



واقع استخدام المزيج التسويقي و أثره على ولاء الزبائن
دراسة حالة - شركة الاتصالات الفلسطينية
(من وجهة نظر الزبائن في قطاع غزة)

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قدمت هذه الدراسة استكمالاً لمتطلبات الحصول على درجة الماجستير في إدارة الأعمال

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Abstract

This study aims at identifying the actual practices of marketing mix tools (Product (service), pricing, promotion, and placing (distribution), at the Palestine Telecommunication Company (Paltel), and its effect on of customer loyalty. The study also aimed at understanding if there are significant differences among the respondents regarding the impact of marketing mix tools on customer loyalty

The society of the study included residential land line subscribers from different Gaza Strip governorates and areas. The researcher used the random sample where 500 questionnaires were distributed in the Gaza Strip governorates. The researcher also utilized the Statistical Package for Social Science (SPSS) program for data entry and analysis of the questionnaire.

The study concluded that the marketing mix offered by Paltel is positive and was satisfactory to the local market needs and clients. The level of customer satisfaction was variant among the marketing mix elements. Paltel was found to offer a range of services that is in line with the latest Information and Telecommunication Sector international services. Those services were also found to suit the various segments of the local community including those with limited income and others who have limited budget plans for telecom expense. The marketing mix was also found to have achieved its goals in terms of marketing communication with clients through different communication and promotion specially E-Service utilization through the company's website www.paltel.ps.

Paltel was found to use the direct and indirect distribution channels to enhance the availability and accessibility of its products in the local market. The study also concluded that the pricing strategies of Paltel's services and products were satisfactory to the clients but do not meet their expectations of more discounts.

The study indicators showed a statistical relationship between the applied Paltel marketing mix and the level of customer loyalty. The statistical differences between the surveyed clients individual sample results are attributed to the level of education, place of residence where no statistical differences of relation to age, sex or income level of the surveyed clients.

The study was concluded with various recommendations which included:

1. Enhancing Paltel's attention to the overall marketing mix elements in order to affect better customer loyalty.
2. Providing special attention to alternative communication technologies including Voice over IP (VOIP) and Micro Communication (WiMax).
3. Acceleration of launching the Paltel Customer Loyalty Program and awarding the loyal clients.
4. Strengthening the current offered services provision through maintaining and developing the current distribution channels (One Stop Shops, Call Centers, Local Distributors, and Internet)
5. Providing greater attention to reviewing the effect of the pricing element on customers' loyalty.
6. Continuing the packaging of services with discounted reasonable prices to encourage higher customer participation in largest possible number of services.

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Disruptive Technology " (2007) .

(WiFi: Wireless Fidelity)

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(WiMax: Wireless Microwave Access)

(VOIP: Voice Over Internet Protocol)

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Customer Loyalty

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Marketing Mix	:	○
Customer Loyalty		○

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PALTEL	Palestinian Telecommunication Company	
OSS	One Stop Shop	
PLC	Product Life Cycle	
DSL	Asymmetric Digital Subscriber Line	
AMA	American Marketing Association	
DT.	Disruptive Technology	
WiFi	Wireless Fidelity	
WiMax	Wireless Microwave Access	
VOIP	Voice Over Internet Protocol	
ISDN	Integrated Service Digital Network	
ITU	International Telecommunication Union	
TQM	Total Quality Management	
ISO	Implementation of a quality system	
MTIT	Palestinian Ministry of Telecommunications and Information Technologies	

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(Adam & Leonard, 2003, pp 36) "

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.(kotler & Armstrong, 2004, p14)

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.(Rachman, 1988, p11) .

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.(216 2006)

..(kotler & Keller, 2006, P6) "

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" (kotler & Armstrong, 2004, P4)

(stimpson,2002, "

p15)

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(Kotler & Keller, 2006, p15).

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Source: Kotler, Philip & Keller, Kiven, Marketing Management. 12th edition, 2006, p15

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(kotler & Keller, 2006, P4) "

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.(Baker, 1995, p 410) "

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Marketing Mix

. (Baker, 1995, p 410)

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:People

:Physical Evidence

(Richard et al,2005, p170).

(221 2006)

(7P's) 7

Product, Place, Price, Promotion, People, Physical Evidence, Process

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" (kotler & Armstrong,

.2004, P276)

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:(kotler & Armstrong, 2004, P280)

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The Core service ()

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Customer Relation Life Cycle Model

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(Stimpson, 2002,

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(kotler & Armstrong, 2004, "

P315)

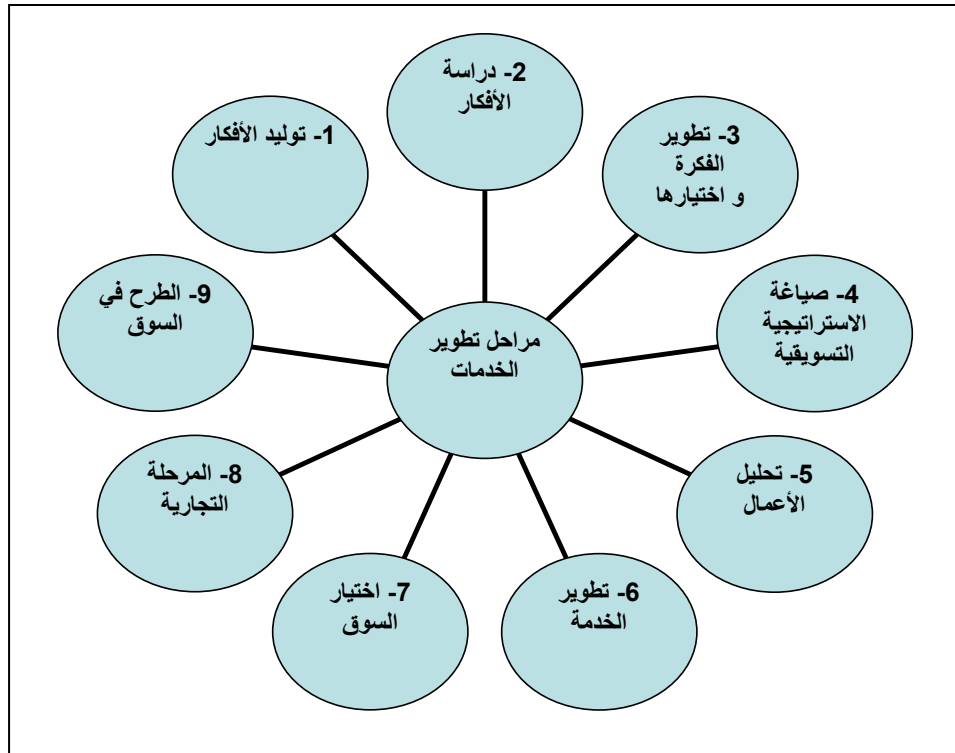
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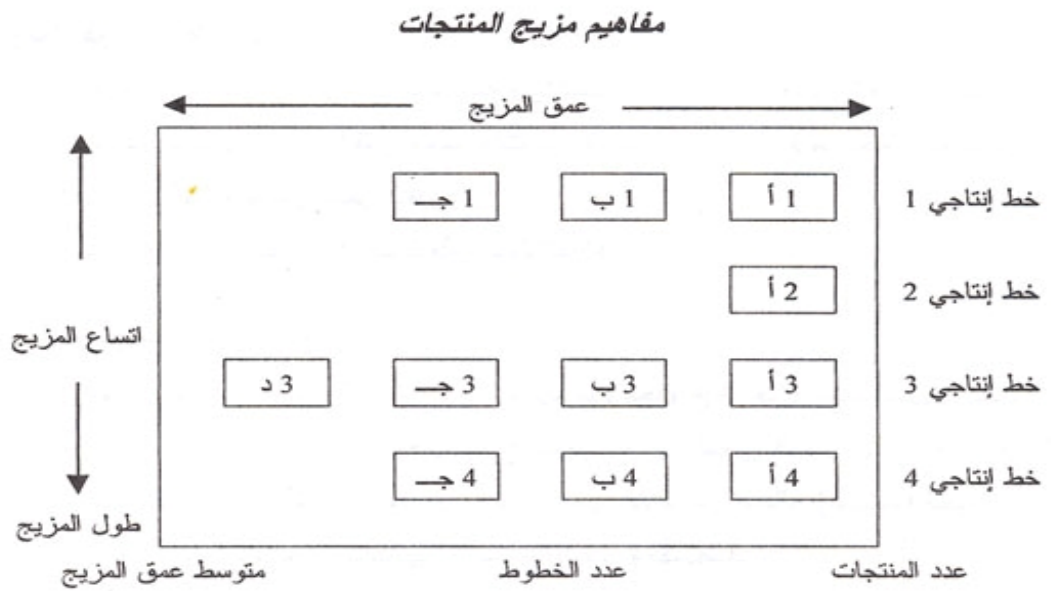
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Source: Kotler, Philip, Marketing Management, 9th edition, prentice- Hall, international, Inc, New jersey, 1997.

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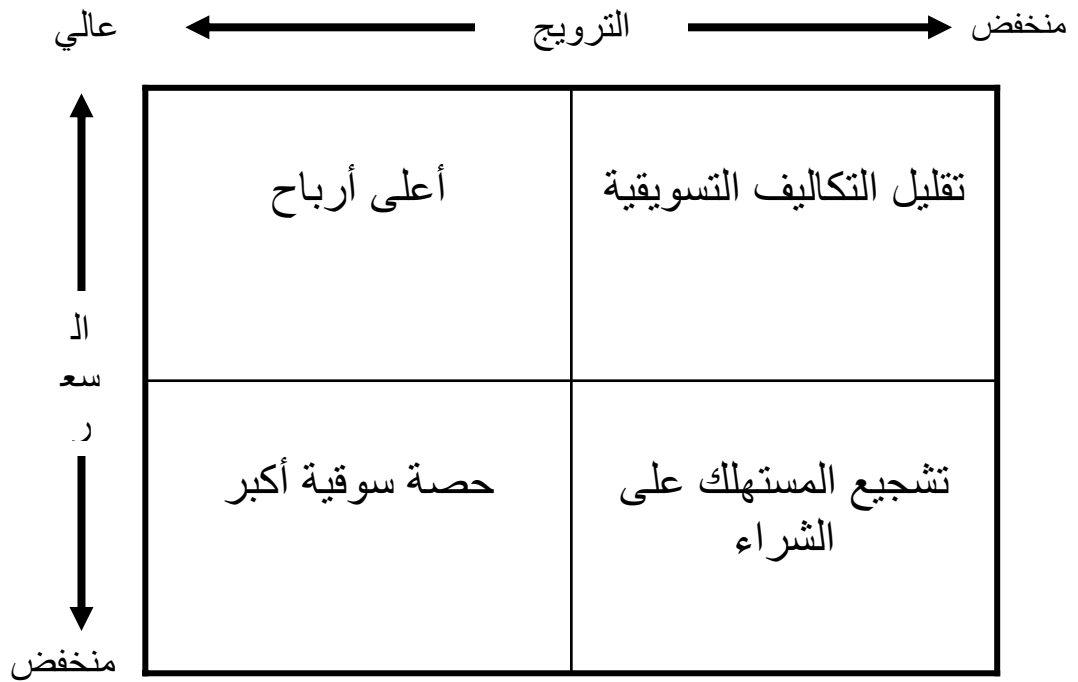
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شكل (3) الأهداف المرغوبة في إستراتيجية مرحلة التقديم



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(kotler & Armstrong, 2004, P332).

