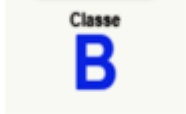# Develop the marketing performance in business environment based on relationship marketing paradigm: Case study telecom operators in Algeria

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Scientific review of economic future

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Develop the marketing performance in business environment based on relationship marketing paradigm: Case study telecom operators in Algeria

دور تطوير الأداء التسويقي في بيئة الأعمال بالاعتماد على نموذج التسويق بالعلاقات: دراسة حالة متعاملي الاتصالات في الجزائر

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Abstract: We aim through this study mainly to measure the impact of relationship marketing on marketing performance through its dimensions. We have followed descriptive, inductive and experimental approaches. Where we have developed a model that shows the relationship between the variables and its impact (relationship marketing and marketing performance). In this study, we relied on the Atos 2007 model dimensions as planning process, customer's communication process; information collection process, and collected information analysis. This study was conducted on a sample of 153 individuals from 33 telecom agencies or commercial spaces in Algeria (8 WTA, 11 OTA, 14 AT), where the main results of this study showed the existence of a (strong - positive) correlation and effectiveness of relationship marketing and the marketing performance.

Key words: Planning process; Customers; Communication process; Information collection process; Marketing performance.

JEL classification : D41; M31

ملخص:

هدفنا من خلال هذه الدراسة إلى قياس أثر التسويق بالعلاقات على الأداء التسويقي من خلال أبعاده الأربعة. بالاعتماد على المنهج الوصفي والاستقرائي والتجريبي. حيث قمنا بتطوير نموذج يوضح العلاقة بين أبعاد التسويق بالعلاقات ومقدار تأثيرها على الأداء التسويقي، بالاعتماد على نموذج (Atos 2007) لعملية التخطيط، عملية الاتصال بالزبائن، عملية جمع المعلومات وتحليل المعلومات. أجريت هذه الدراسة على عينة مكونة من 153 موظف موزعين على 33 وكالة تجارية لمتعاملي الاتصالات في الجزائر (8

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أوريدو، 11 جازي، 14 موبيليس). حيث أظهرت نتائج الدراسة وجود علاقة قوية وإيجابية بين التسويق بالعلاقات والأداء التسويقي.

الكلمات الدالة: عملية التخطيط؛ زبائن؛ عملية التواصل؛ عملية جمع المعلومات؛ الأداء التسويقي.

تصنيف جال: D41، M31.

INTRODUCTION

The central point of managing a customer relationship is building individualized relationships with the help of new information systems. Methods of loyalty and multiple communication channels in order to achieve mutually satisfactory results. The organization must keep its customers informed of all new developments and to deal with them in a way that allows continuing their relationship with the organization and achieving the loyalty. By providing effective communication and information, as available data about each customer. The organization can diagnose all products, services and marketing activities

In order to develop the marketing performance and maintain it as long as possible, the business organization works to bring about continuous innovations and improvements in its products and how to provide its services and good management of its relations with customers and their retention, which is one of the modern, most prominent and effective means of creating marketing performance in addition to invention and technology. Since the modern trend is a trend towards valuing serious ideas, and it should support all kinds of creativity, as it can be understood and realize in the form of new products, production and working methods, enabling the business organization to strengthen its current and future marketing performance.

From forgoing we present the main question of our study as follows: Do telecom operators in Algeria adopt the relationship marketing, and to what extent, can telecom operators improve the marketing performance by applied the relationship marketing paradigm?

Hypothesis

We put the following hypothesis as a guide to answer our question, as follows: Telecom operators in Algeria adopt the relationship marketing as it represents a crucial factor to developing the marketing performance for business organizations.

The Objective

The main objective of this study is to:

Knowing the effect of relationship marketing on achieving and developing a marketing performance.

