The Role of Relationship Marketing to Achieve Customer Satisfaction: An Exploratory Study at the General Company for Vegetable Oils

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Companies seek to excel in the use of the concept of relationship marketing. Through it, companies can provide products that meet the needs of customers and satisfy their desires. It is an important marketing strategy for companies, which builds long relationships with its customers, attracts them, meets their requirements, and establishes long-term relationships with them, thus retaining them. This helps companies achieve a distinct level of performance to achieve more in profits. Through it, a sustainable competitive advantage is achieved, and the General Company for the Vegetable Oil Industry was chosen to conduct the study, test its hypotheses, and extract the results using a computer program. A group of conclusions were reached, the most important were: the company's study showed a failure to provide products of good quality; and the company does not have the modern means of communication to contact its customers and provide them with full information about its products.

Keywords: *Relationship marketing, Customer satisfied.*

Introduction

The success of organisations and their excellence are highly dependent on their capabilities to market high-quality products that meet the needs of customers compared to competing organisations. In addition, this concept is an important marketing phenomenon to attract customers and develop relationships with them in the long term, and build a marketing network with them, creating a mutual benefit between the two parties. In order for the company to remain in the world of competition, it is required to work with this marketing phenomenon, through which the company can achieve the highest profits by supporting its customers. Furthermore, working to establish and maintain strong and lasting relationships

with customers in the long term, being the basis in the production and marketing process; with them, the marketing begins and ends.

The Problem of the Study

Contemporary literature in the field of marketing management has been interested in presenting a manifestation of marketing systems, such as relationship marketing. This phenomenon is not considered strange in the name because it depends on building long-term relationships with customers, attracting them, satisfying their needs and desires, and retaining them, which helps organisations achieve the level of good performance. Based on the foregoing, the main problem is the inability of the General Company for Vegetable Oils to apply this phenomenon or this marketing philosophy to persuade customers of its products, and leave competing products to them, as it faces many difficulties, constraints and challenges to competing organisations (Romli and Ismail, 2014; Skowron and Gasior, 2014; Semnani, Maymand and Frozandeh, 2015; Wahab,2016; Wang, 2016; Dagustani, et.al. 2016; Bittar, 2017; Hossain, Chowdhury and Jahan, 2017; Gajere, 2018). Therefore, this company needs to organise its production and marketing operations in order to catch up with the organisations competing with it. Accordingly, asking the following questions can contribute to clarifying the features and contents of the problem under discussion:

1. What are the concepts, both conceptual and frameworks, for marketing relations in the researched organisation?
2. Is there a clear vision for the management of the organisation in search of what is marketing relations?
3. Does the organisation depend on customer satisfaction in its marketing operations?
4. Is it possible to test the organisation's level of awareness for this type of marketing?

The Aims of the Study

The current study aims at:
- Diagnosing the conceptual and intellectual frameworks of relationship marketing and customer satisfaction.
- Analysing the effect of marketing relationships on customer satisfaction.
- Know the requirements of relying on marketing by relationships.
- Test the organisation's awareness level of the importance and role of marketing in relationships.

The Importance of the Study

The importance of the study is demonstrated by the following:
1. Highlighting the role of relationship marketing in achieving customer satisfaction.
2. Knowing the extent of interest of the researched organisation in marketing relations and employing it in its marketing operations in order to achieve a sustainable competitive advantage that includes survival and development.
3. Maintaining the organisation's competitive position among similar organisations.

The Hypothetical Planning of Study

The hypothesis of the study depicts the causal relationships between the dimensions of the independent variable and the dimensions of the dependent variable.

