

Review Paper

The study of the effects of customer loyalty strategies on sale improvement of company based on the adaptation of the 5Qs model (Case study: Kayla's Company)

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Abstract

Present study, with the title of examining the influence of strategies of creating loyal customers on increasing sales of Kayla company products, is examining key role of strategies of creating loyalty in customers on value of system productivity, value of system satisfaction and decreasing complaints in Kaila firm. In this study, with respect to research model, one main hypothesis and nine alternative hypotheses are designed. This study from the point of view of purpose is applicable and from the aspect of performance type is survey with correlation approach. Statistical sample of present study includes 384 people from costumers of Kaila firm. Information was collected through a questionnaire made by researcher with 40 questions that its fluent was accepted by opinion of professors, counselor and management specialists and its reliability was estimated through Cronbach's alpha coefficient that was equivalent with 94%. This questionnaire includes identification characteristics, main and specialized questions specific for examining research hypotheses. 428 questionnaires were distributed and 384 questionnaires were returned (with return rate of 89%). Collected information was analyzed by Spss and Lisrel software through statistical tests in 2 levels of descriptive (frequency, percentage, mean, standard deviation, variance, skewness and kurtosis) and inference (Kolmogorov-Smirnov, test of Pearson's coefficient of correlation and technic of structural modeling). Fit of models, with respect to output of structural equations DF and GFI, was suitable. Also in the discussion of total quality, process quality with factor loading of 0.86 is in first preference and in the discussion of customer loyalty, value of system productivity and value of system satisfaction with factor loading of 0.73 are in first preference which these results show the strength of kaila firm in creating loyal customers. Based on the results, all research hypotheses have been accepted. Therefore, strategies of creating loyal customers have significant influence on increasing sales of Kaila company products.

Keywords: customer relationship management, customer satisfaction, relationship marketing, customer loyalty, total quality, profitability

Introduction

During past years, every business, from small companies to international corporations, realize the importance of customer satisfaction. Indeed, they understand that maintaining the existing customers has more profit than attaining new ones. As a result, the marketing departments attempt to maintain their existing customers rather than attracting new customers. Nowadays, this function is very important that the customer satisfaction is the main determinant of success for companies in public sections. On the other hand, it is should be remembered that you should be able measure anything that you want to control and manage it. Unlike to the many organizations' claim in terms of measurability of marketing efforts and processes of customers' satisfaction measurement, the use of improper and incorrect information results in terrible problems for organizations. This is why that some companies limit their customer relationship management departments after allocating a large part of investments for them. On the other hand, it is should be remembered that such a bad strategy has not any positive effect in decreasing costs (Hill, 2000: 127).

It is should be noted that customer satisfaction is his/her perception and feeling that the supplier attempt to satisfy it or go

beyond it. Therefore, it can be said that measurement of customer satisfaction is related to measurement of customers' perception of organizational performance as a product supplier. It is very important to how consider and use the resulted conclusions after recognizing the important and critical factors in the customers' satisfaction and its measurement through different methods.

On the other hand it is should be remembered that maintaining the committed customers are not sufficient for acquiring profit and decreasing costs (Keslar, 1996: 28). The loyal customer that are the most important factor in the companies' profitability are the customers that have commitment toward the organization and its products and services satisfy his/her needs and wants (Ping, 2006: 67). Increasing sell is one of the most important interests in every business. In the global competitive conditions, the just in time and organized communications with customers is the most effective method of increasing sell and decreasing costs. Customer relationship management (CRM) is a method that helps marketers to manage the entire sell steps. This also helps them to have a good relationship with customers from communication to sell point. There are several subsystems that paves the ground for satisfying every need and want of the customer in every place and every time such as following, communications planning, reporting, remember and alarm, electronic communications, comprehensive information bank, customer service, and other subsystems.

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Customer relationship management is an overall and detailed perception of customers and selling process that paves the ground for communicating every customer so exactly that do not lose any opportunity in more selling and satisfying customers' needs and wants. Considering customer as the most important factor of supplying critical source, promoting quality of products and developing suitable services based on the customers' needs and wants is a very important policy. This is should be done continuously by organizational managers and officers. In other words, all of the software and hardware efforts of the companies should be indicator of the customers' needs and wants. Customer loyalty is a key success factor. It is should be remembered that the loyal customers have more profit for organization. The reason is that they purchase more products and services from organization, make high market share for organization, and also advertise the organization.

