

Abstract

Relationship marketing plays vital role in a variety of sectors including pharmaceutical sector and companies. In this study, we explore how relationship marketing dimensions namely trust, communication, conflict handling, empathy and perceived service quality, can impact customer satisfaction and loyalty in the Jordanian pharmaceutical companies. This study aims to explore how relationship marketing dimensions impact customer satisfaction and loyalty in the Jordanian pharmaceutical companies. Data were collected electronically from 500 respondents, 470 were returned and 20 of them had missed data and were considered as unusable, so 450 questionnaires remained with full and usable data. We used descriptive and statistical analysis to fulfill the objectives of the current study. The results of the current study showed statistical significant effect of relationship marketing dimensions on customer satisfaction, in which any change in the dimensions of the relationship marketing lead to a change in customer satisfaction. The results also show statistical significant effect of relationship marketing dimensions on customer loyalty, so any change in the dimensions of the relationship marketing lead to a change in customer loyalty, except for trust and perceived service quality didn't have statistical significant effect on customer loyalty. The results showed statistical significant effect of customer satisfaction on customer loyalty, this means that any change in customer satisfaction lead to a change in customer loyalty. Based on study results, it is shown that relationship marketing and its dimensions were very important in the pharmaceutical sector based on the results seen in the study on customer satisfaction and loyalty. This study recommends pharmacy owners and managers to use relationship marketing in their institutions for the benefits that can be obtained from such study, in which can stimulate employees to focus more on customer satisfaction that could lead to an increase in the institutions performance.