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Rapid Skimming Strategy .3

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Slow Skimming Strategy .4

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(194 2004) .

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Kotler, 1997,

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(kotler &

: Armstrong, 2004, P333)

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(kotler & "

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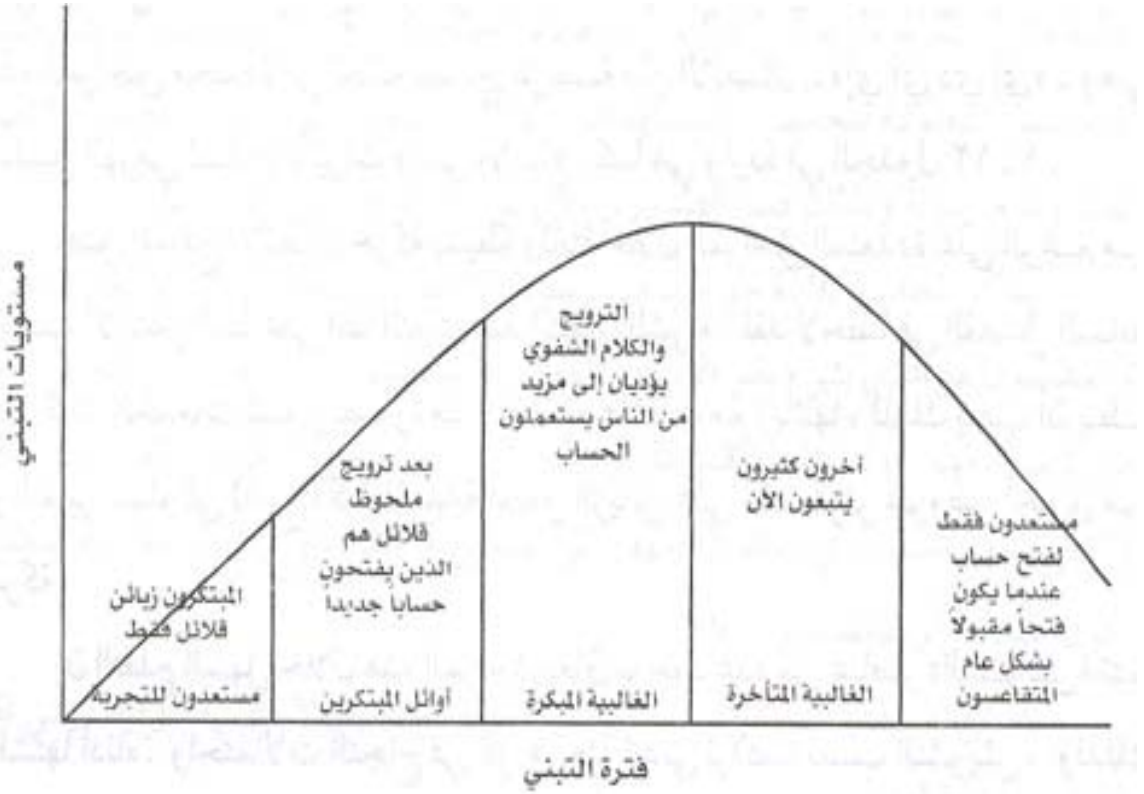
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(Kotler & Keller,

2006, p461).

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(Stimpson,
2002, p178)
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(Richard et al,2005, p170) "
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(Richard et al,2005, p170) "

: (Stimpson,2002, p178)

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" Demand curve"

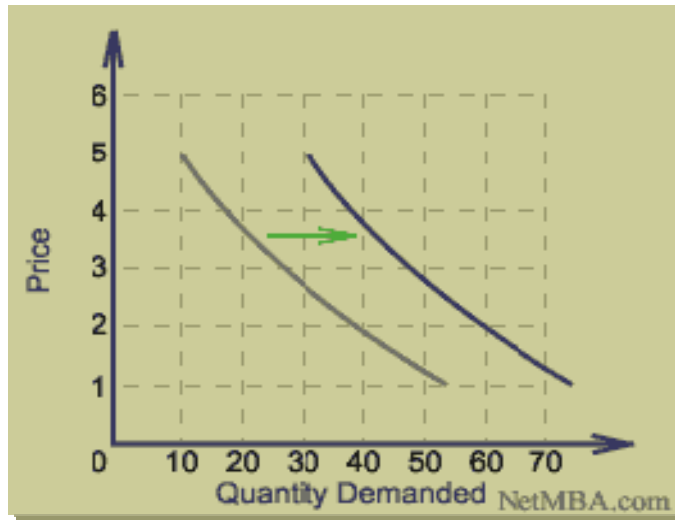
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Source: WWW.NETMBA.com

:(Stimpson,2002, p178)

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Price sensitive

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(Price Elasticity of Demand)

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(kotler & Armstrong, 2004, "

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P355)

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:(Elastic Demand)

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(kotler &

(123 1989) Armstrong, 2004, P355)

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(102 2007) (202 ص209)

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(174ص،2006) (215ص 2004)

:Organization and marketing objectives •

(262ص) (Kotler & Keller, 2006, p437)
(171ص،2006)

: Profit maximization -

Market – Share Maximization -

: Survival -

:Product quality leadership -

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: Social Consideration -

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:Competition •

:Customer Response

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(Stimpson, 2002,

P183) و (2003، ص 289)

:Penetration price

(2004، ص 221):

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: Market Skimming

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.(409 2003)

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.(Stimpson,2002, p185)

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: **Cost-based pricing**_____ .1

(2006 ، ص 177)

(2002 ، ص 225):

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(Kotler & Keller, و (Stimpson,2002,p183)

(2006 ، ص 177) (2008 ، ص 38) 2006, p461).

Retailer

: **Mark-up pricing**

: **Target pricing**

: **Full cost**

Profit Margin

Competition-based pricing _____ / _____ .2

(2003، ص 276)

(kotler & "

Armstrong, 2004, p14)

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2002)

:(227

Price leadership or follower: ■

.(Stimpson, 2002, p184):(Richard et al, 2005, p170)

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:(186 2006)

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: Destroyer pricing

(Stimpson,2002,

p184)

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(kotler & Armstrong, 2004, p14)

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.(219 2002)

) (Stimpson,2002, p185)

:(278 2003

:Perceived value pricing

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Brand name

: Price Discrimination -

: Price Bundling_____ .4

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(414 2003)

“Skimming” /

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(Adcock et al,2001, p270)

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(Richard . " Synergy

et al, 2005, p523)

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Edward & William

.(254

.(Rachman, 1988, p418)

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.(293 2004) .

(Adcock et al, 2001, p274) "

.(Kotler & Keller, 2006, p536) "

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Adcock et al, 2001,) (Rachman, 1988, p418)

:(333 2003) (p274

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(Adcock et al, 2001, p274) :

/ Awareness **:Informing** -

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(Adcock et al,2001, p275).

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.(Stimpson,2002, p199)

(Cron & "

DeCarlo,2006, p3)

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:Advertising

" AMA
(Kotler, " 1997, p637)

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(Baker, 1995, p484)

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(156 2006).

(304 2007) .

(kotler & Armstrong,

:305 2007) (262 2004) 2004, p494)

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Comparative advertising

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(kotler & Keller, 2006, P569)) 2003 :337

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:Personal Selling

" (Cron & DeCarlo, 2006, p2)

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" (2004 266) .

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(Cron & DeCarlo, 2006, p3) .

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The customer is the king

.(Corn & DeCarlo,2006) "

:Sales Promotion

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.(338 2003) "

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(161 2006) "

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.(Kotler, 1997, p661) "

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(265 2004) .

.(Rachman,1988, p426) .

2002)

.(237

.(Adcock et al,2001, p333) .

:Public relation

(Adcock et al, 2001, p333) "

) "

(342 2003

(Stimpson, 2002, p203) "

(2005).

: (kotler & Keller, 2006, P15)

Press relation

:Product publicity

:Corporate Communication

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Telemarketing
. (238 2002

(458 2003) .

Internet

Hotwired 1994
(2007) 1994

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(Laudon et al, 2001, p429) :

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2004) (Rachman, 1988, p432)
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: Push Strategy -

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:Pull Strategy -

:Combination Strategy -

(Rachman, 1988, p433) .

:(273 2004)
:Hard sell Strategy -

:Soft sell Strategy

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(Rachman, 1988, p324) "

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(Stern, 1988, p3) "

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.(Baker, 1994, p 419) "

(Adcock et :

al,2001, p230)

Favorable attitude

(Brown et al, 1989, p479)

:Direct Channel

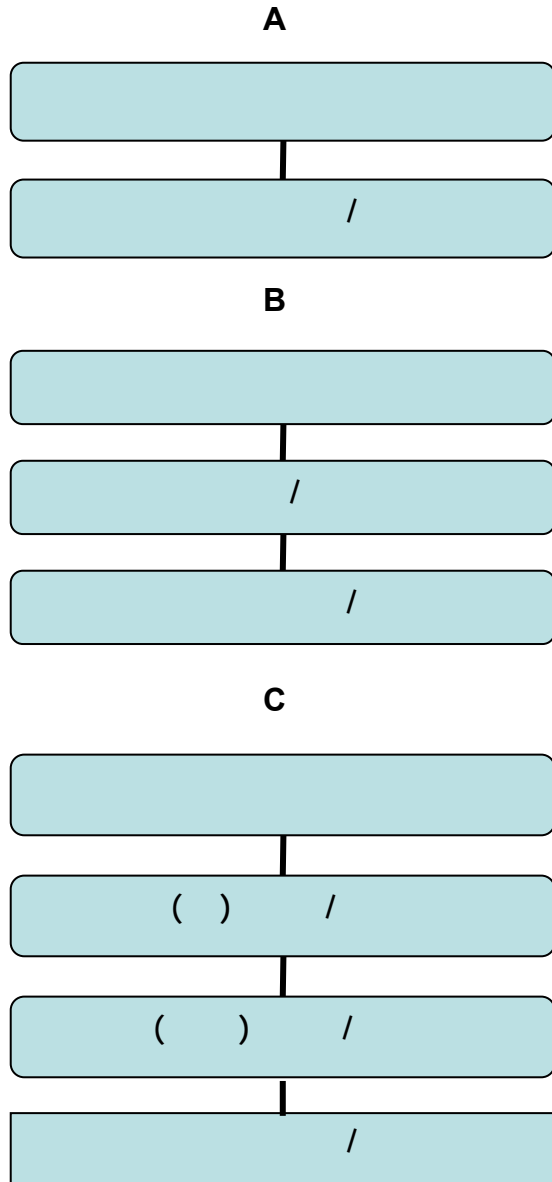
(Baker, 1994, p420).