Necessity and importance of the study

Every company should make important decisions in terms of how to enter new markets and then how attempt to create and maintain competitive positions. They have to find new processes for competition and improve quality of their products. Customer loyalty is one of the main methods of creating competitive advantage. The companies can collect the information of their customers' purchase, tastes, suggestions, complaints, and other data for recognizing and satisfying their needs and wants (Porter, 1999: 145).

Improvement of intangible characteristics of product cannot be achieved through more resources necessarily. It may be that the product quality be poor because of inattention to the intangible sides of products. There are many companies in such conditions. On the other hand, quality cannot be improved without its measurement and evaluation. Customer relationship and quality are the most important issues in measurement both at economic and operational levels. Creating a good relationship between customer loyalty, customer relationship management, and quality is a rational solution for some of the measurement problems. In the today's competitive world, the companies are forced to change their behavior and respect their customers. In such conditions, the customer has many selection alternatives. In other words, the companies should attempt to make the customers loyal toward themselves. They should attempt to find methods for creating loyalty in their customers. In addition to attracting new customers, maintaining the existing customers is an important function for them. This is why that the present study was aimed to study the effects of customer loyalty on the companies' sell.

1. Literature review

Loyalty: since the solutions of decreasing costs and increasing profit have been attended by organizations, maintaining the existing customers was considered as one of the most important strategies in different organizations. Loyalty is one of the main topics that the chief executive officers have different

misconception from it. But it should be attended that loyalty is a long-term and critical concept in the organizations. Indeed,

covering all of the customers' needs and going beyond it is a comparatively suitable interpretation of customer loyalty prerequisites. It is possible to rank the customer loyalty. Exclusive loyalty is the lowest level of loyalty that refers to lack of election right for customers. This level of loyalty will continue until finding a new election. Some customers are loyal to the company because of switching cost. Although these two levels of loyalty can be created, but it is should be remembered that they are considered as ineffective levels of loyalty. A middle level of loyalty has been created during past years because of using marketing and promotional solutions. This level of loyalty is not completely reliable because of different marketing and promotional plans that are developed every day. When it will be became a habit for customer. On the other hand, creating the customers' new values and satisfying their main needs will be increased. The committed loyalty is the best level of customer loyalty. This level of loyalty is a reliable and sustainable rational and emotional loyalty for customers. In such a position, a company is obligated to satisfy all of the customers' implicit and explicit needs. Therefore, customer loyalty is the highest level of customer loyalty. Indeed, there is a significant relationship between customer loyalty and the companies' profitability. On the other hand, it is the employees' satisfaction and loyalty that ensure customers' loyalty. Customer loyalty will be created after organization's commitment in satisfying all of the customers' explicit and implicit needs. As a result, the company will achieve a high level of profit with some costs. All of these components are different parts of a system that defect in each of them leads to defection in others (Ahmadi, 2007: 23).

Nowadays, successful companies concentrate their attention and efforts on their employees and customers simultaneously. Indeed, they integrate service-profitability chain with internal and external customers (consumers and employees) satisfaction. This chain consists of five steps.

1. Internal services quality: this refers to the quality of workplace, educating job procedures, and lateral supports.
2. Satisfied and efficient employees: they have commitment, loyalty, and hardworking spirit.
3. Services with higher value: In these services, the company offers more efficient and effective services for customers.
4. Loyal and satisfied customers: the have more loyalty and satisfaction and also have intention to repurchase.
5. Health and increasing profitability: this is done for increasing organizational efficiency.

Therefore, the customer services are the primary goal in achieving profitability and organizational efficiency. This is why that the marketing policies need modern solutions than traditional tactics (Hoseyni and Heyrati, 2008).