Figure 1. Study hypothesis
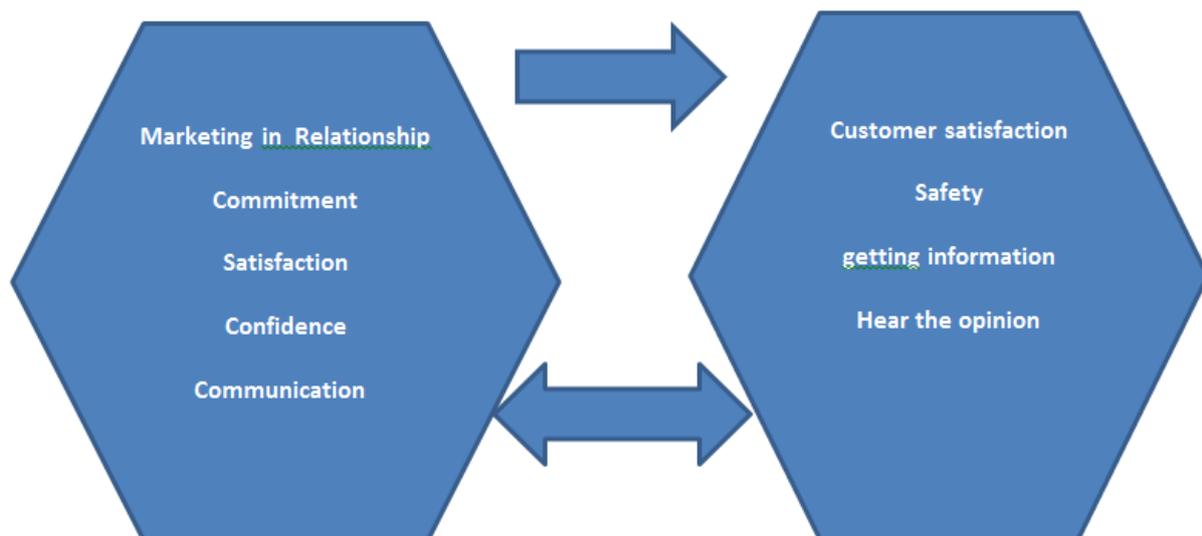
The Hypothesis of Study

The study hypotheses are based on an attempt to answer the intellectual questions that were mentioned in the hypothesis research scheme, as follows:

1. There is a significant correlation between marketing relations with its dimensions and customer satisfaction with its dimensions.
2. There is an effect of dimensional marketing on customer satisfaction with its dimensions.

Data Collection Methods

The theoretical aspect of the research was covered by relying on the available sources and research and the research questionnaire. It is the main source of data collection and was presented to a group of arbitrators. Their observations were taken when they were finalised, where 38 questionnaires were retrieved. All of them were distributed to marketing and sales managers concerned with decision-making in the company.

Description of the Study Sample

The researcher distributed a set of 38 questionnaires to a group of sales and marketing managers concerned with decision-making and it was fully retrieved. It was found that the majority of the study community was male, with 28 men or 74 per cent, while the number of females was 10 or 26 per cent. Table 1 shows the iterative distribution and proportions of the individuals in the research sample:

Table 1: Iterative distribution and proportions of the research sample

Gender	Frequency distribution	Ratio
Male	28	74%
Female	10	26%
Total	38	100%

Source: prepared by the researcher

Table 2 shows the repetitive distribution and proportions of the individuals in the data, according to their academic achievement. It is clear from the table that the highest proportions were for individuals whose academic achievement was a bachelor's degree with 25 individuals or 66 per cent of the sample. It indicates their understanding of the paragraphs of the questionnaire and answering them accurately and clearly. The combined percentage of students who obtained an institute's certificate or less, was 13 individuals or 34 per cent of the sample.

Table 2: Repetitive distribution and proportions of the study sample

Academic achievement	Frequency distribution	Ratio
Bachelor	25	66%
Diploma	4	24%
Secondary School	9	10%
Total	38	100%

Source: prepared by the researcher

The questionnaire was distributed to a group of marketing and sales managers in the researched company, where the largest percentage of marketing managers was 29 or 76 per cent of the study sample. Meanwhile, the percentage of sales managers was 24 per cent with nine of them, as indicated in Table 3:

Table 3: Questionnaire distribution summary

Job	Frequency distribution	Ratio
Marketing Manger	29	76%
Sales Manger	9	24%
Total	38	100%

Source: prepared by the researcher

The Limits of Study

1. Spatial Limits: The General Company for Vegetable Oils was chosen as a place for application due to its large size, the large number of its employees and being one of the competing companies in the local markets. Thirty-eight forms were distributed to the marketing managers, sales managers, and the department heads in the company, as well as those involved in decision-making, and all were returned.

2. Time Limits: The researcher lived with the company for a period of two months in 2019 from September until the end of November.

