

The Effect of Brand Factors on Customers Loyalty “An Applied Study "on Telecommunication Companies in Jordan

by

Maha Baker

Supervisor

Dr. Nafez Nimer Ali

Abstract

Aim: The present study aimed to identify the impact of brand-related factors on customer loyalty in Jordanian telecommunication companies (i.e. Zain, Orange and Umniah). The examined factors are: brand image, credibility, accessibility and service quality

Methodology: The present study adopts a descriptive analytical approach. It is adopted in order to identify the nature of the relationship between the independent and dependent variables. In other words, the present study adopts this approach to explore the relationship between brand-related factors and customer loyalty to Jordanian telecommunication companies. The population of the present study consists from all the customers of Jordanian telecommunications companies. As for the sample, it was selected through the convenience (non-random) sampling method. It consists of 500 customers. All of them live in Amman. A questionnaire was used to collect data. The questionnaire forms were distributed to all the sampled customers. However, 385 questionnaire forms were retrieved. All of the retrieved questionnaire forms are considered valid for statistical analysis. Thus, the response rate is (77 %). The collected data was analyzed statistically through using the SPSS program / version 22.

Conclusion: It was concluded that brand image, credibility, accessibility, and service quality have a statistically significant impact on customer loyalty to the Jordanian telecommunication companies

It was concluded that respondents are highly aware about the significance of the examined brand-related factors. Such high level of awareness can be attributed to the good education that the respondents received. In addition, it was concluded that brand image has a weak significant impact on customer loyalty to the Jordanian telecommunication companies.

The researcher recommends assessing the customers' feedbacks regularly by companies. That should be done to make the necessary changes that can fulfill customers' needs and demands. That shall improve the brand image and the quality of the provided services. That shall also participate in generating more profits.

Keywords: Brand image, credibility, accessibility, service quality, customer loyalty, brand related factors