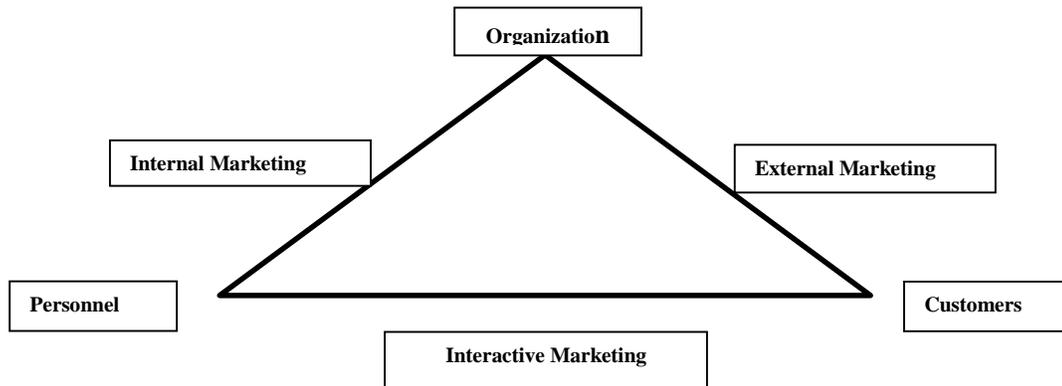


Figure 1: the marketing policies for good-services organizations (Hoseyni and Heyrati, 2008)

With regard to the effects of customer satisfaction on the companies' economic success, it is considered as a key and strategic factor. It should be remembered that the highest level of satisfaction leads to loyalty (Brohan, 2001). On the other hand, it should be attended that the satisfied and loyal customers have desire to repurchase that products and services sextuple more than dissatisfied customers. Also the costs of attracting new customers are very more than maintaining existing customers (Kotler, 2005). The companies that attempt to achieve new customers and do not attend satisfaction of existing customers will fail in the long-term, period. The reason is that it is the satisfaction and decreases the customers' desire to change distribution channel (Davir, 1987: 2003). The bargaining power of customers is one of the main competitive forces in Porter's model. The powerful customers create the cooperation conditions based on their own desire. In other words, the customers pave the ground for their own comfort (Porter, 1999). It can be concluded from

Porter's viewpoint that the customers have many powers and want that the suppliers satisfy their needs and wants.

The model of customer satisfaction formation

There are several models of customer satisfaction formation that can be divided into different groups. Indeed, these models draw the relationship between customer satisfaction and purchase motivations. The most reliable model of customer satisfaction formation is the model that has been developed by Johnson et al. (2000).

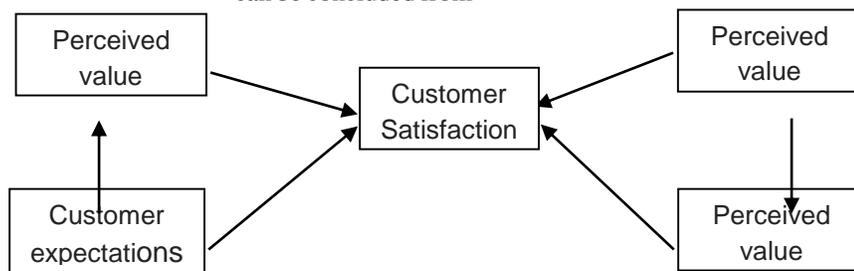


Figure 2: model of customer satisfaction formation (Johnson et al., 2000)

Value process

Reinforcement of the relationship between customer relationship and the organization is one of the main characteristics of customer relationship management.

The customer satisfaction will be improved through this process and also value of two sides will be increased. This is the function that directs customer toward more loyalty.