Theoretical Framework for Study Variables

Marketing in Relationship

The Concept and Importance of Marketing in Relationship

The concept of marketing relations concerns satisfying the needs and desires of customers. The first to use this concept was Berry in 1983, where he defined it as marketing activities aimed at maintaining the exchange of relationships between institutions (Hakim, 2012: 177). As for Kotler (2006: 180), it is directed towards customers and building long relationships with them in order to achieve the desired goals. Marzloff (2006: 184) pointed out that it is the marketing that springs from six research fields: 1) Service marketing; 2) Channel marketing; 3) Marketing the mutual relations between the organisation and its customers; 4) Network marketing; 5) Value chain marketing; and 6) Marketing strategy based on information strategy between the organisation and its customers. Meanwhile, according to Gronroos (2002: 95), it concerns developing long-term relationships with customers and improving and strengthening this relationship to achieve the goals of all parties. Lovelock (2001: 12) defines

relationship marketing as the true business philosophy and can be described as the strategic direction of organisations.

The Importance of Marketing in Relationship

Fyall (2006: 660) believes that the importance of marketing in relations is through the benefits that accrue to the organisation. Its importance is determined by:

- Long-term relationships with customers are a competitive advantage for the organisation considering crowded markets.
- To achieve a good reputation for those who achieve mutual trust between the organisation and its customers.
- Long-term customer retention.
- Increased purchases of organised products.

Fournier (2009: 79) points to the importance of relationship marketing through its contribution to:

1. Create benefit for the produced goods and inform production management in designing products that delight the customer.
2. Optimising the available resources and capabilities.
3. Confronting the competing organisations in the markets.
4. Developing a relationship with customers in order to achieve long-term results.

Dimensions of Marketing Relationships

Several writers have touched upon defining the dimensions of marketing in relationships with the following:

Table 4: Dimensions of relationship marketing according to the opinions of researchers

No.	The source	The dimensions
1	Zabker, 2009: 875	Trust, satisfaction, commitment
2	Arysir, 2008: 59	Communication, empathy, commitment
3	Cater, 2009: 700	Trust, commitment, satisfaction, quality of service

The researcher chose the following dimensions based on the agreement between most of the researchers, and their compatibility with the company:
1. Commitment
2. Satisfaction
3. Trust
4. Communication

We will discuss an explanation of each of these dimensions:

Commitment

It is regarded as one of the social links between the seller and the buyer (Cater, 2011: 90). Meanwhile, Johr (2009: 70) defined it as one of the influences on customer loyalty. As for Zabkar (2010: 97), it indicates a commitment that it is the continuous relationship between customers and suppliers, and to make sacrifices in order to maintain that relationship.

Arysir (2008: 80) indicates promising the customer to the organisation to define its relationship with it, and its commitment to it, and developing its relationship with it. Cater (2009: 710) looks to it as developing the customer's relationship with the organisation, building effective and stable relationships and developing the relationship with the organisation, as this is an important promise to continue this relationship.

Satisfaction

Satisfaction refers to the extent to which the organisation responds to the needs of customers and therefore, the customer feels joy or disappointment when comparing the performance of the organisation with what he expects from it (Winer, 2000: 241). As for Kotler (2000: 36), it is the happiness that a customer gets upon fulfilling his need by the organisation. There are three levels of satisfaction or dissatisfaction:

Disease < Expectations > The customer is dissatisfied with the organisation
Disease > Expectations < The customer is satisfied with the organisation

Sorce (2002: 21) notes that it is responding to the customer's requirements, contacting him directly, knowing his need, desires, and the extent of his division of the commodity offered to him. Rajagopl (2000: 54) adds, organisations always strive to understand the needs of customers by providing the requirements that are sought. Furthermore, that there is a sense of responsibility towards the customer, by providing goods and services that are common needs and achieving satisfaction. As for Sergio (2008: 900), satisfaction refers to the customer's evaluation of the services provided to him by the organisation, and this evaluation is based on consistent experiences with the essence of the service offered by the producers.

Trust

It is considered one of the important elements between the organisation and its customers by relying on the integrity of the promises made by the first party (the organisation) to the second party (the customer). Moreover, it is a key to building a relationship marketing model.

