

()
600
21 . 450 ()
()

Ndubisi .(Palmer, 1994)

(2004)

(Chiu, Hsieh, Li and Lee, 2005)

(Sheth and Parvatiyar, 1995)

(Garbarino and Johnson, 1999)

.(Dibb and Meadows, 2001)

.(Barnes and Howlett, 1998)

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(

(Lin, Weng and

Berry (1995)

.Hisih, 2003)

(Morgan and Hunt, 1994)

.2012/2/1

2011/9/18

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1995 (Zain) (Fastlink)

%86 (JER, 2009) (Mobilcom)

(JTR, 2009) %13.5 (Umniah) (Orange) 2005

%57.4 2003 %24.9 2005

(Arab (Advisors Group, 2007)

2009 2009 %93

%.100

%) :

() %7.4 (JTR, 2010) 2014

) :

(.1

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Peter and Verhoef,)

.2 (2001

(Berry, 1995; Chiu et al.,
2005; Lin et al., 2003; Peltier and Westfall,
Ailawadi, Neslin and Gedenk .2000)
(2001)

Bansal and Taylor (1999)

Chakravarty, Feinberg and Rhee (2004)

Awwad (2010)

and Neimat

Keaveney (1995)

.(Lopez, Redondo and Olivan, 2006)

Keaveney (1995)

Gerrard and Cunningham (2005)

()

(Jones,
Mothersbaugh and Beatty, 2000; Burnham,
.Frels and Mahajan, 2003)

Berry and Parasuraman (1991)

(Berry, 1995; Peltier and Westfall, 2000)

...

(Chiu et al., 2005; Lin et al., 2003; Hsieh, Chiu
and Chiang, 2005; Peltier and Westfall, 2000)

(Lin et al., 2003)

(Berry,

.1995)

:

:H1

(Ackerman and Schibrowsky, 2008)

Berry (1995)

:

Smith (1998)

(Berry, 1995)

(Berry, 1995; Wilson, 1995)

(Berry and Parasuraman,

.1991)

(Berry and Parasuraman,
1991; Berry, 1995; Hsieh et al., 2005; Lin et
al., 2003)

: :

(Peltier, Boyt and Westfall, 1999)

.(Lin et al., 2003)

(Berry, 1995; Chiu et

.al., 2005)

.(Ackerman and Schibrowsky, 2008)

(Dibb and Meadows, 2001)

(Chiu et al., 2005)

(Ranganathan and

Ganapathy, 2002)

.(Crosby et al., 1990)

(Berry and Parasuraman,

.1991; Peltier and Westfall, 2000)

(Szmigin,

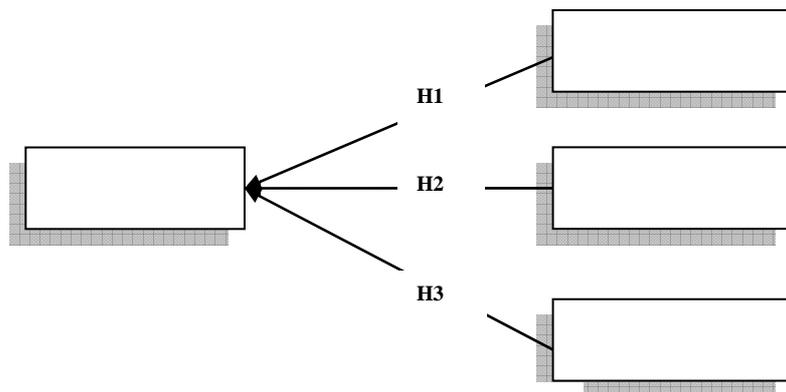
.Canning and Reppel, 2005)

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:H2

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:H3



(1)

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Telecommunication Regulatory Commission)
 .((TRC) Jordan, 2009

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600 .(Cheskin Report, 2001)
 150

450 .(SPSS)

%75
 (1)

(%106) ()

:1

0.78	117	128	150
0.83	125	136	150
0.71	107	118	150
0.67	101	110	150
0.75	450	492	600