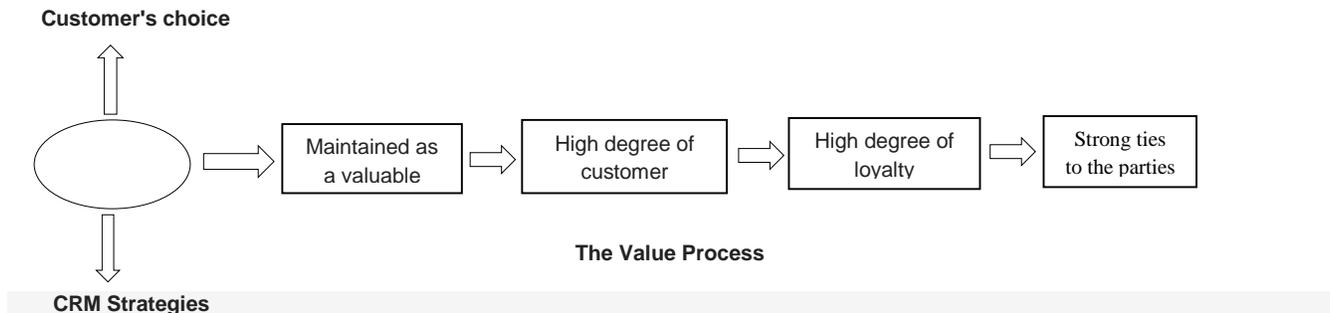


Figure 3: customer relationship management strategies (Heydarzadeh, 2008: 18).

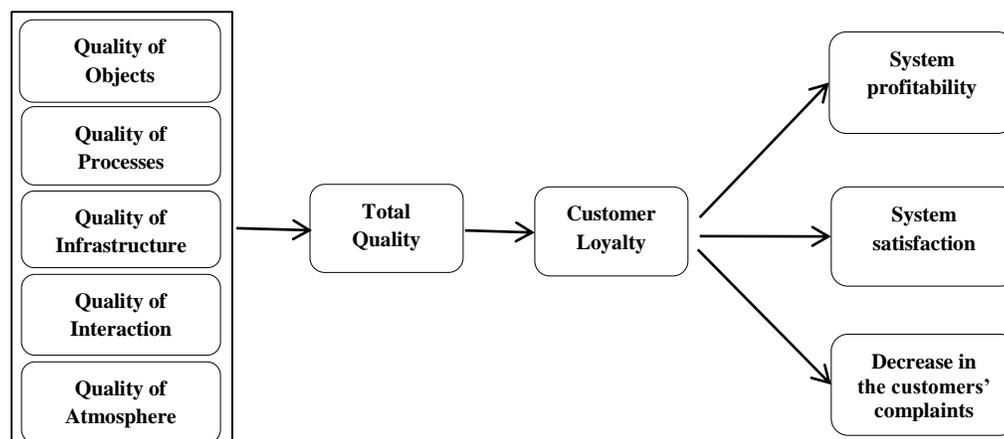
If the company attempt to satisfy the customers’ needs and offer the services in a good manner that there are demands for them, then it is expected that a two-way value will be created. As a result, the final goal that is strategic customer relationship management can be achievable.

Almost the organizations not only have not any internal organization in themselves for satisfying their customers, but also have different weaknesses in terms of customer satisfaction. Kotler refers to 10 mistakes in marketing. The first weakness is that many organizations think that customer services function is only obligation of sell and marketing department. In other words, all of the organizational members think that they have not any knowledge and ability for contacting customers and it is the function of marketing and sell department for offering customer services. When a non-quality product is manufactured or a quality product is delivered lately, then the customers abandon the organization. The second weakness is lack of educational plans for creating customer-orientation culture in the company. This thought “there is not any need for educating other departments for offering customer services and this is costly function” is one of the main problems and difficulties in the companies. The result of

such a thought is customer dissatisfaction. The third weakness is lack of reward system for improving customer services in the organization. Recognition of weaknesses in the organizations and attempt to eliminate them is the primary step in valuating customers. As a result, customer satisfaction and loyalty will be improved. It is should be remembered that satisfaction and loyalty of employees ensures total loyalty of the customers. In the successful organizations, all of the organizational departments are customer-oriented and have obligation in front of the customers. It is should be remembered that only marketing department is not sufficient for customer satisfaction and it is necessary to educate all of the organizational members for this purpose. Also it is necessary that the organization satisfies its employees’ satisfaction so exactly that the employees have motivation and commitment for achieving customer satisfaction and loyalty (Heydarzade, 2008: 5-12).

2. The conceptual model of study

The conceptual model of study has been presented in figure 1. The relationships between variables of this model refer to the research hypotheses.



Alternative Hypothesis

1. There is a significant relationship between product technical quality and customer loyalty.
2. There is a significant relationship between product process quality and customer loyalty.
3. There is a significant relationship between product infrastructure quality and customer loyalty.
4. There is a significant relationship between interaction quality and customer loyalty
5. There is a significant relationship between environment quality and customer loyalty.
6. There is a significant relationship between total quality and customer loyalty.
7. There is a significant relationship between customer loyalty and profitability
8. There is a significant relationship between customer loyalty and system satisfaction.
9. There is a significant relationship between customer loyalty and decrease in complaints.