: Indirect Channel

(Baker,

1994, p419)

(6)



Source: Brown, James & El-Ansary, Adel & Stern, Louis, Management in marketing channels. Prentice Hall, New jersey, 1989, p479)

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Source: Stimpson, Peter, Business Studies. The press Syndicate of University, Cambridge, 2002. p 205

(Stern, 1988 , p5) :

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(256 2002)

(Stimpson, 2002, p205).

(Stimpson,2002, p206):

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: **Rachman**

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Door-to-door

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(Rachman, .

1988, p333)

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:(252 2004) (48 2008) (169

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:(357 2003) "

:Flexibility in Production

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:Flexibility in Consumption

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(2003 372) :

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:Push Strategy

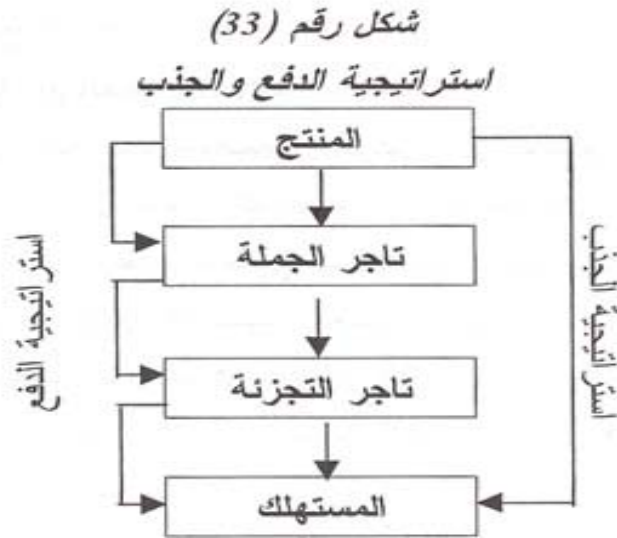
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(Adcock et al,2001, p249) .

(254 2004) .

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.254 2004

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:Pull Strategy

(Adcock et al,2001, p249)

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Process

People

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(Adcock et al,2001, p248) .

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CRM

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Customer equity

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.(Garrison, 2003, p 446)

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." (كامل، 2006)

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Customers.Com

" (Seybold, 2007) ."

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%80

" (Furlong, 1993, p 73) "

" (kotler & Keller, 2006, P6) "

(kotler .

:
& Armstrong, 2004, p11)

" (Stowell,1997, p49) "

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Customer Loyalty

(Competitive Advantage)

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(Furlong, 1993, p 73).

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Source: Furlong, Carla B., Marketing For Keeps, John Wiley & Sons, INC, Canada, 1993, p 9