Material and methods

We are going to follow three approaches for processing and analysis the data and reaching results, which are the descriptive, inductive and experimental approaches. We have developed a model that shows the relationship between the studied variables (relationship marketing model and marketing performance). Dependence on the survey method by collecting and analyzing data by using a set of statistical indicators such as the Cronbach's Alpha test, Kolmogorov Smirnov for one sample test, descriptive statistics (mean, standard deviation,), pearson correlation coefficient, one sample T test, multiple regression and paired T test for test the hypotheses.

Population and sample

The study population consists of all the agencies and commercial spaces for the telecommunications sector in Algeria, containing more than 320. We conducted our study on a sample of 153 individuals from 33 telecommunications agencies or commercial spaces from the four states of Constantine, Mila, Oum El Bouaghi and Setif.

Study sources:

We relied in our study on research papers in particular. As well as the explanations provided by telecom operators in the form of an interview, however, the questionnaire occupied the first place as the main tool for data collection for the empirical stage.

1. Literature review

The main component of modern marketing is to establish relationship organization-customers about quality, service, and personalization the values (Rahman & Masoom , 2012, p. 97). RM first and foremost the idea is to create customer loyalty that a stable, mutually profitable and enhanced life-term relationship (Grönroos, 1994, p. 19).

1.1. Relationship marketing evolution

Relationship marketing referred to strengthening and maintaining of trust as essential to the life-time relationship success. It so points to the

promises keeping and the commitment assurance from the parties as essential for a relationship to succeed (James , 1994, p. 562). No personalized relationship with the production and product marketing that supposed to exist, than in many cases about professional sales representatives. Obviously, this latter marketing view doesn't fit the industrial marketing reality and the services marketing so well (Grönroos, 1994, p. 9). More recent attempts to explain the term tend to incorporate such operational approaches within the RM identify rubric what they consider to be 4 tangible manifestations of relationship marketing in B to C markets: 1) locking in customers; 2) customer retention; 3) database marketing ; 4) close personal relationships (O'Malley & Tynan, 2000, p. 801) . All relationships depend on the emotional links development between the components. The key factors of RM are: Empathy, bonding, trust, reciprocity and tangibility (Shaker & Alsadi, 2010, p. 547). Firstly, the relationship marketing concept is developed by Berry in 1983. Relation- based marketing emerged in services marketing and industrial marketing courses (Taleghani, Gilaninia, & Mousavian, 2011, p. 156) (Grönroos, 1994, p. 9). the phenomenon is expressed from this concept is supported by trends in modern transactions, base of this trend of marketing that had a solid relationship with behavior of consumer and has been innovated of core of researches about moderate relationships between purchaser and seller and relatively big business in this model. Instead of hostile attitude bargaining category, seller and purchaser agree log ether for attainment to their objectives and commit together in a guided framework and from their relationships (Alaei, 2012, p. 1843).

1.2. Relationship marketing: importance and success

Relationships between customers and business organizations are systematically inspired as successful business practices worldwide. The reference to marketing has rarely been established formally within the development of marketing theory (Yau, et al., 2000, p. 1111). There is growing interest recently within the relationship marketing topic. The robust competition characterizing today's business environment has resulted to the building of stronger organization -customer relationships, noted that the development described by this idea is powerfully supported by on-going trends in modern business (Nelson , 2007, p. 98). This paradigm shift is explicit to be relationship marketing. There have been reasons on why the necessity for paradigm shift arose: 1) to recognize importance of client retention; 2) to extend the businesses; 3) to stay pace with progressing market economy 4) to develop nature of marketing mix,

5) to fulfil the necessity for establishing closer customer relationship (Rahman & Masoom , 2012, p. 98) .