Main hypothesis

There is a significant relationship between customer loyalty strategies and increase in sale of Kila capillary distribution company.

3. Research methodology

This study is a descriptive research from research methodology perspective and is a practical research from purpose view and is correlational research. The relationship between researches variables are examined in such studies based on the research purposes. Also the correlation between research dependent and independent variables and their type and severity are examined and analyzed in this study. With regard to this fact that the library and field studies are used in this study and also its purpose is to recognize the characteristics, preferences, traits, and behaviors of statistical population, this research is a field study. Therefore, this study is a descriptive-survey research.

Validity refers to this fact the data-collection instrument can measure the research variables. The importance of validity is that the insufficient and inappropriate instrument can make the research and its finding unusable and invalid. Validity of every data-collection instrument can be measured and determined by any expert in that field. In order to this, the academic experts and professors were asked to review the questionnaire and indicate their modifications and corrections. In order to examine reliability of this questionnaire, Cronbachs' Alpha Coefficient has been used in this study. In order to this, 30 questions of 30 primary questionnaires have been entreated to the SPSS and then its coefficient was calculated that is 0.94. These findings have been indicated in table 1.

Table 1: the results of examining reliability of questionnaire through Cronbachs' Alpha Coefficient

variable	Dimensions	Number OF Questions	Cronbachs' Alpha Coefficient
Total Quality	Quality Of Objects	1 -8	0/881
	Quality Of Processes	9 -16	0/926
	Quality Of Infrastructure	17 -24	0/889
	Quality Of Interaction	25 -32	0/911
	Quality Of Atmosphere	33 -40	0/905
Cronbachs' Alpha Coefficient Of Total Quality variables			0/949
Loyalty	system profitability	1 -5	0/919
	system satisfaction	6 -10	0/916
	decrease in the customers' complaints	11 -16	0/943
Cronbachs' Alpha Coefficient Of Total Quality variables			0/948

4. Data analysis

4-1. the respondents' demographic characteristics

The descriptive findings of this study revealed that 84% of the respondents were male and 16% of them were female. On the

other hand, 70% of the respondent had 30-39 years old and only 2% of them had more than 50 years old. Also it can be said that 19% of the respondents had less than 30 years old. 48% of the respondents had M.Sc. and higher degrees.

Table 2: the respondents' demographic characteristics

Variable	Levels	%
Educational level	Elementary school	3
	Elementary school diploma	17
	High school diploma	31
	Graduate and post graduate	48

Variable	Levels	%
Gender	Male	84
	Female	16

Variable	Levels	%
Age	>30	19
	30-39	70
	40-49	9
	<50	2

5. Inferential findings

In order to test the first six hypotheses, Pearson correlation coefficient has been used.

Hypothesis 1

There is a significant relationship between product technical quality and customer loyalty.

H0: there is a relationship between product technical quality and customer loyalty.

H1: there is not any relationship between product technical quality and customer loyalty.

Table 2: the summary of Pearson correlation coefficient between product technical quality and customer loyalty

Variables	Number of samples	Coefficient Of Correlation	(sig) duplex	Result
technical quality and customer loyalty	384	0.539	0.000	Is confirmed

As indicated in this table, significance of this test is 0.000 and shows that H0 cannot be supported. Based on the results of this table, it can be said that there is a significant relationship between product technical quality and customer loyalty. Therefore, this hypothesis is supported. On the other hand, the results revealed that there is a significant relationship (r: 0.539) between product technical quality and customer loyalty.

Hypothesis 2

There is a significant relationship between product process quality and customer loyalty.

H0: there is a relationship between product process quality and customer loyalty.

H1: there is not any relationship between product process quality and customer loyalty.

Table 3: the summary of Pearson correlation coefficient between product process quality and customer loyalty

Variables	Number of samples	Coefficient Of Correlation	(sig) duplex	Result
process quality and customer loyalty	384	0.619	0.000	Is confirmed

As indicated in this table, significance of this test is 0.000 and shows that H0 cannot be supported. Based on the results of this table, it can be said that there is a significant relationship between product process quality and customer loyalty. Therefore, this hypothesis is supported. On the other hand, the results revealed that there is a significant relationship (r: 0.619) between product process quality and customer loyalty.