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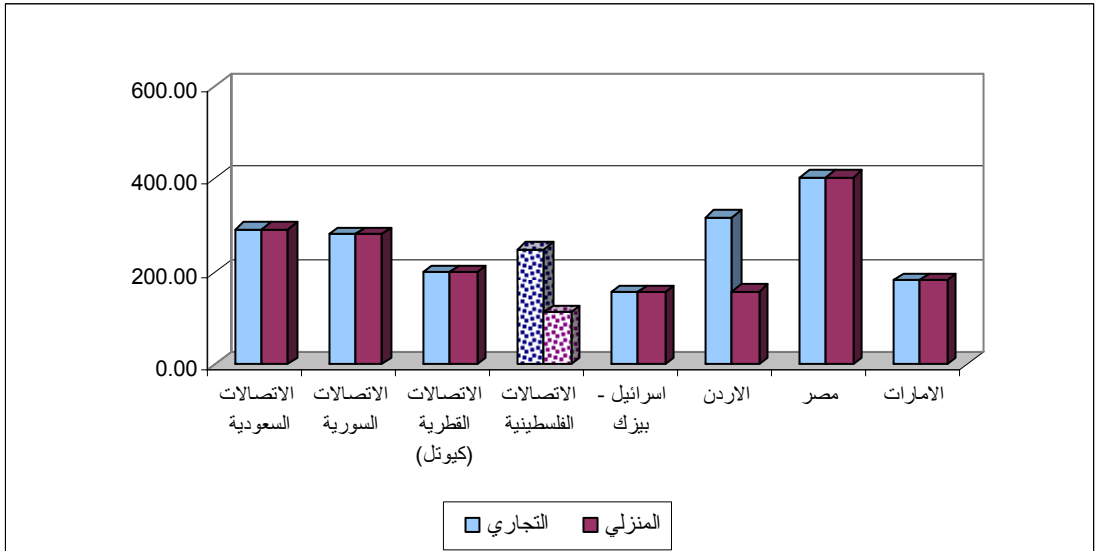
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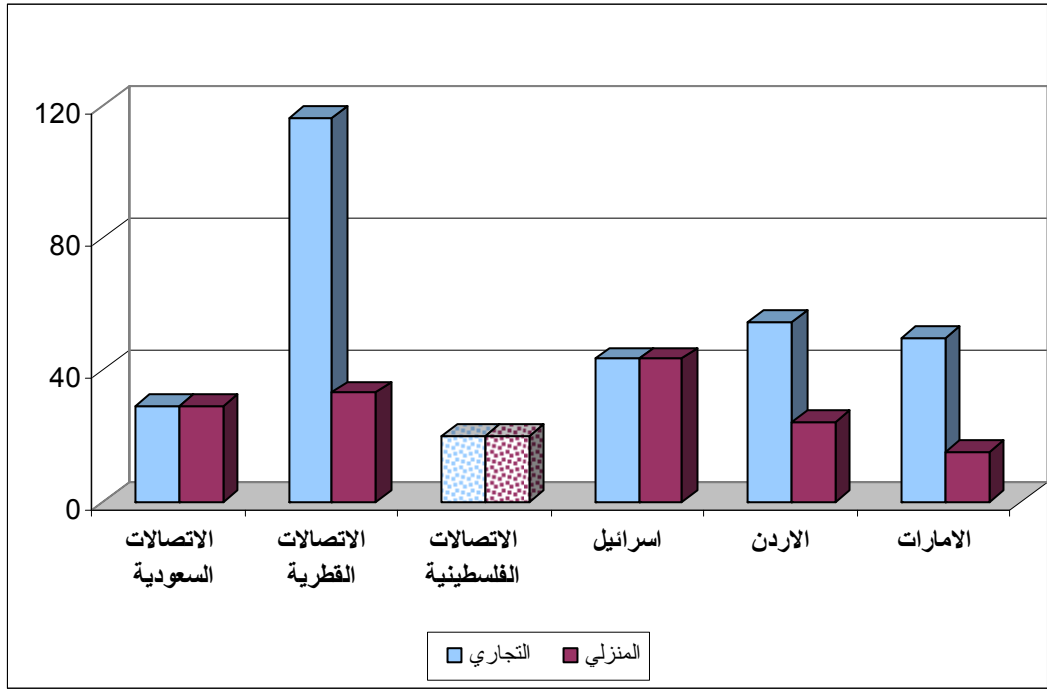
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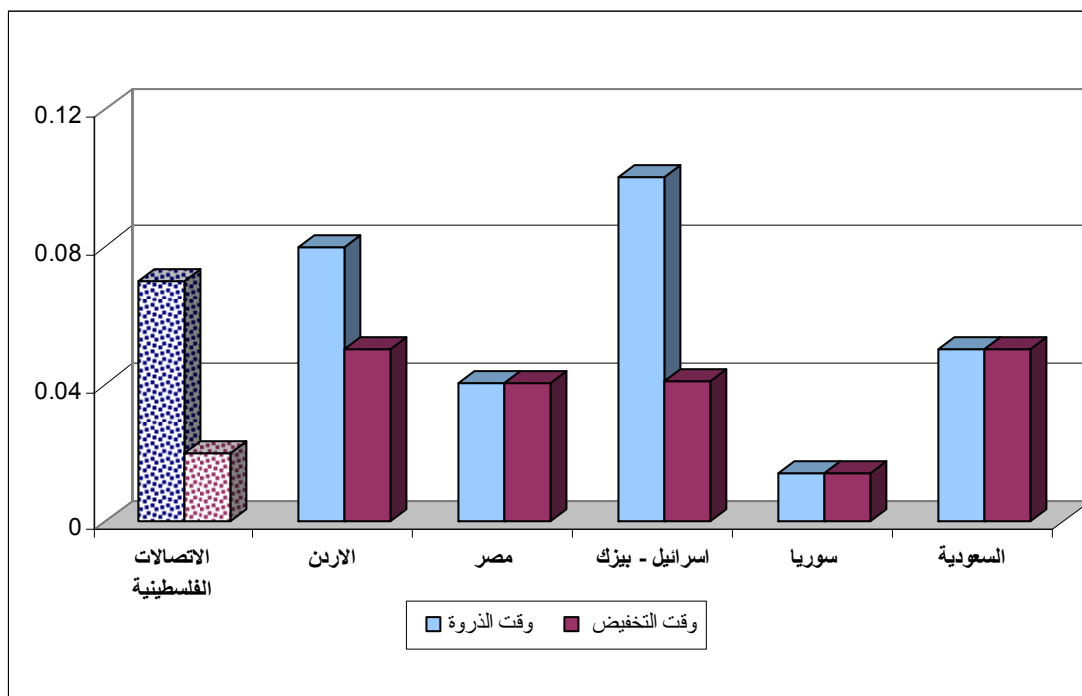
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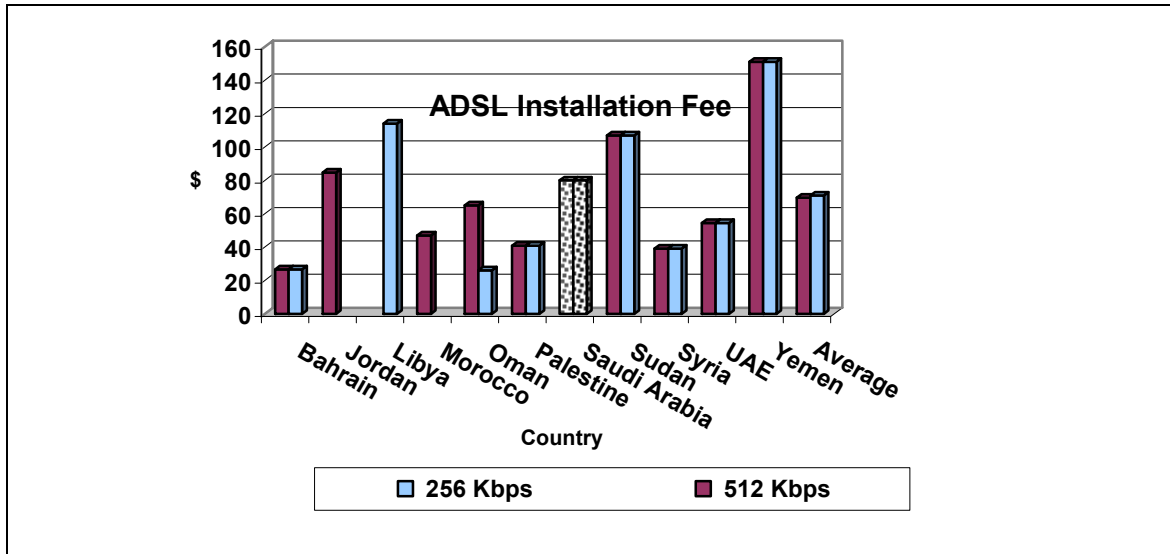
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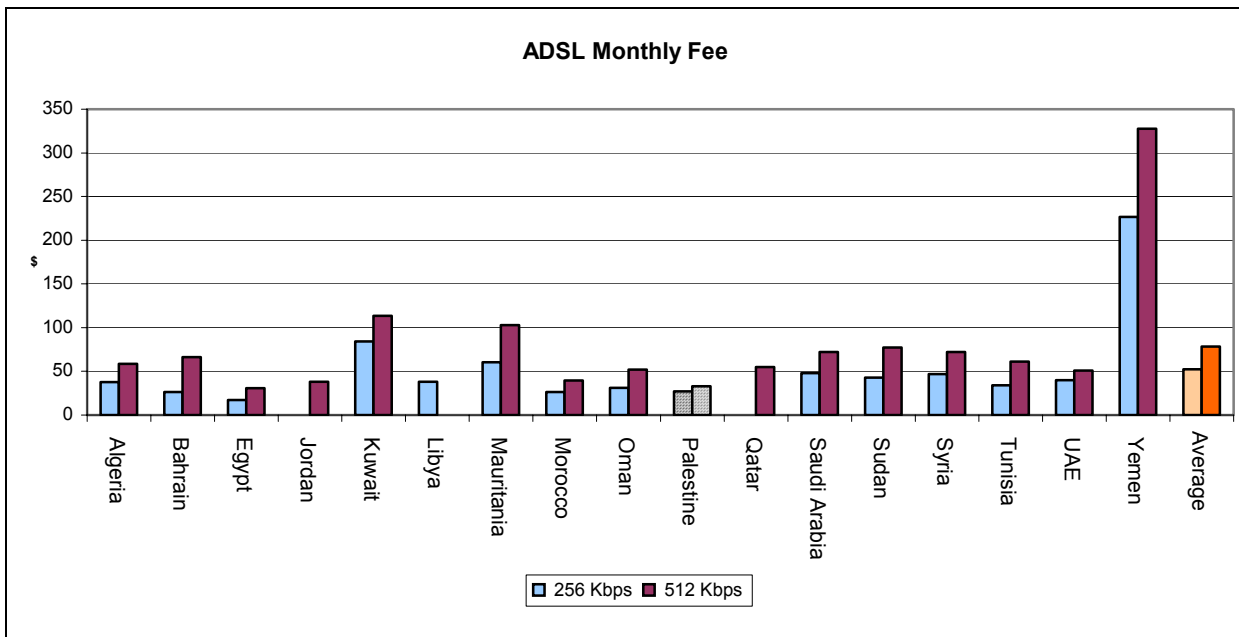
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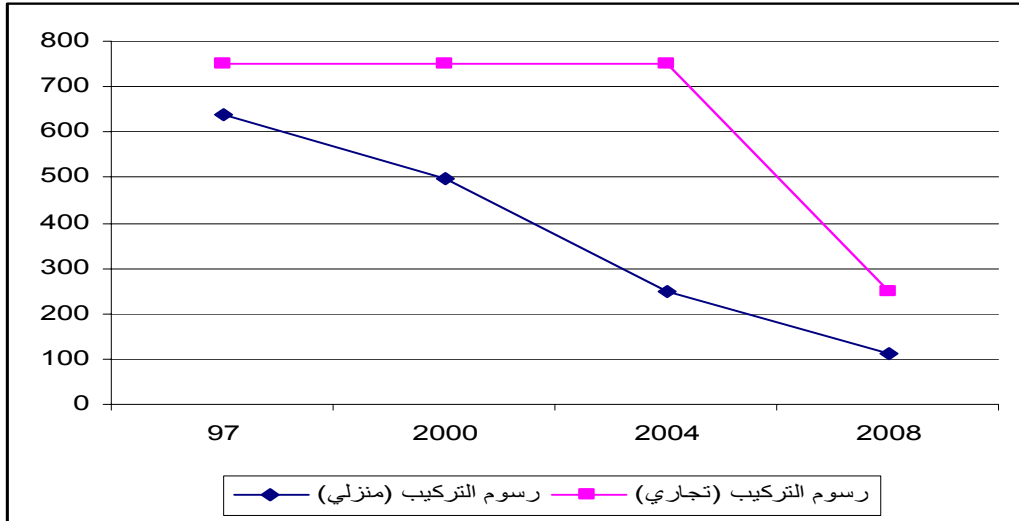
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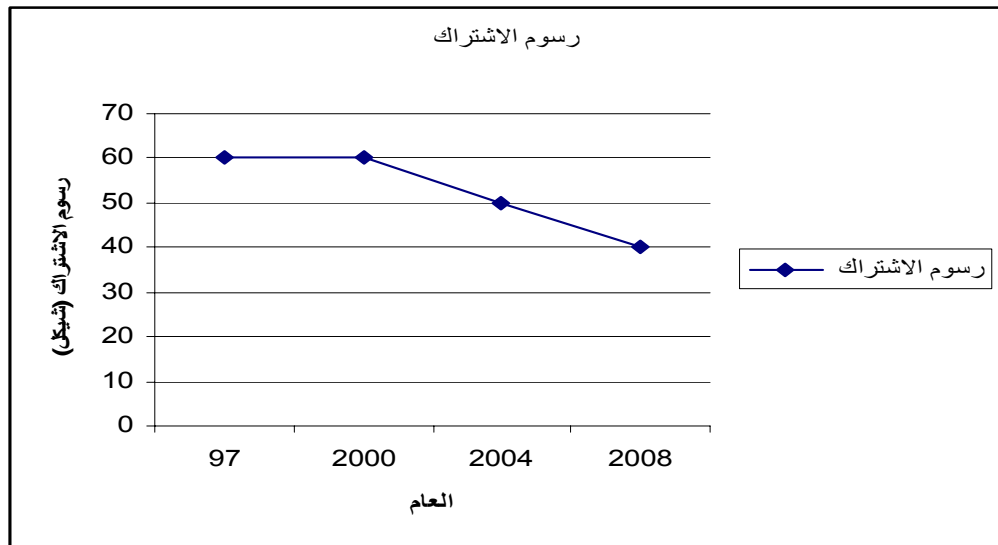
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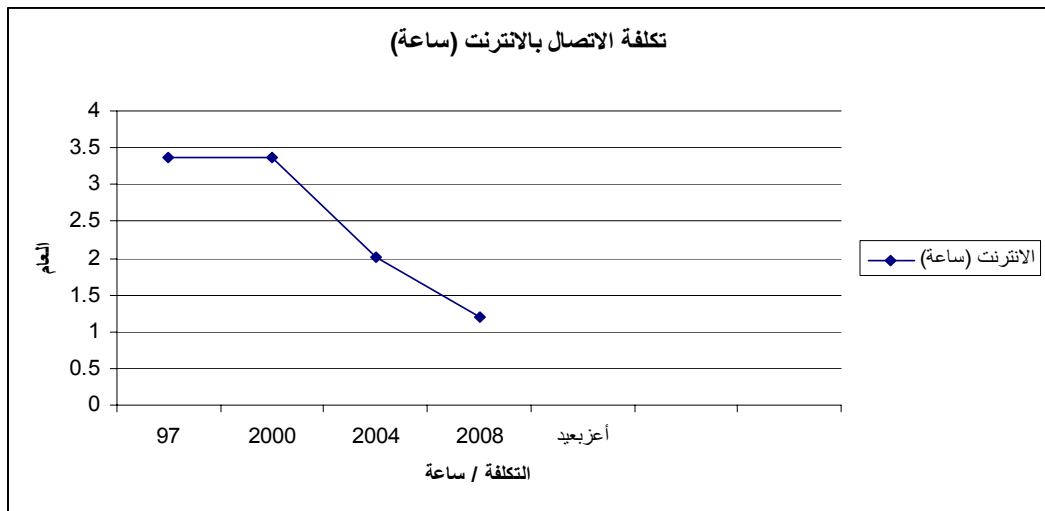
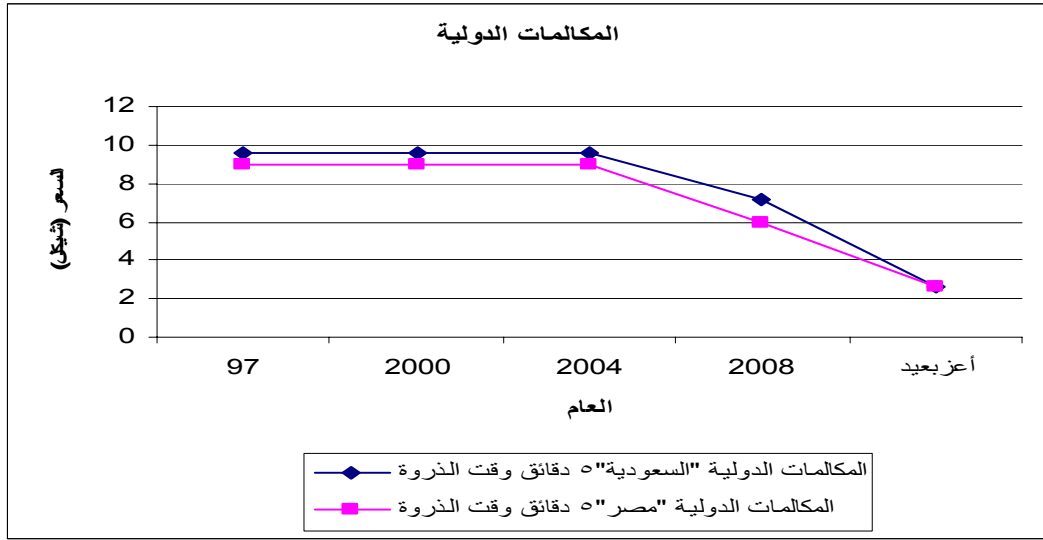
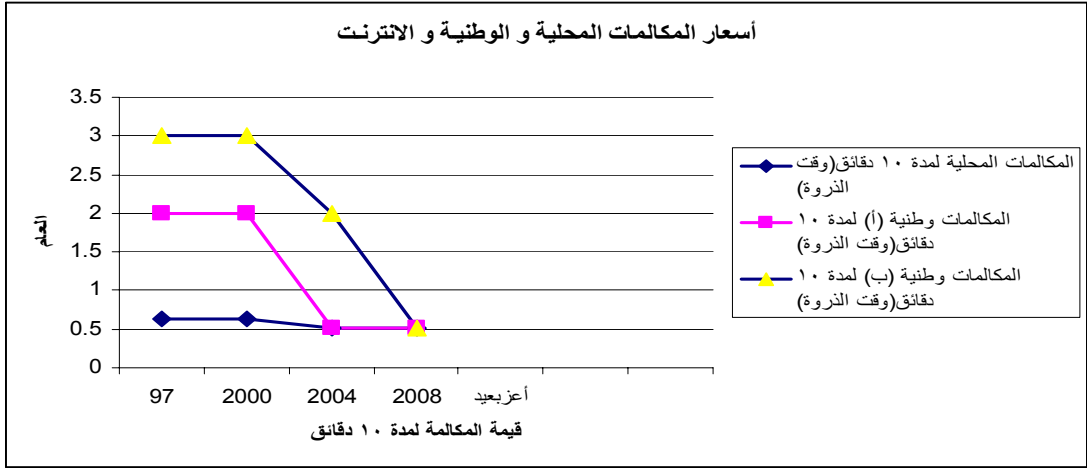
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Billboards