1.3. Relationship marketing: goals and ways

Relationship marketing is toward to the life time. The objective is to deliver life time value to customers, and the measure the success is life time customer satisfaction. » there for relationship marketing is about retaining the customers by developing the communications, collection the customer data and improving the quality of customer service, In other meaning, the main goal is to enhance customer loyalty (Taleghani, Gilaninia, & Mousavian, 2011, p. 157) .The main goal of relationship marketing is oriented to building closer buyer seller relationships as a strategy to overcome problems like getting global marketing performance, adapting rapidly with to reducing time–to–market and changing of technologies and launch new products (Karadeniz, 2010, p. 17). It is necessary, therefore, to empirically test the actual effect of the basis of relationship marketing for customer loyalty. Like understanding will helping in top management of organization-customer relationship and in achieving top level of customer's loyalty (Nelson , 2007, p. 98).

A successful relationship between supplier and customer is often as a collaborative relationship by a top level of commitment, trust, communication, shared values, adaptation, power positive bases, relationship bonds, dependence and cooperation. (Jonsson & Gustavsson, 2008, p. 282). RM strategy, thereby, suggests that a service provider have to know the requirements and characteristics of the customer individually and then have to provide accordingly the services (Rahman & Masoom , 2012, p. 97). RM is based on changes in organizational shape. The RM concept is recognition a new form of organization that needs a new form of management (Gummesson, 1994, p. 10). Increasing number of organization and strong competition in the production by the switch from transactional marketing to relationship marketing approach which is depending on life time relationships with customers and other stakeholders. The affecting factors on the importance of relationship marketing divided into three crucial categories: Change in customers, change in competition, and change in the Environment (Gilaninia, et al., 2011, p. 789).

1.4. Marketing performance

Practitioners in the marketing are under pressure that increasing over the days to illustrate their contribution to the organizational

performance (Rust, Tim, & Gregory , 2004, p. 77). It has been largely discuss that an inability to marketing's contribution has sapped its standing within the organization (Don & Andrew , 2007, p. 80).

The measurement research of Marketing performance can divide into several research streams: Marketing productivity measurement (Morgan, Bruce, & Rich , 2002, p. 365) (Roland, Katherine, & Valarie, 2004, p. 111) metrics identification in usage (Winer, 2000) (Barwise & John, 2003) and measurement of brand equity (Aaker & Robert , 2001, p. 487) (Ailawadi, Donald , & Scott , 2002). The measurement of marketing performance is the appreciation of "the correlation among marketing activities and business performance" (Morgan, Bruce, & Rich , 2002, p. 365). Because the question is the inability to measure the marketing activities

Capabilities in the marketing field play a crucial role in achieving success in business. Many studies have examined the impact of marketing capabilities of an organization on its performance in comparison to the effects of other functional capabilities (Krasnikov & Jayachandran, 2008, p. 3) (Acar & Zehir, 2010, p. 691).In its study the meta-analysis of Krasnikov and Jayachandran (2008) focuced that marketing capabilities have a bigger positive effect on performance compared to R&D and production capabilities (Gungor & Osman , 2013, p. 416) .The metrics of marketing are external and internal indicators of quantitative performance that can be financial or non-financial, and that are topic to monitoring by high management (Ambler, 2003). Non-financial metrics, like quality, satisfaction of customers and innovation are usually right predictors of the future performance of organization and their development potential, comparison to accounting reports (Eccles, 1991, p. 134). It is evident that metrics facilitate the marketing analysis cycle, help evaluate past performance, planning and control, and make it possible to compare the organization success within the sector to the success of competitors (Bennett, 2007, p. 962). The metrics of performance can be divided into financial and non-financial. financial metrics usually come first among the metrics used to assess marketing performance (Clark, 1999, p. 713). Profitability, sales and cash flow have, for a long time, been among the financial metrics frequently used for the evaluation of marketing performance. Market share, considered to be a former of cash flow and profitability, is another metric often used both by scholars and practitioners (Ambler, Kokkinaki, F, & Puntoni, Assessing marketing performance: the current state of metrics, 2001).

Financial analysis helps in measure and identifies the business strengths and weaknesses and finally the organization sustainability over time. The financial analysis is financial ratios that shown and specify the relationship among the organization's activities like modern resources related to sales (Moyer, McGuigan, & Kretlow).