Hypothesis 3

There is a significant relationship between product infrastructure quality and customer loyalty.
 H0: there is a relationship between product infrastructure quality and customer loyalty.
 H1: there is not any relationship between product infrastructure quality and customer loyalty.

Table 4: the summary of Pearson correlation coefficient between product infrastructure quality and customer loyalty

Variables	Number of samples	Coefficient Of Correlation	(sig) duplex	Result
Infrastructure quality and customer loyalty	384	0.468	0.000	Is confirmed

As indicated in this table, significance of this test is 0.000 and shows that H0 cannot be supported. Based on the results of this table, it can be said that there is a significant relationship between product infrastructure quality and customer loyalty. Therefore, this hypothesis is supported. On the other hand, the results revealed that there is a significant relationship (r: 0.468) between product infrastructure quality and customer loyalty.

Hypothesis 4

There is a significant relationship between interaction quality and customer loyalty.
 H0: there is a relationship between interaction quality and customer loyalty.
 H1: there is not any relationship between interaction quality and customer loyalty.

Table 5: the summary of Pearson correlation coefficient between interaction quality and customer loyalty

Variables	Number of samples	Coefficient Of Correlation	(sig) duplex	Result
interaction quality and customer loyalty	384	0.374	0.000	Is confirmed

As indicated in this table, significance of this test is 0.000 and shows that H0 cannot be supported. Based on the results of this table, it can be said that there is a significant relationship between interaction quality and customer loyalty. Therefore, this hypothesis is supported. On the other hand, the results revealed that there is a significant relationship (r: 0.379) between interaction quality and customer loyalty.

Hypothesis 5

There is a significant relationship between environment quality and customer loyalty.
 H0: there is a relationship between environment quality and customer loyalty.
 H1: there is not any relationship between environment quality and customer loyalty.

Table 5: the summary of Pearson correlation coefficient between environment quality and customer loyalty

Variables	Number of samples	Coefficient Of Correlation	(sig) duplex	Result
environment quality and customer loyalty	384	0.432	0.000	Is confirmed

As indicated in this table, significance of this test is 0.000 and shows that H0 cannot be supported. Based on the results of this table, it can be said that there is a significant relationship between environment quality and customer loyalty. Therefore, this hypothesis is supported. On the other hand, the results revealed that there is a significant relationship (r: 0.432) between environment quality and customer loyalty.

Hypothesis 6

There is a significant relationship between total quality and customer loyalty.

H0: there is a relationship between total quality and customer loyalty.

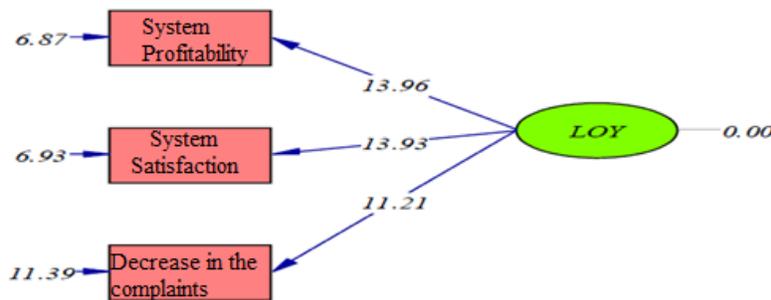
H1: there is not any relationship between total quality and customer loyalty.

Table 5: the summary of Pearson correlation coefficient between total quality and customer loyalty

Variables	Number of samples	Coefficient Of Correlation	(sig) duplex	Result
total quality and customer loyalty	384	0.661	0.000	Is confirmed

As indicated in this table, significance of this test is 0.000 and shows that H0 cannot be supported. Based on the results of this table, it can be said that there is a significant relationship between total quality and customer loyalty. Therefore, this hypothesis is supported. In order to test the hypotheses 7, 8, and 9, factor analysis method has been used.

supported. On the other hand, the results revealed that there is a significant relationship (r: 0.661) between total quality and customer loyalty.



