

DEDICATION

To my father's soul in his, grave which inspires me to fulfill his great ambition

**To my mother who encourages me to deep in the horizon of knowledge and to stand
under the shadow of education oasis. To my brothers and sisters who become the
endless spring of love and trust**

To my friends

To the most people I love

To every one who taught me a word and enlighten my way in life

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Abstract

Competitive markets stimulate companies to seek customer loyalty and to know how to build and manage it. Higher and fast growth in information technology, affect the telecommunication sector, especially the mobile phone service. This study investigates the influence of product performance variables price, network, other services and customer service on brand loyalty with satisfaction as mediator variable. The objectives of this study are 1. To determine how the product performance and customer satisfaction effect brand loyalty. 2. Explain the effect of the product performance element on performance quality and loyalty. 3. Find out the relationship between the factors effects brand loyalty and aspect of brand loyalty. 4. Establish relationship between product performance, customer satisfaction and brand loyalty. Data collected through personal questionnaire, 240 respondents used for the purpose of this study. Customers of Mobitel and Areeba mobile phone Company in Sudan were the target population of this study. Purposive sampling method used to collect the data from respondent. Factor and reliability analysis performed and regression analysis conducted to test the hypotheses. The findings provided empirical support for the theoretical framework. The results indicate that product performance variables price, network and other services play an important role in getting customer satisfaction; the customer care has no significant relation with satisfaction, because of the nature of telecommunication service and mobile phone service. Mobile phone service depends on the information technology (IT) as basis of providing service for customers. Satisfaction has significant influence on the brand loyalty. This study supports the mediation effect of satisfaction on the relationship between quality and loyalty. According to the results of this research, company can manage, build and create brand loyalty through product performance to increase the customer satisfaction.

الملخص

المنافسة فى السوق تقود الشركات الى الخلق والإبداع والاجتهاد للحصول على الولاء لدى الزبون، ومعرفة كيفية بناء وإدارة هذا الولاء. النمو السريع فى تقنية المعلومات إثر بصورة كبيرة وواضحة على قطاع الإتصالات وتحديداً خدمات الموبايل او المحمول. تهدف هذه الدراسة(1) تحديد العوامل التي تؤثر على الولاء للخدمة وإيجاد علاقة بين أداء المنتج ورضاء المستهلك،(2) إيجاد رابط بين العوامل المؤثرة على الولاء للماركة ومظاهر الولاء للماركة إذا كان سلوك أو موقف. فى هذه الدراسة تم تحليل تأثير أداء عوامل المنتج السعر، الشبكة ، والخدمات الاخرى ، وخدمات الزبائن او المشتركين على الولاء للماركة وأخذ الرضاء كمتغير وسيط. تم تجميع المعلومات لتحقيق أهداف هذه الدراسة عن طريق إستخدام الإستبيان الشخصى. تم إستهداف 240 مستجيب ، تم إجراء إختبار الثقة وتحليل العوامل. ولإختبار الفرضيات تم القيام بتحليل الانحدار. النتيجة التى تم الوصول اليها فى هذا البحث دعمت الاطار النظرى لهذه الدراسة. ومن هذه النتيجة ظهر بشكل واضح ان أداء عناصر المنتج وهى السعر، الشبكة، الخدمات الأخرى، خدمات الزبائن تلعب دوراً مهماً فى الحصول على رضاء الزبون. على المدراء

أن يجعلوا خدمات الزبائن جزء من النظام .وكذلك وجد أن الرضاء له تأثير هام على
الولاء للماركة. هذه الدراسة تؤكد على أثر الرضاء كمتغير وسيط بين النوعية والولاء.