2. METHODS AND MATERIALS

The approach used in this study is basically a descriptive inductive and experimental approaches .We design an appropriate questionnaire on the basis of a five-point Likert scale. The population of this study includes all telecoms agencies and commercial spaces of Algerian telecom sector . We took a multi-stage random sample and the sample size was calculated according to the specified population size 320 i.e. 10%. We took 153 individual from 33 telecommunications agencies or commercial space . The variables of this study were identified as follows: Independent variable: Relationship marketing, dependent variable: marketing performance we proposed a model that shows the relationship between the study variables as shown in the following figure: In order to test the hypothesis we use one sample T-test, multiple regression t and paired T test.

2.1. The proposed model

The model is represented in the following figure where its shows the variables and the correlation between them. The variables of this study defined as follow: Dependent variable: The marketing performance, Independent variable: Customer relationship management (Planning process, collected information analysis, information collection process, customer's communication process). In order analyze the data we're going to use one sample T test, the multiple regression and paired T test models for test the hypotheses.

Fig 01: The proposed model

Source: By the researcher depending on the study perception.

The figure 1 shows the variable and the effect of relationship marketing through its dimension on marketing performance. The following steps we'll try during them to describe test the hypothesis and analyze the results and conclusion finally.

2.2. Reliability

2.2.1. Cronbach's Alpha coefficient

The researcher used the Cronbach Alpha to measure the reliability of the questionnaire, and the results were as shown in the table below.

Table 01: Cronbach Alpha test for relationship marketing and marketing performance

Y	Area		Cronbach's Alpha			
	Dimensions	N of Items	AT N=64	WTA N=51	OTA N=38	Total N=153
X_1	Planning process	5	.810	,829	,800	,812
X_2	collected information analysis	3	.831	,840	,802	,801
X_3	Information collection process	3	.782	,824	,812	,801
X_4	customers communication process	4	.801	,831	,813	,801
Y	Marketing performance	5	,822	,829	,811	,819
X	Total relationship marketing	15	,814	,831	,804	,812

Source: By the researchers depending on SPSS.V23 output

It is clear from the results shown in the table 1 that the value of the Cronbach Alpha coefficient is high for each component of the

questionnaire. Also, the value of the Alpha coefficient for all components of the questionnaire was 0,812 and 0.819 consecutively for relationship marketing and marketing performance, which means that the reliability coefficient is high. Thus, the researcher has emphasized of the validity and reliability of the questionnaire, which makes him confident of its validity and reliability to achieve the results, analyze the data and test the hypotheses.

2.2.2. Guttman Split-Half coefficient

The researcher used the Guttman Split-Half coefficient to measure the reliability of the questionnaire as a second indicator, and the results were as shown in the table 2:

Table 02: Guttman Split-Half test for relationship marketing and marketing performance

Y	Area		Guttman Split-Half Coefficient			
	Dimensions	N of Items	AT N=64	WTA N=51	OTA N=38	Total N=153
X_1	Planning process	5	.800	,811	,801	,812
X_2	collected information analysis	3	.810	,811	,802	,810
X_3	Information collection process	3	.702	,821	,801	,800
X_4	customers communication process	4	.801	,812	,810	,801
Y	Cmpetitive priorities	5	,840	,810	,800	,820
X	Total relationship marketing	15	,807	,841	,810	,802

Source: By the researchers depending on SPSS.V23 output

It is clear from the results of table 2 that the value of Guttman Split-Half is good for all questionnaire parts. Also, the value of the Guttman Split-Half coefficient for all survey parts was 0,80 2and 0.820 consecutively for relationship marketing and marketing performance**,** which means that the reliability coefficient is high. Thus, the researcher has confirmed the validity and reliability of the questionnaire, which makes them confident of its validity to analyze the results, answer the questions and test its hypotheses.

2.3. Structural validity

Structural validity is one of the tool's validity measures, which measures the extent to which the goals are achieved by the research tool.