Trust occurs when there is an objective exchange between the organisation and its customers. Furthermore, trust embodies the essential characteristics (such as defence, competence, honesty, integrity, reliability, promises) that deal with customers, so it is the most important component of relationship marketing, being the basis of dealing and the basis for building long relationships with customers (Hakim, 2012: 211).

Communication

Communication is a means of exchanging information between customers and the organisation and has a positive impact when there is an obligation to a deal. Marketing in relationships focusses on the importance of information exchange between the organisation and its customers (Shafiq, 2005: 109).

Hakim (2012: 244) indicates that the process of contacting customers is one of the features that distinguishes the product through its use of modern technologies, such as Internet marketing and telemarketing. Communication is essential to the interaction process between the organisation and its customers. Integrated communication is considered one of the most important activities that contributes to communicating information between the interacting parties. Moreover, multi-channel communication has an important role in managing customer relationships.

Customer Satisfaction

The Concept of Customer Satisfaction

Kotler (2000: 45) sees it as a feeling of enjoyment or not by comparing the performance expected from the product. Meanwhile, according to Okley (2008: 8), it is the positive feeling of the customer about the most used and the least expensive products. As for Liu (2008: 40), it is what the customer expects about the products and what he actually gets. Yan (2009: 500) noted, it is the true measure of the quality of the product or services provided to the permanent customers. Gohnston (2010: 61) affirms that it is the true evaluation of the product or service that the organisation offers to its customers. Meanwhile, Green (2011: 40) states it is a complex concept that relates directly to the clients' mentality and psychological formation. As for Walker (2010: 110), it is what the customer enjoys and what he expects from performing the product or service. Moutinho and Sothern (2010: 18) indicate that it is a measure of the success of organisations and their distinction over others, and it is considered the final interval to perform production and service operations. Through the foregoing, the researcher believes that customer satisfaction is achieved through awareness, knowledge, positive satisfaction and real awareness of the product, all through previous experiences and accumulated experiences which the customer holds about products and services.

The Importance of Customer Satisfaction

Customer satisfaction is one of the basic criteria and is important in evaluating the performance of organisations, which is the primary key to enhancing customer confidence in products. Moreover, it helps organisations set indicators to evaluate and improve performance (Blank, 2005: 11).

Kotler (2000: 22) looks at the importance of customer satisfaction through a number of areas:

1. Organisations must draw positive strategies aimed at achieving the quality of the product and presenting it in a manner that is commensurate with the customer's desires, while providing a marketing base commensurate with the quality of the products.
2. The distinctive product and service are among the most important requirements in the continuation of the relationship between the organisation and its customers.
3. Organisations view the customer as the value by which they achieve what they want.

Meanwhile, Kotler et al., (2009: 105) also states the importance of customer satisfaction is considered as follows:

1. It is an important criterion for benchmarking with competing organisations.
2. It contributes to increasing the profits of the organisations.
3. It enhances the organisation's reputation towards competitors and thus, attracts new customers.
4. Satisfaction achieves a positive attitude towards products and thus, customers become more loyal to the organisation.
5. Reduces marketing costs for organisations.

Dimensions of Customer Satisfaction

A number of researchers and writers define the dimensions of customer satisfaction, which we explain in Table 5, as follows:

Table 5: Defined dimensions of customer satisfaction

No.	The Source	The Dimensions
1	Boon, 2011: 110	Perceived quality, Expectations of customers, Good timing
2	Geoff, 2013: 110	Safety, obtain information, hear opinion
3	Welling, 2010: 6; Innghill, 2010: 8; Smyczek, 2011: 5	Safety, obtain information, hear opinion

Based on what the researchers presented, the researcher sees the adoption of the following dimensions for the following reasons:

1. Consistent with the aims of the research.
2. Its modernity.
3. Many writers and researchers agree on its content.

The following is an explanation of each of these dimensions:

1. Safety: The safety emblem is a priority for organisations' work and is intended to provide protection and safety for the customer from harmful products by examining them and to ensure the integrity of the product from defects before submitting it to the market. In addition, to setting instructions for using the product to ensure that it is marketed to customers, especially when the products are nutritional, as their use differs from the use of other products (Welling, 2010: 8).