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Diagram 1: the results of significant factors in factor analysis of customer loyalty

Hypothesis 7

There is a significant relationship between customer loyalty and profitability.

With regard to diagram 1, the significant number between customer loyalty and profitability is 13.96. This value is more than 1.96. Therefore, there is a significant relationship between customer loyalty and profitability. This is why that the seventh hypothesis of this study is supported.

Hypothesis 8

There is a significant relationship between customer loyalty and system satisfaction.

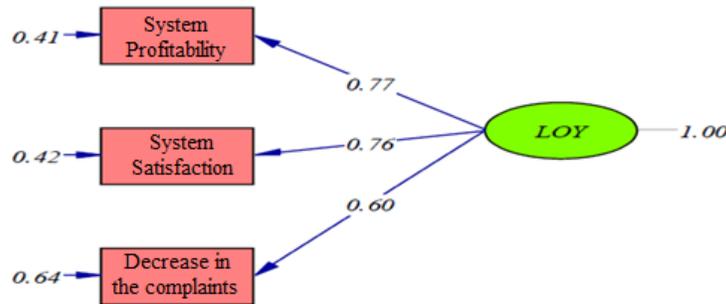
With regard to diagram 1, the significant number between customer loyalty and system satisfaction is 13.93. This value is more than 1.96. Therefore, there is a significant relationship between customer loyalty and system satisfaction. This is why that the eighth hypothesis of this study is supported.

Hypothesis 9

There is a significant relationship between customer loyalty and decrease in complaints.

With regard to diagram 1, the significant number between loyalty and profitability is 11.21. This value is more than 1.96. Therefore, there is a significant relationship between loyalty and decrease in complaints. This is why that the seventh hypothesis of this study is supported.

The coefficient of standard prediction of factor analysis of customer loyalty has been presented in diagram 2.

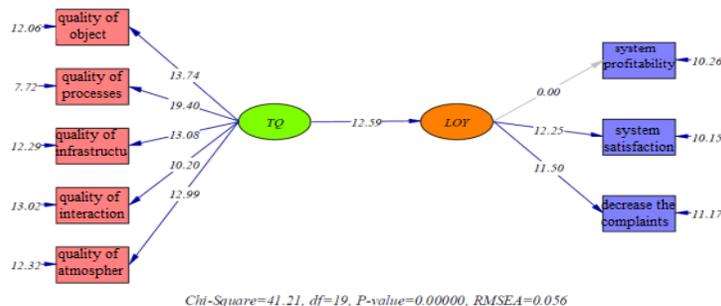


Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

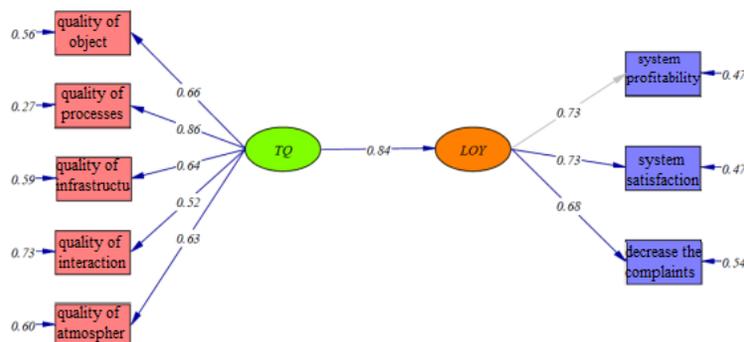
Diagram 2: The results of standard prediction coefficient of factor analysis of customer loyalty

In order to test the main hypothesis and examining model fitness, structural equation modeling method has been used.

The significance of model and standard prediction coefficient of structural equation modeling have been presented in diagrams 3 and 4



Chi-Square=41.21, df=19, P-value=0.00000, RMSEA=0.056



Chi-Square=41.21, df=19, P-value=0.00000, RMSEA=0.056

Main hypothesis

There is a significant relationship between customer loyalty strategies and increase in sale of Kila capillary distribution company.

