confidence level of 90%

(P) = Percentage of those dealing with direct marketing

$(e)^2 = 0.01$ standard error \pm

$$n = \frac{Z^2 \cdot (P[1-P])}{e^2} = 90$$

Statistical analysis tools used:

After the completion of the questionnaire collection, the data was decoded, coded, and processed by running the SPSS22 statistical package for social sciences. The following statistical tests and methods were used:

- Percentages, frequencies, relative circles, mean, standard deviation, variance, and regression.
- Cronbach's alpha test for the reliability of the questionnaire data.
- A five-point Likert scale for approval and importance from 1 to 5, and the range is calculated, since it is equal to 5-1 = 4, and by dividing the range by the number of categories (options) we find the length of the category, then 4/5 = 0.80, so the first category The arithmetic mean values are: 1 to 1 + 0.80, corresponding to the direction of complete rejection or desire, and so on with the rest of the categories, with an increase of 0.80 for each category.
- Correlation coefficient to measure the relationship between the variables of the study.
- Test "F" for the study sample to verify the significance of the statement.
- Simple and multiple regression analysis to find out the degree of influence between the study variables.

Scale Validity:

The scale validity coefficient was calculated by taking the square root of Cronbach's alpha stability coefficient, where we found that the overall validity coefficient of the research tool was

0.872, which is a very high coefficient suitable for the purposes and objectives of the research.

Description of the demographic characteristics of the study sample:

Table No. (1) shows the demographic characteristics of the respondents, as they participated in answering the questionnaire of both sexes, where the percentage of males was close to double the percentage of females, and this indicates that the purchase decision for the electronic service of the survey. The Kuwait Telecom Company is attributed to males more than females, as their percentage reached 32%, while the percentage of males reached 68%, and in terms of educational level, we find that the percentage of undergraduates overcame those surveyed by 59%, which is an indicator. Which has several indications, including the frequent use of virtual social media by university graduates and research in universities, which justifies their interest in subscribing to the communication service and their exposure to electronic services, followed by the percentage of high school students with a rate of 37%, while the percentage of high school students is less than 5%, This is an indication that the use of technology requires the necessity of the educational level, and who has the ability to use and benefit from the Internet.

As for the age groups most in demand for the electronic service of the Kuwait Telecom Company, we find that young people are the dominant group, with those under the age of 30 making up 43% of the total respondents among them, and the percentage of those between 30 and 30 years old. 40 years old, 46%, and this is an indication of the correlation of benefiting from the electronic service of the Kuwaiti Telecom Company with the general income of the individual and his obtaining a job, as he is the master of the purchase decision, and if we compare it with the monthly income and the job, we find that most of them

are from the middle class, so from their monthly income between 18000-35000 they constitute the highest An estimated turnout of 89%. They are university students or freelancers and regular employees, and the duration of benefiting from the service of the Kuwait Telecom Company plays an important role in flexibility and dealing with the company and increasing loyalty and satisfaction, especially in light of the continuity of the relationship and if the company is committed to responding to the complaints of customers raised and the category (5-10 years) is the highest percentage By 47%, in light of the telecom company's expansion of its wireless services, especially the fourth generation (4G) service.

Table 1: Demographic characteristics of the research sample representatives

Properties	le vocabulary samp representatives	duplicates	The ratio
sex	male	300	68%
	feminine	140	32%
education level	less than secondary	20	5%
	secondary	162	37%
	collegiate	258	59%
the age	Less than30years old	189	43%
	30- 40	201	46%
	40- 50	43	10%
	over50	7	2%
Monthly income	Less than18.000dinars	142	32%
	18000- 25000	72	16%
	25000- 35000	178	40%
	35000- 50000	39	9%

	More than50.000dinars	9	2%
Function	free busineses	122	28%
	College student	151	34%
	employee	140	32%
	framework	27	6%
Duration of benefiting from the Kuwait Telecom Company service	years °Less than	91	21%
	5- 10	207	47%
	More than10 years	142	32%

Source: prepared by the researcher based on unpacking the results of the first axis of the questionnaire.

Analyzing the results of the study and testing hypotheses:

We note from Table (2) that the sample has negative attitudes toward paragraphs (1), (2), (3), (5), (6), (7), (9) and (11) in terms of their arithmetic averages, where It is less than the average of the standard measurement tool (3), while the sample trends are positive towards the rest of the paragraphs, as evidenced by its arithmetic averages that exceeded the average of the standard study tool, and this indicates that the electronic use of Kuwait Telecom Services by the respondents is superficial and does not benefit the majority of subscribers Rather, it is limited to a small category, especially the electronic freight service that is available on the online store platform, and this requires efforts and promotional policies from the company to target this service that would reduce the routine and obstacles of traditional services, and enhance customer confidence and loyalty, and the electronic freight service does not enjoy confidence and security With customers in light of their fear of

piracy, lack of confidence in protection systems, fear of electronic errors, and the inability to bear their consequences.