X- Banners/Roll



Posters & Flyer



الاتصالات الفلسطينية تطلق خدمة الخط الثابت مسبق الدفع «المحسوب» بعرض خاص لمشتركيها في قطاع غزة

تأهلت شركة الاتصالات الفلسطينية بال بل إحدى شركات مجموعة الاتصالات الفلسطينية عن إطلاقها خدمة الخط الثابت مسبق الدفع «المحسوب» تجارياً لـمشتركيها في قطاع غزة، حيث ستوفر هذه الخدمة لهم فرصة الحصول على خط هاتف ثابت يعمل بنظام الدفع المسبق من الأرقام 059 و056 و057 و058 و059 و060 و061 و062 و063 و064 و065 و066 و067 و068 و069 و070 و071 و072 و073 و074 و075 و076 و077 و078 و079 و080 و081 و082 و083 و084 و085 و086 و087 و088 و089 و090 و091 و092 و093 و094 و095 و096 و097 و098 و099 و100 و101 و102 و103 و104 و105 و106 و107 و108 و109 و110 و111 و112 و113 و114 و115 و116 و117 و118 و119 و120 و121 و122 و123 و124 و125 و126 و127 و128 و129 و130 و131 و132 و133 و134 و135 و136 و137 و138 و139 و140 و141 و142 و143 و144 و145 و146 و147 و148 و149 و150 و151 و152 و153 و154 و155 و156 و157 و158 و159 و160 و161 و162 و163 و164 و165 و166 و167 و168 و169 و170 و171 و172 و173 و174 و175 و176 و177 و178 و179 و180 و181 و182 و183 و184 و185 و186 و187 و188 و189 و190 و191 و192 و193 و194 و195 و196 و197 و198 و199 و200 و201 و202 و203 و204 و205 و206 و207 و208 و209 و210 و211 و212 و213 و214 و215 و216 و217 و218 و219 و220 و221 و222 و223 و224 و225 و226 و227 و228 و229 و230 و231 و232 و233 و234 و235 و236 و237 و238 و239 و240 و241 و242 و243 و244 و245 و246 و247 و248 و249 و250 و251 و252 و253 و254 و255 و256 و257 و258 و259 و260 و261 و262 و263 و264 و265 و266 و267 و268 و269 و270 و271 و272 و273 و274 و275 و276 و277 و278 و279 و280 و281 و282 و283 و284 و285 و286 و287 و288 و289 و290 و291 و292 و293 و294 و295 و296 و297 و298 و299 و300 و301 و302 و303 و304 و305 و306 و307 و308 و309 و310 و311 و312 و313 و314 و315 و316 و317 و318 و319 و320 و321 و322 و323 و324 و325 و326 و327 و328 و329 و330 و331 و332 و333 و334 و335 و336 و337 و338 و339 و340 و341 و342 و343 و344 و345 و346 و347 و348 و349 و350 و351 و352 و353 و354 و355 و356 و357 و358 و359 و360 و361 و362 و363 و364 و365 و366 و367 و368 و369 و370 و371 و372 و373 و374 و375 و376 و377 و378 و379 و380 و381 و382 و383 و384 و385 و386 و387 و388 و389 و390 و391 و392 و393 و394 و395 و396 و397 و398 و399 و400 و401 و402 و403 و404 و405 و406 و407 و408 و409 و410 و411 و412 و413 و414 و415 و416 و417 و418 و419 و420 و421 و422 و423 و424 و425 و426 و427 و428 و429 و430 و431 و432 و433 و434 و435 و436 و437 و438 و439 و440 و441 و442 و443 و444 و445 و446 و447 و448 و449 و450 و451 و452 و453 و454 و455 و456 و457 و458 و459 و460 و461 و462 و463 و464 و465 و466 و467 و468 و469 و470 و471 و472 و473 و474 و475 و476 و477 و478 و479 و480 و481 و482 و483 و484 و485 و486 و487 و488 و489 و490 و491 و492 و493 و494 و495 و496 و497 و498 و499 و500 و501 و502 و503 و504 و505 و506 و507 و508 و509 و510 و511 و512 و513 و514 و515 و516 و517 و518 و519 و520 و521 و522 و523 و524 و525 و526 و527 و528 و529 و530 و531 و532 و533 و534 و535 و536 و537 و538 و539 و540 و541 و542 و543 و544 و545 و546 و547 و548 و549 و550 و551 و552 و553 و554 و555 و556 و557 و558 و559 و560 و561 و562 و563 و564 و565 و566 و567 و568 و569 و570 و571 و572 و573 و574 و575 و576 و577 و578 و579 و580 و581 و582 و583 و584 و585 و586 و587 و588 و589 و590 و591 و592 و593 و594 و595 و596 و597 و598 و599 و600 و601 و602 و603 و604 و605 و606 و607 و608 و609 و610 و611 و612 و613 و614 و615 و616 و617 و618 و619 و620 و621 و622 و623 و624 و625 و626 و627 و628 و629 و630 و631 و632 و633 و634 و635 و636 و637 و638 و639 و640 و641 و642 و643 و644 و645 و646 و647 و648 و649 و650 و651 و652 و653 و654 و655 و656 و657 و658 و659 و660 و661 و662 و663 و664 و665 و666 و667 و668 و669 و670 و671 و672 و673 و674 و675 و676 و677 و678 و679 و680 و681 و682 و683 و684 و685 و686 و687 و688 و689 و690 و691 و692 و693 و694 و695 و696 و697 و698 و699 و700 و701 و702 و703 و704 و705 و706 و707 و708 و709 و710 و711 و712 و713 و714 و715 و716 و717 و718 و719 و720 و721 و722 و723 و724 و725 و726 و727 و728 و729 و730 و731 و732 و733 و734 و735 و736 و737 و738 و739 و740 و741 و742 و743 و744 و745 و746 و747 و748 و749 و750 و751 و752 و753 و754 و755 و756 و757 و758 و759 و760 و761 و762 و763 و764 و765 و766 و767 و768 و769 و770 و771 و772 و773 و774 و775 و776 و777 و778 و779 و780 و781 و782 و783 و784 و785 و786 و787 و788 و789 و790 و791 و792 و793 و794 و795 و796 و797 و798 و799 و800 و801 و802 و803 و804 و805 و806 و807 و808 و809 و810 و811 و812 و813 و814 و815 و816 و817 و818 و819 و820 و821 و822 و823 و824 و825 و826 و827 و828 و829 و830 و831 و832 و833 و834 و835 و836 و837 و838 و839 و840 و841 و842 و843 و844 و845 و846 و847 و848 و849 و850 و851 و852 و853 و854 و855 و856 و857 و858 و859 و860 و861 و862 و863 و864 و865 و866 و867 و868 و869 و870 و871 و872 و873 و874 و875 و876 و877 و878 و879 و880 و881 و882 و883 و884 و885 و886 و887 و888 و889 و890 و891 و892 و893 و894 و895 و896 و897 و898 و899 و900 و901 و902 و903 و904 و905 و906 و907 و908 و909 و910 و911 و912 و913 و914 و915 و916 و917 و918 و919 و920 و921 و922 و923 و924 و925 و926 و927 و928 و929 و930 و931 و932 و933 و934 و935 و936 و937 و938 و939 و940 و941 و942 و943 و944 و945 و946 و947 و948 و949 و950 و951 و952 و953 و954 و955 و956 و957 و958 و959 و960 و961 و962 و963 و964 و965 و966 و967 و968 و969 و970 و971 و972 و973 و974 و975 و976 و977 و978 و979 و980 و981 و982 و983 و984 و985 و986 و987 و988 و989 و990 و991 و992 و993 و994 و995 و996 و997 و998 و999 و1000

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Customer

Loyalty

(Competitive Advantage)

(2006)

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(2006)

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(2006)

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SMS

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45 %

: 36 %

28

81 %

52 %

60 %

51 %

(2005)

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(Digital Economy)

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(2005)

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Study of (Bai, 2007)

"Analysis of the Market for WiMAX Services "

WiMax

2006

WiMAX

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DSL,WiFi,3G

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WiMAX

-

DSL

WiMAX

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WiMAX

DSL

WiMAX

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WiMAX

-

Study of (Awan & Shahzad, 2006)

" Regionalization and Marketing Mix Strategies of a company (A study of Telecommunication Company) "

(-)

Telenor

Study of (SINGH,2006)

" A Critical marketing appraisal of the global telecommunication study " .

" "

Wi Fi VoIP " "

"

WiMax

" "

WiMax و Wi Fi ،VoIP

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WiMax .

Study of (Khan,& Shahzad, 2005)
" Managing Customer Relationships On the Internet".