With regard to the results of above diagram, the significance of the relationship between total quality and customer loyalty strategies is 12.59. This value that is more than 1.96 refers that there is a significant relationship between total quality and customer loyalty strategies. On the other hand, path coefficient of this relationship is 0.84 and this refers to the weight and importance of the relationship between total quality and customer loyalty strategies. Therefore it can be said that total quality and its components are the main effective factors in customer loyalty strategies. On the other hand, it should be remembered that

increasing the loyal customers results in less costs of new customer attraction. This influences the company's sale and leads to increase its sale. It can be said that customer loyalty strategies influences company's sale amount. Therefore, the main hypothesis of study is supported.

8-2. Measurement model

Generally, two main models are tested in the structural equation models. The first is measurement model for latent variables. This model refers to the factor loadings of observed variables for latent variables. The goodness of fit measures has been indicated in the following table for all of the latent variables. As indicated in table 3, all of the goodness of fit indexes is in acceptable and in desirable range.

Table 3: the goodness of fit indexes for structural equation modeling

fit indexes	Optimum	Result
χ^2/df	<3.00	2.17
GFI(goodness of fit index)	>0.90	0.96
RMSEA(Root Mean Square Error of Approximation)	<0.08	0.056
RMR(root mean square residual)	<0.05	0.02
NFI (Normed Fit Index)	>0.90	0.98
NNFI (Non-Normed Fit Index)	>0.90	0.98
CFI (Comparative Fit Index)	>0.90	0.96

Discussion and conclusion

The results of Pearson correlation coefficient for first to six hypotheses revealed that significance level of these hypotheses is 0.00 that it is less than 0.05. Therefore, it can be said that these six hypotheses are supported and it can be said that there is a significant relationship between components of total loyalty and customer loyalty.

With regard to the results of diagram 2, it can be said that system profitability (with path coefficient 0.77) is the most important component of total quality in creating customer loyalty. On the other hand, system satisfaction (with path coefficient 0.76), and decrease in the customers' complaints (with path coefficient 0.60) are the second, third, and fourth effective factors on creating loyalty. With regard to the results of factor analysis for seventh, eighth, and ninth hypotheses, the results of hypotheses status have been indicated in the following section: Significance of the relationship between customer loyalty with system profitability, and system satisfaction with decrease in the customers' complaints is more than 1.96. Therefore it can be said that there is a significant relationship between customer loyalty with system profitability, and system satisfaction with decrease in the customers' complaints. Therefore, the seventh, eighth, and ninth are supported. Also with regard to the results of diagram 2, system

satisfaction with path coefficient (0.77) is the most important component that creates customer loyalty. On the other hand, system profitability with path coefficient (0.76), and decrease in the customers' complaints with path coefficient (0.60) are the most important effective factors on creating customer loyalty. In order to examine the main hypothesis, structural equation modeling has been used. The significance level of the relationship between total quality and customer loyalty was 12.59. This value that is more than 1.96 refers that there is a significant relationship

between total quality and customer loyalty. On the other hand, path coefficient of the relationship between total quality and customer loyalty is 0.84 and refers that total quality influences customer loyalty creation significantly. Therefore it can be said that total quality and its components are considered as the main components of customer loyalty creation. On the other hand, it should be remembered that increasing loyal customer means decreasing costs of attracting new customers. This results in more sales for company. Therefore, it is concluded that there is a significant relationship between customer loyalty creation strategies and increasing companies' sale.

Suggestions Applications

It is suggested that the service criteria should be considered for increasing rate of customer loyalty and decreasing rate of

customer loss. It is necessary to promote a suitable organizational culture in order to create criticism and customer-orientation spirit among employees. Because customer plays an important role as a key and critical factor in every organization, it is necessary to consider the goal, strategies, and resources based on the customer attraction and maintenance. This is why that maintenance and reinforcement of customer loyalty creates a good position for organizations in comparison to other competitors in the competitive environment. Because loyal customers have several positive benefits for organization, it is suggested that organizational managers and officers consider their customers as an important factor in the marketing strategies and policies. They also have to attempt to maintain and reinforce the customers' loyalty toward their organization. Increase in the customer loyalty means decrease the costs of attracting new customers. This increases companies' sale. Therefore, it is suggested that the companies attempt to maintain the present customers through increasing their customers' loyalty and relationship with their customers. If the customers have more and more loyalty toward the organization, the organization will be more success in its marketing efforts. The reason is that the loyal customers are the potential sources of marketing for organization

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