Table 2: Sample answers to the tool questions

standard deviation	Arithmetic mean	Paragraph	number
0.812	2.65	Kuwait Telecom Company offers some advantages and discounts to encourage electronic transactions over the .Internet	1
0.751	2.52	You receive telephone bills via your email when you subscribe " to theE-Facture .service "	2
0.894	2.12	We trust the service of line requesting a fixed electronically without resorting to the headquarters of the Kuwaiti Telecom Company closest to you to submit a .traditional request	3
0.913	3.21	Sometimes I get promotional discounts by topping up the balance through the cards of .Company the Kuwait Telecom	4
0.865	2.45	You top up your account and pay your phone bill through .your current mail account	5
0.832	2.21	Get commercial incentives in .the electronic payment service	6
0.785	2.32	You pay your bill by using electronic payment with .confidence	7
0.852	4.15	In the event that your	8

		subscription expires late at night or during weekends or holidays, the backup recharge is used by reactivating the online account for an .hours ٣٦additional	
0.841	2.12	You top up your accounts application using the mobile available through the App .Store	9
0.947	3.21	Kuwait Telecom Company informs you of the phone bills via SMS messages on your .phone	10
1.002	2.45	You leave a voice message via the "Voice Mail" service of the Kuwait Telecom Company, in .ou are unable to callcase y	11
0.801	4.03	I receive personal messages and services as a customer of Kuwait Telecom Company through electronic means such as promotional offers and .congratulatory messages	12
0.953	4.21	Promotional offers are available on the Announcements page of the Kuwait Telecom Company .website	13
0.612	3.75	The website of the Kuwait Telecom Company provides the customer with a space to .express his opinion	14

0.718	3.05	Kuwait Telecom Company adopts an effective link to respond to receive and .customer complaints	15
0.981	3.22	Trust the Kuwait Telecom Company's guidelines for customer service inquiries on .the phone line	16
0.981	4.18	There is ease and flexibility in accessing your account on the Kuwait Telecom Company .website	17

Source: prepared by the researcher based on unpacking the results of the second axis of the questionnaire

Table3Correlation coefficient between the dimensions : of electronic customer relationship management and trust among **customers KTC**

0.723	the bill and top up the balance Pay
0.845	Temporary prepaid service
0.742	View the remaining balance and the ability to adjust the Internet volume
0.882	Personal contacts, direct email

Source: prepared by the researcher based on the results of statistical analysis

e resul Table 3indicate that all the correlation coefficients between the independent variables and customer .confidence, which ranged betwee0.723 and 0.845which are , ance ofstatistically significant at the level of signific 0.05and indicate that there is a positive direct relationship between each of the independent variables and the confidence in the relationship among the customers of the telecom company The .Kuwaiti subject of the study

Table 4 shows customer relationship Linear regression for the variable : management and customer trust of Kuwait Telecom Company

Model	Un-standardized coefficients		standardized coefficients	t	Sig.
	B	std. Error	beta		
constant	2,875	0.369		7,825	0.000
E-CRM	0.276	0.091	0.231		0.013

prepared by the researcher based on the results of the statistical analysis :Source

Table No4 shows that the relationship between CRM and the trust of KTC customers is positive $B= 0.276$ and $t=2.564$ therefore CRM has a positive and significant effect (but somewhat weak) on customer trust, and accordingly the hypothesis is accepted This indicates that there is a statistically significant relationship between managing the relationship with customers electronically and trust and satisfaction of customers he Kuwait Telecom Company , and this indicates that for effective management of customer relations electronically will contribute to raising customer confidence levels

Conclusion:

Through this study, we have touched on the most important dimensions of managing the relationship with customers electronically for the Kuwaiti Telecom Company, which is represented in paying the bill and topping up the balance, the payment service, viewing the remaining balance, -temporary pre possibility of viewing the size of the Internet and the mail, and -modification, personal communications, direct e accordingly, we concluded This study leads to the following results

- The results showed that the level of electronic customer relationship management practice in the Kuwait Telecom company, the subject of the study, was high in most of its dimensions

- The method of communicating and building electronic relationships with customers is a positive and effective method if it is used in an effective environment associated with the flow .acity of Internet servicescap
- mail communication between KTC and customers -Direct e helps enhance customer confidence and is an indicator of the .company's interest in the customer personally
- The lack of a sense of security and reliability in paying via tronic payment cards limits customer satisfaction, which elec requires promotional marketing policies accompanying this process to transfer the customer from traditional payment to .electronic payment
- tive The electronic relationship is one of the positive and effec forms that the Kuwaiti Telecom Company can adopt in order to term relationships, and help retain the -build strong and long .customer and the market share

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