Web sits
on line

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CRM

: Online

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Icon

Study of (Yang, 2004)

" Identifying and Testing the Decision Making Factors Related to 'Key Industries' Choice of Location "

Study of (Rossotto et al, 2003)

"Opening up Telecommunications to Competition and MENA Integration in the World Economy "

) :

Study of (Chen & Popovich,2003)

"Understanding customer relationship management (CRM) People, process and technology"

"() "

CRM

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CRM •

.Customer-Centric

CRM •

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CRM •

CRM •

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Study of (Koskela, 2002)

"Customer Satisfaction and Loyalty in After Sales Service: Modes of Care in Telecommunications Systems Delivery"

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(Hart, & Tzokas, 2000)

"New product launch ``mix" in growth and mature product markets"

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: ما يميز الدراسة الحالية عن البحوث والدراسات السابقة :

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500

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(12)

46940	
11537	
7336	
10660	
9259	
85735	

- (2007) :

:

:(Yamen, 1967)

$$n = \frac{N}{N \alpha^2 + 1}$$

$$n = \frac{85,735}{85,735 \times .05^2 + 1} \cong 399$$

= N

= n

$\alpha = 0.05$

500

:

(13)

274	55%	46943	
67	13%	11537	
43	9%	7336	
62	12%	10660	
54	11%	9259	
500	100%	85735	

- (2007) :

9

%94.4

472

463

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89

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(14)

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4	3	2	1	0	

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4-0

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%20

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50

47

%95

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)	"	0.128	.	0.392	(Sig.)	"	-
)	"	(0.540	(Sig.)	0.093	.	"	-
)	"	(0.239	.	0.106	(Sig.)	"	-
)	"	(0.102	(Sig.)	0.242	.	"	-
)	"	(0.734	(Sig.)	0.051	.	"	-

: -2

Internal Validity :

Structure Validity :

:

) (15)

(

 $\alpha = 0.05$

(15)

(.Sig)			
*0.000	0.621	.	.1
*0.000	0.514	.	.2
*0.002	0.405)	.3
*0.000	0.570	(...	.4
*0.000	0.679	.	.5
*0.001	0.439)	.6
*0.000	0.568	(.7
*0.000	0.685)	.8
*0.000	0.575	.(... 010 ADSL	.9
*0.000	0.553	.	.10
*0.000	0.517)	.11
*0.001	0.443	(.12
*0.023	0.296	(.13
*0.011	0.339	.	.14

 $\alpha = 0.05$

*

)

(16)

(

 $\alpha = 0.05$

(16)

(Sig.)			
*0.027	0.284		.15
*0.048	0.246		.16
*0.002	0.411		.17
*0.001	0.453		.18
*0.001	0.447	Billboard	.19
*0.000	0.772		.20
*0.045	0.251		.21
*0.001	0.453		.22
*0.000	0.470		.23
*0.000	0.467		.24
*0.000	0.582		.25
*0.000	0.673		.26
*0.000	0.625		.27
*0.000	0.622		.28
*0.000	0.636		.29
*0.000	0.484		.30
*0.000	0.698		.31
*0.000	0.608		.32

*0.000	0.586		.33
*0.000	0.673		.34
*0.000	0.517	E-Service) (...	.35
*0.007	0.358	...Email	.36
*0.000	0.550	()	.37
*0.000	0.556	.	.38
*0.000	0.579	(...)	.39
*0.000	0.720	.	.40

$\alpha=0.05$

*

) (17)
(
 $\alpha= 0.05$

(17)

(Sig)			
*0.000	0.607		.41
*0.000	0.632		.42
*0.000	0.734		.43
*0.000	0.599		.44
*0.000	0.658		.45
*0.000	0.563		.46
*0.000	0.736		.47
*0.000	0.548	..	.48
*0.000	0.504		.49
*0.000	0.525) Package	.50
*0.029	0.278)	.51
*0.004	0.383		.52
*0.000	0.627		.53
*0.000	0.618		.54
*0.000	0.709		.55
*0.000	0.692		.56
*0.000	0.539	()	.57
*0.000	0.497	(..)	.58
*0.003	0.401		.59

$\alpha=0.05$

*

)

(18)

(

$\alpha= 0.05$

(18)

(Sig)			
*0.043	0.257		.60
*0.001	0.444	..	.61
*0.000	0.536	.	.62
*0.000	0.525	.	.63
*0.002	0.410	.	.64
*0.000	0.714	(...)	.65
*0.000	0.601	.	.66
*0.000	0.537	.	.67
*0.000	0.585	()	.68
*0.000	0.560	.	.69
*0.000	0.541	.	.70
*0.000	0.563	..	.71
*0.002	0.423	(Dealers)	.72
*0.004	0.382	(Dealers)	.73
*0.000	0.486	.	.74
*0.000	0.513) (199 166 144 Call Center	.75
*0.000	0.555	.	.76
*0.000	0.578	.	.77

$\alpha=0.05$

*

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(19)

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$\alpha= 0.05$

(19)

(.Sig)			
*0.000	0.594		.78
*0.000	0.634		.79
*0.000	0.707		.80
*0.000	0.541		.81
*0.000	0.532		.82
*0.002	0.409		.83
*0.000	0.753		.84
*0.000	0.562		.85
*0.000	0.666	()	.86
*0.000	0.592		.87
*0.002	0.405		.88
*0.000	0.811	(...)	.89

$\alpha=.05$

*

Structure Validity :

(20)

$\alpha= 0.05$

(20)

(.Sig)			
*0.000	0.655		.1
*0.000	0.838		.2
*0.000	0.807		.3
*0.000	0.788		.4
*0.000	0.752		.5

. α =0.05

*

:Reliability

-3

: Cronbach's Alpha Coefficient

.(21)

(21)

0.774		.1
0.910		.2
0.903		.3
0.836		.4
0.857		.5
0.967		

(21)

(0.967)

(4)

:

Statistical

(SPSS) Package for the Social Sciences

:

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-1

(Cronbach's Alpha)

-2

(Spearman Correlation Coefficient)

-3

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(Sign Test)	-4
2	
(Mann-Whitney Test)	-5
(Kruskal – Wallis Test)	-6

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%54.8

(22)

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% 14.5

%5.6

%9.5

% 15.6

:(22)

%		
5.6	26	
14.5	67	
15.6	72	
54.8	253	
9.5	44	
100.0	*462	

*

%79.9

. %19.7 % 80.3 (24)

:(24)

%		
80.3	370	
19.7	91	
100.0	461	

(2008) %14.7 2008

. %80.9 %19.1 (25)

:(25)

%		
19.1	88	
80.9	372	
100.0	460	

%14.1 %85.9 (26)

:(26)

%		
85.9	385	
14.1	63	
100.0	448	

%9.3

-

%10.7 (27)

%14.6

%13.3

%52.2

%8.3

:(27)

%		
10.7	49	
52.2	245	
13.3	61	
14.6	67	
8.3	38	
100.0	460	

-

%35.2 (28)
 %16.8 %25.3 %10.0
) %12.7
 .(

:(28)

%		
35.2	161	
10.0	46	
25.3	116	
16.8	77	
12.7	58	
100.0	458	

%87.3

%51.3 "
) " %3 %30.2
 .(2008

-

%32.6 1500 %22.4 (29)
 2500-1500 %32.6 2500-1500
 3500 %17.9 3500-2501 %27.1

.

:(29)

%		
22.4	100	1500
32.6	146	2500-1500
27.1	121	3500-2501
17.9	80	3500
100.0	447	

2500

%55

2000 / 63.6

42.6

75.6

(2008

) ."

%4.1

(30)

5

%23.2

%9.0

5

%63.7

:(30)

%		
4.1	19	
9.0	41	
23.2	106	5
63.7	291	5
100.0	457	

(182866) 1997
 (809) (2004)
 05-03 %63.7 5
 %23.2 5

% 13.1

%21.6 (31)
 -151 %29.7 150-101 %38.3 100
 %59.9 251 %14.4 250
 150
 180

:(31)

%		
21.6	98	100
38.3	174	150-101
29.7	135	250-151
10.4	47	251
100.0	454	

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 (SPSS) $\alpha = 0.05$ Sig.(P-value)
 Sig.(P- 2
 $\alpha = 0.05$ value)

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(32) %71.3

%15.2

(32)

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3.7	
11.5	
13.5	
48.0	
23.3	

(14-1)

(33).

2

(33)

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(Sig.)

	(.Sig)					
5	0.000	19.0	76.43	3.06	.	.1
6	0.000	18.0	74.85	2.99	.	.2
8	0.000	15.1	71.23	2.85)3
7	0.000	15.9	71.67	2.87	.	.4
10	0.000	16.4	70.80	2.83	.	.5
2	0.000	19.9	78.95	3.16)	.6
9	0.000	15.0	71.02	2.84)	.7
4	0.000	18.8	78.10	3.12	ADSL)	.8
14	0.000	5.6	42.46	1.70	.(.... 010	.9
12	0.000	6.2	59.42	2.38	.	.10
1	0.000	19.6	78.99	3.16)	.11

					...	
11	0.000	13.9	68.52	2.74)	12
3	0.000	18.9	78.11	3.12)	13
13	0.000	3.4	44.92	1.80	.	14
	0.000	19.75	68.26	38.22		

. $\alpha = 0.05$

*

) (1 8 13 6 11) (33)
 %(76.43 78.99)
 0.000 (Sig.) (19 19.6)
 $\alpha = 0.05$
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" " -

.(2004)

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(144)

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()

(2006)

ADSL SFI (3)

DSL (..)

6.2

" (10)

%(59.42)

(33)

0.000

(Sig.)

$\alpha = 0.05$

2

2007

(14 9)

(33)

%(44.92 42.46)

0.000

(Sig.)

(3.4)

(- 5.6)

$\alpha = 0.05$

2

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	"		
	(2003))	
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)		(2679)	(2002
			(2002
	" 14		-
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		(33)	
(Sig.)	19.75		%68.26
			0.000
	"		
			$\alpha = 0.05$
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			-

" ADSL

eServices

WWW.PALTEL.PS

199

144,166

(2006)

(2001)

(2003)

" (

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%61.4 (34)

%15.1

(34)

2.8	
12.3	
23.5	
46.8	
14.6	

(26-1)

.(35)

2

(35)

(Sig.)

الرتبة	القيمة الاحتمالية (Sig.)	قيمة الاختبار	المتوسط الحسابي النسبي	المتوسط الحسابي		
7	0.000	15.8	69.60	2.78		.1
16	0.000	10.8	62.30	2.49		.2
25	0.005	2.6	53.44	2.14		.3
17	0.000	10.0	61.71	2.47		.4
15	0.000	10.8	63.19	2.53	Billboard	.5
11	0.000	14.8	67.11	2.68		.6
9	0.000	15.1	68.28	2.73		.7
2	0.000	17.4	73.38	2.94		.8
14	0.000	11.7	65.42	2.62		.9
3	0.000	16.3	71.50	2.86		.10
1	0.000	18.9	75.49	3.02		.11
5	0.000	15.9	70.94	2.84		.12
20	0.000	9.1	60.56	2.42		.13

21	0.000	9.2	60.36	2.41		.14
12	0.000	14.2	66.25	2.65		.15
26	0.042	1.7	47.10	1.88		.16
24	0.000	7.6	58.27	2.33		.17
19	0.000	9.0	60.87	2.43		.18
18	0.000	10.0	61.54	2.46		.19
13	0.000	13.1	65.52	2.62		.20
4	0.000	16.2	71.06	2.84	E-Service) (...	.21
22	0.000	7.0	59.46	2.38Email	.22
23	0.000	7.3	58.40	2.34) (.23
6	0.000	16.3	70.32	2.81		.24
10	0.000	14.6	67.30	2.69	(...)	.25
8	0.000	15.0	68.81	2.75		.26
	0.000	15.8	64.31	66.88		

. $\alpha = 0.05$

*

(12 21 10 8 11)

(35)

%(70.94-75.49)

0.000

(Sig.)