(Ganesh, Arnold and Reynolds, 2000)

(1)

(1) (5)
(5)

(1)

(

21

(2)
(1)

(

Lin et al. (2003)

()

:2

5-1		
10-6		
-11 16		
-17 21		

%70

(3)
()

Anderson,) %70

(Sweeney and Williams, 1990

(face and content validity)

30.2	136
------	-----

Malhotra and)

.(Briks, 2000

:

(multicollinearity)
 (Variance Inflation
 (Tolerance) Factor - VIF)
 .(5)
 (Kleinbaum et al, 1988)
 10 (VIF)
 0.05

:(3)	
0.76	
0.71	
0.70	
0.84	

:

(4)

(Multicollinearity)
 (5)
 (VIF)
 (Tolerance)
 10 (VIF)
 (1.65 1.45)
 0.594) 0.05
 (0.692

(%59.3)	
(%47.6)	6
(%35.8)	
(%30.2)	
(%34.0)	

:(4)

(Multicollinearity)
 : (5)

59.3	267	
40.7	183	
18.2	82	3
34.2	154	6-3
47.6	214	6
35.8	161	
34.0	153	

VIF	Tolerance
1.45	0.692
1.68	0.594
1.65	0.605

(
 (Multiple Regression Analysis) (F = 43.337) (6)
 0.05 (sig = 0.000 < 0.05)
)

:(6)

sig	F			
		24.827	3	74.481
0.000	43.337	0.576	446	257.090
			449	331.571

:(7)

		(Normal distribution)
-0.622		(skewness)
-0.321		(Malhotra and Briks, 2000)
-0.462		
0.576	(7)	.(1+ 1-)

(8)

:(8)

R ²	(sig)	t		
	0.000	22.927		0.200
0.23	0.000	-4.018	-0.201	0.049
	0.012	-2.534	-0.137	0.057
	0.000	-4.348	-0.233	0.065

(R²)

(-4.348) (t) 0.23 () (R²)
 (t = -4.348; sig = 0.000 < 0.000)) %23
 (9) .0.05) ()
 (9)
 (Beta = -0.201)
 (-4.018) (t)
 .(t = -4.018; sig = 0.000 < 0.05) 0.000
 (stepwise regression)
 (9) (Beta = -0.137)
 () (t)
 (R² = 0.17) 0.169 (t = -2.534; 0.012) (-2.534)
 (R² = 0.05) 0.05 .sig = 0.012 < 0.05)
 .(R² = 0.01) 0.01 (Beta = -0.233)

/ : (9)

R ²	(sig)	t		
	0.000	22.927		0.200
0.17	0.000	-4.348	-0.233	0.065
0.05	0.000	-4.018	-0.201	0.049
0.01	0.012	-2.534	-0.137	0.057

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.(Ostrom and Iacobucci, 1995)

(Ackerman and Schibrowsky,

.2008)

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.(Schuh, 2005)

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() () ()

(Wilson, 1995)

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(Lin et al, 2003)

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The Effect of Relational Bonds on Switching Behavior of Mobile Service Users in Jordan

Mohammad Suleiman Awwad

ABSTRACT

This study aimed at investigating the effect of relational bonds (financial, structural and social bonds) upon the switching behavior of mobile phone service users in Jordan. A number of 600 questionnaires were distributed to a convenience sample of Jordanian universities' students (two public and two private universities). 450 questionnaires were valid to analyze. Questionnaire had 21 items measured on a five-point likert scale to measure study variables. The data were analyzed using regression analysis. It was found that all the three components of relational bonds (financial, structural and social) had a significant effect on switching behavior of mobile service users, and the structural bonds were the most influence on switching behavior, followed by financial and finally social bonds. This study provided a number of conclusions and recommendations that give mobile service providers a better understanding of how to manage customer relationships and to prevent them from switching to competitors. Direction for future research also proposed.

KEYWORDS: Relational Bonds, Financial Bonds, Structural Bonds, Social Bonds, Switching Behavior, Mobile Phone, Jordan.

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