It shows the extent to which each questionnaire part is related to the overall indicators score.

Table 03: Structural validity of the relationship marketing and marketing performance

Y	Dimensions	Pearson Correlation				Sig. (2-tailed)			
		AT N=64	WTA N=51	OTA N=38	Total N=153	AT N=64	WTA N=51	OTA N=38	Total N=153
X_1	Planning process	,804**	,801**	,800**	,807**	,000	,000	,000	,000
X_2	collected information analysis	,803**	,808**	,801**	,801**	,000	,000	,000	,000
X_3	Information collection process	,804**	,800**	,803**	,804**	,000	,000	,000	,000
X_4	customers communication process	,900**	,800**	,800**	,803**	,000	,000	,000	,000
Y	Marketing performance	1,000	1,000	1,000	1,000	-	-	-	-
X	Total relationship marketing	1,000	1,000	1,000	1,000	-	-	-	-

**. Correlation is significant at the 0.01 level (1-tailed)

Source: By the researchers depending on SPSS.V23 output

The table 3 shows the correlation coefficient between the relationship marketing and marketing performance and their dimensions. It can be seen through the indicators in the table 3 that the correlation coefficients indicated are significant at $\alpha = 0.01$ levels and this is valid to measure.

2.4. Parametric tests hypotheses

We tested the hypotheses based on the parametric tests because the data are available of parametric tests hypotheses, which are:

- The variables nature is quantitative, for that the researcher purpose the evaluation method, not the ordinal which is qualitative on likert scale.

- The sample type is random: We relied on a multi-stage random sample that the population is quite homogeneous from managerial point of view. This facilitated the task and shortened the time of work.

- Observations follow the normal distribution, at least at 0.05 error level, and this is what the One-Sample Kolmogorov-Smirnov test proves, according to the following hypotheses:

3. RESULTS AND DISCUSSION

3.1. Hypothesis 1: Normality distribution test

- **H_0: Observations follow the normal distribution of all components of relationship marketing or marketing performance.**

We try to test the distribution of both relationship marketing and Marketing performance dimensions if it follows the normal distribution by using the One-Sample Kolmogorov-Smirnov test.

Table 04: One-Sample Kolmogorov-Smirnov test for relationship marketing and marketing performance.

		Planning process	collected information analysis	Information collection process	customers communication process	marketing performance
N		153	153	153	153	153
Normal Parameters[a,b]	Mean	4.2330	4.0012	4.0200	4.2000	4,2012
	Std. Deviation	.50001	.61103	.63012	.60230	,70112
Most ExtremeDifferences	Absolute	.189	.184	.149	.139	.156
	Positive	.189	.184	.108	.128	.116
	Negative	-.165-	-.149-	-.149-	-.139-	-.156-
Kolmogorov-Smirnov Z		1.195	1.169	.924	.898	.911
Asymp. Sig. (2-tailed)		.190	.220	.405	.501	.304

a. **Test distribution is normal.**
b. **Calculated from data.**

Source: By researchers based on the SPSS.V23 outputs

The table 4 shows the results of the One-Sample Kolmogorov-Smirnov test as the level of significance (Sig) for the components of the relationship marketing dimensions and marketing performance is greater than α (0.05) for all the dimensions, that meaning the distribution is not significant, this proves the H_0, so the relationship marketing dimensions and marketing performance observations follow the normal distribution.

3.2. Hypothesis 2

The following is the indicators of relationship marketing and CP and try to evaluate them with a proposed mean of 3.5 and a confidence level of 95%.

H_0: Telecom operators in Algeria don't have indicators about relationship marketing and marketing performance.