(15.9-18.9)

$\alpha = 0.05$

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2

" (11)

"

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(...

" (8)

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" (10)

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(

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144

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" (21)

E-Service

" (12)

Image

(23 22 17 3)

(7 -2.6)

$\alpha = 0.05$

2

(35)

%(59.46 - 53.4)

0.000 (Sig.)

" 3

"

%39.3

"

%19.9

"

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"2000-1999

" 17

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ADSL

" 23

-

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2007

2007/1/1

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○

" 22

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" Email

2004

CRM & Billing

system

1.88 (16)

(35)

0.042

(Sig.)

1.7

$\alpha = 0.05$

16

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Effective Level

(35)

(Sig.)

15.8

%64.31

$\alpha = 0.05$

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"

0.000

2

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(35)

WWW.PALTEL.PS

Eservices

.ADSL

4

2005

OSS

" (2006)

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" (2007)

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" (2007)

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" (2001)

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" (2005)

"

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" (العبدلي، 2005)

" (-

(21)

.(4)

" (2003) بعنوان "

،"

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" (2007)

"

:

%48.1

(36)

%27.8

(36)

:

7.1	
20.7	
24.1	
37.8	
10.3	

(19-1)

.(37)

2

(37)

(Sig.)

	(Sig)					
13	0.000	4.5	56.15	2.25		.1
9	0.000	6.3	57.71	2.31		.2
19	0.000	4.0	43.49	1.74		.3
17	0.380	0.3	49.01	1.96		.4
5	0.000	7.9	59.55	2.38		.5
18	0.155	1.0	48.22	1.93		.6
16	0.076	1.4	50.70	2.03		.7
14	0.000	4.4	54.77	2.19		.8
2	0.000	9.7	60.92	2.44		.9

3	0.000	9.9	60.48	2.42	Package ()	.10
1	0.000	11.7	64.22	2.57) (.11
8	0.000	6.8	57.99	2.32	.	.12
4	0.000	8.1	60.31	2.41	.	.13
7	0.000	7.0	58.04	2.32	.	.14
6	0.000	7.7	59.29	2.37	.	.15
11	0.000	5.5	56.50	2.26	.	.16
10	0.000	6.8	56.55	2.26) (.17
15	0.009	2.4	52.27	2.09	(..)	.18
12	0.000	5.4	56.34	2.25	.	.19
	0.000	6.1	55.51	42.19		

. $\alpha = 0.05$

(5 13 10 9 11) (37)

%(59.55-64.22)

0.000 (Sig.) (7.9-11.7)

$\alpha = 0.05$

:

" 11

"

" "

" "

" 9 -

%25 (08:00-20:00) %50

%26 (08:00-22:00)

10 (08:00-18:00)

" 10 -

Package

"

) . ..

(2005

" 13 -

10

150

" 5 -

%(75 -20) ()

10

"18 (37)

2.09 " (..)

(Sig.) 2.4 %52.27

$\alpha = 0.05$ 0.009

2

)

(..

2.19 "8 (37)
 (Sig.) 4.4 %54.77
 $\alpha = 0.05$ 0.000
 2

"

"

" 3 (37)
 %43.49 1.74 "
 0.000 (Sig.) 4.0
 $\alpha = 0.05$
 2

"

"

30

5

20

15

/ 51.63 %3.47
(2008)

VoIP

()

%80

$\alpha = 0.05$

(7 6 4)

(37)

"

" 4

:

-

"

"

0.89

2.40

" 6

-

:"

(18:00-08:00) 0.62
0.89
0.70

:" " 7 -
ADSL 1.2

" (37)
(Sig.) 6.1 %55.51 "
 $\alpha = 0.05$ " " 0.000
2

80-70

%75-20 -

ADSL

%65

20 / 30 -

. %50 5 /

0.89 -

. /

: -

" -

1

205 1 (16) 70

(2006) (46)

-

%3.47

2008/

%2

/ 51.63

0.4

%80-70

VoIP Call Back

" (2004)

- " "

" (2006) Awan & Shahzad

" Telenor

Telenor

:

%67.1 (38)

%13.4

:

(38)

3.1	
10.3	
19.5	
51.4	
15.7	

(18-1)

(39)

2

(39)

(Sig.)

	(.Sig)					
14	0.000	11.4	64.41	2.58		.1
4	0.000	16.5	71.28	2.85	..	.2
18	0.000	3.6	53.75	2.15	.	.3
11	0.000	14.0	66.93	2.68	.	.4
5	0.000	16.3	70.72	2.83	.	.5
3	0.000	16.4	71.87	2.87	(...)	.6
6	0.000	15.2	69.31	2.77	.	.7
10	0.000	13.7	67.47	2.70	.	.8
12	0.000	13.2	66.50	2.66	()	.9
13	0.000	13.4	66.37	2.65	.	.10
7	0.000	14.8	68.48	2.74	.	.11
1	0.000	19.1	75.98	3.04	..	.12
15	0.000	9.7	60.61	2.42) (Dealers	.13
17	0.000	7.2	57.27	2.29	(Dealers)	.14

16	0.000	8.1	58.45	2.34	.	.15
				2.90	Call Center 144)	.16
2	0.000	17.3	72.54		(199 166	
8	0.000	14.9	68.16	2.73	.	.17
				2.72	.	.18
9	0.000	14.7	68.02			
	0.000	16.9	66.20	47.66		

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One Stop Shop

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One Stop Shop

199 Telemarketing

E-Services

" (2003) Chen and Popovich
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" (2004) Yang

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%63.5 (40)

%15

(40)

3.6%	
12.4%	
20.5%	
47.1%	
16.4%	

(41)

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(Sig.)					
*0.000	16.92	63.30	194.95	()	

. $\alpha = 0.05$

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16.92

%63.3

$\alpha = 0.05$

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VoIP

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ISO 9002

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One Stop Shop

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(، حيث بلغ الوزن النسبي لتبني - - -)

%79.44

%82

%73.75

%76.25

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دراسة SINGH (2006)

" (2000) Hart, & Tzokas

"

" WiMAX

" دراسة (2007) Bai

WiMAX

WiMAX

. DSL

دراسة (2005) Khan & Shahzad بعنوان " إدارة علاقات الزبائن من خلال

Online

الانترنت"،

Online

" دراسة (2006) Awan & Shahzad

" Telenor

Telenor

" (2003) Rossotto دراسة

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" (2003)

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%64.1 (42)

%13.1

(42)

3.4%	
9.7%	
22.8%	
47.5%	
16.6%	

(12-1)

.(43)

2

(43)

(Sig.)

	(.Sig)					
8	0.000	11.4	64.38%	2.58	.	.1
4	0.000	13.7	67.05%	2.68	.	.2
7	0.000	11.8	64.75%	2.59	.	.3
10	0.000	10.0	62.82%	2.51	.	.4
12	0.000	9.0	60.49%	2.42	.	.5
5	0.000	13.5	66.83%	2.67	.	.6
9	0.000	10.0	62.85%	2.51	.	.7
6	0.000	12.7	65.83%	2.63	.	.8
3	0.000	13.7	67.50%	2.70	.	.9
2	0.000	17.2	73.59%	2.94	.	.10
1	0.000	15.8	74.13%	2.97	.	.11
11	0.000	9.1	62.34%	2.49)	.12
	0.000	14.5	65.80%	31.58	(...	

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(80000)

the information society,2003)

%45.6

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24

%78.6

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ISO 9002

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ISO 9002

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2005

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(3.5) 2006 2005

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Serving you
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		.Customer-Centric			-
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Complains Online					-
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9002

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" (2003) Chen and Popovich

CRM

"()

.Customer-Centric

" WiMAX

" (2007) Bai

DSL

WiMAX

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" (2007)

" (2008)

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(2006) SINGH

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45 %

: 36 %

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(44)

(44)

(.Sig)			
*0.000	0.454		.1
*0.000	0.535		.2
*0.000	0.606		.3
*0.000	0.565		.4
*0.000	0.752		.5

. $\alpha = 0.05$

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(44)

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" integrated operator

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210 1997

49

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166

144

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Telemarketing

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Data Transmission

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Wimax

VoIP

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" (2006)

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" (2000) Hart, & Tzokas دراسة
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199

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7 -

144)

(199 166

Dealers

" (2003)
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0.000

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Customers Satisfaction

Customers loyalty

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Customer service

Customer Orientation

Customer Centric

-

Restructuring

Reengineering

2004

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(DSL:

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Digital subscriber Line)

(VPN: Virtual private network

VoIP

. WiMax

-

" integrated operator

"

(2007)

Corporate

:

" (2006)
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Customer Loyalty

(Competitive Advantage)

" (2002)
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" (2000) Hart, & Tzokas دراسة
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*0.014	4	12.492		.1
0.216	4	5.783		.2
*0.003	4	16.060		.3
*0.000	4	25.799		.4
*0.001	4	18.552		.5
*0.031	4	10.672		.6

. $\alpha = 0.05$

*

(46)

:(46)

222.97	214.39	251.60	269.23	259.54	
210.57	219.48	255.46	231.79	316.75	
196.90	216.20	264.93	236.90	332.44	
209.07	214.56	262.76	247.23	307.19	
205.70	221.37	254.56	234.86	291.92	

(46)

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$\alpha = 0.05$

Billboard

(46)

" (2006)
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(Sig.) " - (47)
 $\alpha = 0.05$

:(47)

(Sig.)				
0.866	4	1.272		-1
0.265	4	5.228		-2
0.266	4	5.211		-3
0.176	4	6.334		-4
0.136	4	7.006		-5
0.076	4	8.466		-6

" "

" (2006)

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35

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(Sig.)

" - "

(48)

$\alpha = 0.05$

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:(48)

(.Sig)			
0.922	-0.098		-1
0.406	-0.832		-2
0.760	-0.305		-3
0.448	-0.759		-4
0.294	-1.050		-5
*0.018	-2.368		-6

. $\alpha = 0.05$

*

(49)

:(49)

260.22	223.27	

(Sig.)

(49)

$\alpha = 0.05$

" (2004)

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" (2006)

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(Sig.)

