

Dedication

This thesis is dedicated to my teacher Dr.MusaHasabalrasoul who taught me that the best kind of knowledge to have is that which is learned for its own sake. It is also to my teacher Mohammed Ahmed Masaad, who taught me that even the largest task can be accomplished if it is done one step at a time.

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ABSTRACT

This research examines the relationship between the Customer Relationship Management Quality (CRMQ) in terms of variables such as trust, commitment, communication, conflict handling and customer loyalty with respect to attitude and behaviour in Sudanese banking sector. The descriptive method is applied in this research. The population of the research is collected from various banks customers. The result shows that communication and conflict handling have significant relation with behaviour loyalty, while other variables of CRMQ have positive significant relation with attitude loyalty except communication variable. The study also provides suggestion for further researches.

المستخلص

هذه الدراسة تتناول العلاقة بين جودة إدارة علاقات العملاء ومتغيراتها التي تشمل الثقة , الالتزام , الاتصال و حل النزاع وولاء العميل ممثلاً في الولاء في الموقف و الولاء في التصرف وذلك في قطاع البنوك السودانية . وقد استخدم المنهج الوصفي في هذه الدراسة. أخذت عينة الدراسة من العملاء في عدد من البنوك السودانية . تبين نتائج الدراسة أن كل من الاتصال وحل النزاع لها علاقة ذات دلالة مع الولاء في التصرف، في حين أن جميع متغيرات جودة إدارة علاقات العملاء لها علاقة إيجابية مع الولاء في الموقف باستثناء الاتصال. وتطرح الدراسة اقتراحات للبحوث المستقبلية.

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