Table 05: One Sample T-test for relationship marketing dimensions and marketing performance

Code	Relationship marketing, Test Value = 3.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Planning process	4.954	152	.000	.53000	.2878	.7728
collected information analysis	5.953	152	.000	.60152	.3989	.9041
Information collection process	8.698	152	.000	.92420	.7066	1.1419
customers communication process	3.839	152	.001	.50000	.2341	.7659
Marketing performance	4.695	152	.000	.59001	.3345	.8473
Total relationship marketing	5.650	152	.000	.63930	.4003	.8605

Source: By the researchers depending on SPSS.V23 output

Through the indicators that shown in table 5 express the availability of both relationship marketing and marketing performance that telecom customers have, we find that all indicators are significant (Sig less than α), except to planning process that the operators were not able to understand the customer needs and activate his opinions and involve them into organization technological or marketing innovations, which indicates that telecom customers have a relationship marketing and marketing performance that enables them to control the work process, improve the outputs with all the indicators such meet the customer need and wants with efficient manner and personalize the product, services and solutions with target customers and maximize the offer values for its partners with proposed mean of 3.5 and a confidence level of 95%.

3.3. Hypothesis 3

For testing the hypothesis of the relationship between relationship marketing and marketing performance, we are going to use pearson correlation coefficient to fit it with the variables nature.

H_0: There is no significant "strong positive" correlation between relationship marketing and marketing performance.

Table 06: Correlation between relationship marketing and marketing
performance

		Planning process	collected information analysis	Information collection process	customers communication process
Pearson Correlation	C.P	.901	.901	.940	.900
Sig. (1-tailed)	C.P	.000	.000	.000	.000
N	C.P	153	153	153	153

By the researchers depending on SPSS.V23 output

It is evident from the results of table 6 that the correlation between the four dimensions of relationship marketing (planning process, collected information analysis, information collection process, customers communication process adopted in relationship marketing) and improvement the marketing performance is significant because the values of (Sig is less than α), which indicates on the presence of a strong positive significant correlation at the α level between the dimensions of relationship marketing and improving the marketing performance.

3.4. Hypothesis 4

H₀: It is not possible for telecom operators in Algeria to improve the marketing performance by relying on relationship marketing.

In order to test the above hypothesis we use the multiple regression model, marketing performance as a dependent variable and relationship marketing dimensions (planning process, customer's communication process, information collection process, and collected information analysis) as independent variables as follows:

Table 07 : Summary of the model relationship marketing and marketing
performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.907ª	.822	.819	.10654	.822	204.402	4	148	.000

a. Predictors: (Constant), Planning process, customers communication process, information collection process, and collected information analysis

b. Dependent Variable: Marketing performance

Source: By researchers based on the outputs of SPSS.V23

The table 7 shows each of the pearson correlation coefficient R between the independent variables relationship marketing (planning

process, customers communication process, information collection process, and collected information analysis) and the dependent variable marketing performance, which is a very strong positive correlation that shows the strong direct relationship between the relationship marketing and marketing performance, in addition to the high R Square, which indicates the suitability of the model for estimating the direction of the relationship between the variables. Plus the Adjusted R Square resulting from F Change 204.402, and Sig. F Change .000 which shows the quality of the regression trend in estimating the relationship between (planning process, customers' communication process, information collection process, and collected information analysis) and marketing performance.

Table 08 : ANOVA of Relationship marketing and Marketing performance

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	12.905	4	3.001	204.402	.000[b]
1	Residual	.398	148	.011		
	Total	13.303	152			

a. Dependent Variable: Marketing performance
b. Predictors: (Constant), Planning process, customers communication process, information collection process, and collected information analysis

Source: By researchers based on the outputs of SPSS.V23

From the ANOVA table 8, we find that the value of Sig = 000, which is less than the level of significance 0.05, so the regression is significant, and therefore there is a linear relationship between the variables that can be predicted towards improving marketing performance in terms of the dimensions of relationship marketing (planning process, customers communication process, information collection process, and collected information analysis).