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(50)

$\alpha = 0.05$

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%50

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:(50)

(.Sig)				
*0.021	4	11.508		.1
*0.007	4	14.145		.2
*0.001	4	18.526		.3
*0.025	4	11.140		.4
*0.001	4	17.610		.5
*0.005	4	15.016		.6

. $\alpha = 0.05$

*

(51)

:(51)

217.59	278.37	207.93	227.94	215.95	
253.93	281.63	214.21	219.12	219.59	
249.28	277.92	205.26	214.03	264.86	
278.43	254.79	202.49	221.77	238.62	
255.51	285.12	206.21	216.34	237.47	
237.58	282.78	197.97	223.22	225.58	

(51)

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NGO's

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Billboard

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$\alpha = 0.05$

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2007/1/14-2006/1/15

72

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100

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(.Sig)				
0.100	3	6.244		.1
*0.003	3	14.179		.2
0.313	3	3.558		.3
0.284	3	3.797		.4
*0.036	3	8.524		.5
0.197	3	4.683		.6

. $\alpha = 0.05$

*

(53)

:(53)

أكثر من 3500 شيكل	2501- 3500 شيكل	1501- 2500 شيكل	أقل من 1500 شيكل	
189.56	222.81	218.50	261.02	
193.26	226.81	221.12	249.40	

(53)

1500

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2005

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(Sig.)

$\alpha = 0.05$

" (2007)

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%15.2		%63.30			
					%71.3 .2
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Call					-
		144) Center	
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DSL				SFI	
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2000

.3 (%61.4)

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E-

WWW.PALTEL.PS

Service

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66.20%

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7

One Stop Shop

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WWW.PALTEL.PS

WWW.E-Service.PALTEL.PS

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Dealers

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13.1%

.6 64.1%

65.80%

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2005

(3.5) 2006 2005

700

Word of Mouth

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Telemarketing

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2005

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VoIP

.WiMax

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ATM

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WWW.PALTEL.PS

Word

of Mouth

%80) 80/20

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SFI

Package

150)

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VoIP

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Dealers

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Disruptive Technology	.1
VoIP WiMax	.2
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CRM	.5
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11:53	www.ituarabic.org :	
		2008/7/25
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	:	2002/7/7
01:40	http://www.kantakji.com/fiqh/Manage.htm	
		.2008/7/6
	_____	.3
22:40	http://www.alquds.com :	15
		.2008/5/4
	_____	.4
	:	
:	2004/1/7	
01:50	www.managementforum.org.sa/MangForum/news.html	
		.2008/5/6
	_____	.5
:	2006/9/7	PNN
	.2008/4/16	01:22
		http://www.amin.org

- 12583 _____ .6
 23:13 <http://www.alqabas.com.kw/Final:>
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 .2002 16-15 (
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 1426/4/23
- 11:15 <http://www.kantakji.com/index.htm> : 2005
 .2008/7/16
-
- .9
 15-14 - _____
 .2004
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- .10
 : 61 _____
 12:20 [_http://www.mcrcs.org/gdetails.asp?g_id=376](http://www.mcrcs.org/gdetails.asp?g_id=376)
 2008/6/1
-
- .11
 : 2007/7/25
- 10:37 <http://www.argaam.com/frontend/index.aspx>
 .2008/7/16
-
- .12
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 2006/1/22
 09:55 <http://www.al-jazirah.com.sa/digimag>
 .2008/7/13

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<http://www.pcbs.gov.ps>

.3 15 : .2008/

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22:55 www.alarabonline.org : 2007/11/21
.2008/5/19

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بسم الله الرحمن الرحيم

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					.82
					.83
					.84
					.85
					.86
					.87
					.88
					.89
				()	.90
				()	.91
					.92
					.93
				(...)	.94

(4):

بسم الله الرحمن الرحيم

:/

....

(X)

X

:

.13 () () () () :

.14 () 25 () -25 () 35 () -35 () 45 () -45 () 55 () 55 :

.15 () () :

.16 () () :

.17 () () :

.18 () () () () :

.19 () () () () :

.20 () 1500 () 2500 -1501 () 3500-2501 () 3500 () :

.21 () () () () 5 () 5 :

.22 () 100 () 150-101 () 250-151 () 251 () :

:

					التفصيل
					-1
					.1
					.2
)	.3
				(...	.4
				.	.5
)	.6
				(.7
)	.8
				(.... 010 ADSL	.9
				.	.10
)	.11
			12
)	.13
				(.14
					-2
				.	.15
				.	.16
				.	.17
				.	.18

						التقسيم
						.19 Billboard
						.20
						.21
						.22
						.23
						.24
						.25
						.26
						.27
						.28
						.29
						.30
						.31
						.32
						.33
						.34
					E-Service	.35
					(...)	.35
				Email	.36

					التفصيل	
					()	.37
					.	.38
					(...)	.39
					.	.40
					-3	
					.	.41
					.	.42
					.	.43
					.	.44
					.	.45
					.	.46
					.	.47
					..	.48
					.	.49
) Package .(.50
) (.51
					.	.52
					.	.53
					.	.54
					.	.55

					التفصيل
					.56
				()	.57
				(..)	.58
				.	.59
				/ -4	
					.60
				..	.61
				.	.62
				.	.63
				.	.64
				(...)	.65
				.	.66
				.	.67
				()	.68
				.	.69
				.	.70
				..	.71
				(Dealers)	.72
				(Dealers)	.73
				.	.74
) Call Center (199 166 144	.75
				.	.76

						التفصيل
						.77
						-5
						.78
						.79
						.80
						.81
						.82
						.83
						.84
						.85
						.86 ()
						.87
						.88
						.89 (...)

(5):

:

:

:

)

:

▪

:(

*41

.1 :() (*41)

*42

.2 :() (*42)

:

.3

:

(175)

.4

:

▪

.1 : Conference Call 3

.2 : 10

.3 CALLER ID

.4 :(

8

30

.5 :()

.6 :(Distinctive Ringing)
()

()

.7 (Caller ID +)

()

:

.1 :Audio text "

"

(19XXX)

:() - ()

.(...

.2 _____ :

.3 :(Toll Free Number) 1 – 800

()

.4 :1700

(-)

1700

() _____

DIGITAL LEASED LINES

AHLAN) "

.(24)

_____ :

:

: _____ .1
" "

()

(AHLAN PRE-PAID CARD) " " .2

):

19XX

(

SFI

: Public Payphone Tariff .3

)

(

2001

0.66

0.96 %

1.2 %

1.47

: _____

"

"

: _____ SFI " .1

Login Name

ISP

Password

)

.(010 xxxxxx

: Subscriber Line "ADSL Digital" .2

ADSL) ADSL Broad Band
(Asymmetric Digital Subscriber Line

E-Services - _____

eServices

24

alburaq.net PALTEL.PS :

:
:eBill - _____ .1

: _____ .2

: _____ .3

:e-Bill _____ .4

:eBill _____ .5

(6)

Services Tariff
Fixed Telephone Tariff

/ Prices/Off Off Peak 02:00 AM – 06:00 AM	/ Prices/Off Peak 8:00 PM – 02:00 AM 06:00 AM – 08:00 AM	/ Prices/Peak 8:00 AM – 8:00 PM	Call Type
0.01 Per min.	8 0.16 1st 8 min. 0.016 Additional min.	3 0.21 1st 3 min. 8 0.06 Until 8 min. 0.03 Additional min.	150 min. free () 150 (bi-monthly) : Local Call:Calls within the same switch or between two differen switches.

(-)

*

*

Prices/Off Peak 6:00 PM – 8:00 AM	Prices/Peak 8:00 AM – 6:00 PM	Call Type
0.46 Per min.	0.62 Per min.	Calls to JAWWAL

Notes: Minimum Charging Period: 12 Seconds 12 :

Prices/Off Peak 10:00 PM – 8:00 AM	Prices/Peak 8:00 AM – 10:00 PM	Call Type
0.17 Per min.	0.34 Per min.	: () Calls to Israel (All Weekdays): fixed telephone lines only

Notes: Minimum Charging Period: 1 Minute :

Prices/Off Peak 6:00 PM – 8:00 AM	Prices/Peak 8:00 AM – 6:00 PM	Call Type
0.95 Per min.	0.99 Per min.	: Calls to Cellcom, Pelephone & Orange

Notes: Minimum Charging Period: 1 Minute :

International Call Tariff

Country	Prices/Off Peak / 10:00 PM – 8:00 AM Fridays & Holidays	Prices/Peak / 8:00 AM – 10:00 PM	
Jordan	1.54	2.20	
Egypt	1.40	2.00	
Saudi Arabia, Oman, Sudan	1.50	2.40	- -
Other Arab countries	2.40	3.20	
USA, Canada, Austria, Belgium, Britain, Cyprus, Denmark, Greece, France, Finland, Germany, Italy, Ireland, Iceland, Luxembourg, Malta, Monaco, Holland, Gibraltar, Norway, Portugal, Spain, Switzerland, Sweden.	1.50	1.50	
Other countries	3.40	3.40	

Notes: Minimum Charging Period: 10 Seconds 10 : :

	Prices/Off Peak / 10:00 PM – 8:00 AM	Prices/Peak / 8:00 AM – 10:00 PM	
Thuraya	5.00	5.00	
Inmarsat	21.80	21.80	
Global 269	Free	Free	269

*Notes: Minimum Charging Period: 1 Minute : :

Prices / Each Time / NIS	Subscr. Fees/NIS (bi-monthly)	Code	Services
	Free	100	Police
	Free	101	Ambulance
	Free	102	Fire
	Free	166	Faults Reports
	Free	167	Reporting Faults for Internet & Data Lines
	Free	199	Customer Service Centers
	Free	126	Prepaid Cards Information
	Free	168	Free Fax for Customer Inquiries
0.21	Free	144	Directory Information
	5.00	151	Voice Mail
0.21	Free	175	Wake up Call
	Free	*41	Auto Dial / Busy No.
	Free	*42	Contacting Last Incoming Calls
	Free	-	Call Waiting
	13.66	-	Caller ID
	13.66	-	Conference Call
	7.18	-	Hotline
	13.72	-	Short Dial – 8 8
	40.80	-	Short Dial – 30 30
Charges	Service		
0	Blocking calls to Mobile		
0	Bill Reissuing		
0	Transfer of rights to 1 st degree		
55.6	Transfer of rights between Brothers		
249	Installation-Residential Line -		
750	Installation-Commercial Line -		
498	Gov. & Org.-Installation Line -		
55.6	Line Transfer		
42.6	Number Change		
24.5	Line Reconnection		
10.10	Temporary Disconnection upon request		
	Temporary Disconnection upon request		
3.83	Detailed Billing – 1 st 10 sheets -		
3.83	– Every additional sheet -		
40	Subscription fees (bi-monthly) ()		