Table 09 : Coefficients of relationship marketing and marketing performance.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.030	.250		.131	.898
	Planning process	.340	.104	.319	1.711	.098
1	collected information analysis	.165	.100	.199	1.800	.088
	Information collection process	-.237-	.170	-.169-	1.312-	.286
	customers communication process	.709	.120	.669	5.578	.000

a. Dependent Variable: Marketing performance

Source: By researchers based on the outputs of SPSS.V23

From the table 9 the multiple regression model can be written between the dimensions of relationship marketing (planning process, customer's communication process, information collection process, and collected information analysis) and marketing performance as follows:

Marketing performance = .030 + .340 planning process + .165 collected information analysis -.237- information collection process + .709 customers communication process.

Through the value of sig in the table, we find that the only independent dimensions X_4 which express customers communication process is the only significant dimension within the relationship marketing (sig is less than 0.05). While we find that all other variable coefficient, in addition to the constant, are not a significant because sig value greater than 0.05, which indicates that customers communication process is the reason for the significance of the variance analysis of regression towards improving marketing performance. This explains the importance of this factor and their contribution to improving and developing the marketing performance.

3.5. Hypothesis 5

H_0: There are no differences in improving the marketing performance within telecoms operators between before and after implementation of the relationship marketing.

Table 10 : Paired samples statistics of marketing performance

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	DS .b	2,5502	153	,75205	,10054
	DS.a	4,2012	153	,70777	,10111

DS: Marketing performance

Source: By the researchers depending on SPSS.V23 output

The table 10 shows the statistical characteristics to improve the marketing performance before and after the relationship marketing applications. We notice that this rate was 2,5592 with a standard deviation ,75275 and ,10754 as Std. Error Mean before the observation, and after the observation it became 4,2082 with a standard deviation ,70777 and ,10111 as Std. Error Mean and the difference between the two rates is a large difference from an empirical point of view. The trend towards relationship marketing applications has had an effective effect in changing

the trends of telecoms operators in improving the marketing performance. Therefore, the results are expected to be significant.

Another indicator of what relationship marketing applications wrought, it is the correlation between the scores before and after the relationship marketing applications. We expect the correlation to be strong if the effective effect of relationship marketing so that the change is clear and regular (in the same direction) for all or most agencies within the sample, and we find the value of this correlation in the same results in the following table.

Table 11 : Paired samples correlations of marketing performance

		N	Correlation	Sig.
Pair 1	DS .b & DS.a	153	,896	,000

DS: Marketing performance

Source: By the researchers depending on SPSS.V23 output

From the table 11 we notice that the value of the correlation between the Marketing performance before and after relationship marketing applications is high, .896 and its Sig. is 0,000. The important result in this test is the result of the dependent T test, which appears in the following table.

Table 12 : Paired sample test of marketing performance

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	DS .b - DS.a	-1,64118	,22247	,03015	-1,70110	-1,56106	-41,102	153	,000

Source: By the researchers depending on SPSS.V23 output

We notice from the table 12 the value of the dependent T-test is -41,102 and this value is significant, $P = 000$ because it is less than 0.05, and this means that the relationship marketing applications have had an impact on the priorities of the telecom operators and change actually from their trends towards improving the marketing performance.

CONCLUSION

Effective application of relationship marketing requires some steps and mechanisms that can be summarized in measurement, management, and optimization; In fact, in order to achieve efficient and effective relationship marketing, this requires a set of means and tools that suit each of its objectives, namely, to know, address the customers, and listen to their needs and expectations, reward and encourage customers, in addition to linking customers to the organization life. This requires some factors that contribute to the success of relationship marketing, which are moderate use the power, exchange or reciprocity, conflict resolution, flexibility, and the exchange process is affected by two main factors, namely the organization's ability to provide personal incentives to customers and its ability to build social ties.

The dynamism of the modern business environment has affected the current marketing trends, adapting to the characteristics of the modern environment such as technology and ease of information management, focusing on knowledge capital and relying on innovation and development in order to adapt to new developments and appear in the best image in the market

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