2. Getting information: Having information about products is important to the customer before purchasing the products so that they are not subject to fraud and misleading promotion. Ready organisations strive to provide the good quality to their customers so that they do not lose them and thus, go to other competitor organisations. Information can be communicated to customers in a variety of ways, such as advertising, personal selling, bulletins, regular and electronic messages, and the importance of communicating information to customers before making a purchasing decision. Customers seek to know the price and composition of the product, the date of manufacture, the period of its validity, the method of use, and the level of quality. In order to establish this right for the customer to achieve what he wants, he requires three things:

- Adequacy of information: the volume of information provided to the customer and the extent of the customer's need and its importance for him. Therefore, it requires that the information be accurate and complete and meet the required purpose.
- Accuracy of information: the product is supposed to adhere to the accuracy and reliability of the information provided to its customers because hiding any information has a negative impact on the customer's life.
- Listening to the opinion: giving the customer the right to express his opinion about the products offered by the organisation and the extent to which the products are satisfied with the needs and desires of the customers, since the customer is the basis of production and marketing operations. Therefore, the organisations strive to satisfy the needs of the customers, listen to them and take their opinion into consideration, and hear their opinion through direct contact with them in submitting proposals that contribute to developing products. The organisation also seeks to find a mechanism

through which to monitor the product and follow-up on customer complaints regarding the products offered.

Presenting and Analysis of the Results

Analysing and Testing the Relationship between the Marketing Dimensions of Relationships and Customer Satisfaction

This topic involves measuring the correlation between the search variables included in the first main hypothesis, that there is a statistically significant correlation between the dimensions of marketing in relationships and the dimensions of customer satisfaction. In order to prove this hypothesis, the four sub-hypotheses that derive from it must be tested as follows:

First Hypothesis Test

There is a correlation between the dimensions of marketing in relationships and after safety. In order to accept the above statistical hypothesis of not accepting it, the researcher tested the simple correlation coefficients using the t test to determine the significance of the relationship between the dimensions of marketing in relationships (commitment, satisfaction, trust, communication) and after faith. Table 6 illustrates the values of the simple correlation coefficients between the dimensions of marketing in relationships and after safety.

Table 6: Simple correlation coefficients between dimensions of marketing in relationships and after safety

Dimension of marketing in relationships / Dimension of safety	Commitment	Satisfaction	Trust	Communication	Tabular value of (T)
Correlation	70	72	73	71	5%
Calculated value of (T)	2.71	2.32	2.85	2.26	1.860

Source: prepared by the researcher based on the computer program (spss)

From the above table, the following can be concluded:

1. It is clear from the results presented in Table 6 that the calculated value of T for the correlation between post-commitment and safety after 2.71, is greater than the tabular

value t of 1.860, at a significant level of five per cent. This indicates the rejection of the null hypothesis (H0), and this means that there is a strong and positive correlation between commitment and after safety. It is considered to be statistically significant at the mentioned level, which shows that the continuous relationship between the seller and the buyer has an active role in activating the customer's safety after using the product, especially when the products are nutritional.

2. It is clear that the calculated value T of the correlation between post-satisfaction and safety after 2.32, is greater than the tabular value t of 1.860, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0), and this means that there is a positive and strong correlation between after satisfaction and after safety, which indicates that the positive feeling of the customer about the product that uses the logo of safety, which organisations release on their products.

3. It was also found that the calculated value T of the correlation between the trust dimension and the safety dimension of 2.85, is greater than the tabular value (t) of 1.860, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0), and this means that there is the presence of a strong and positive correlation between the trust dimension and the safety dimension, which indicates that the credibility between the organisation and its customers contributed to the success of smooth product marketing.

4. It was also found that the calculated value T of the correlation between post-communication and safety after 2.26, is greater than the tabular value t of 1.860, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0), and this means the presence of a strong and positive correlation between communication and after safety, which indicates that the adoption of modern communication technologies is a feature of safety for organisations in managing their relationships with their customers.

Second Hypothesis Test

There is the existence of a correlation relationship between the dimensions of marketing in relationships and after obtaining information. Table 7 shows the values of the simple correlation coefficients between the dimensions of marketing in relationships (commitment, satisfaction, trust, communication) and after obtaining information.

Table 7: Simple correlation coefficients between dimensions of marketing in relationships and after obtaining information

Dimension of marketing in relationships / Dimension of getting information	Commitment	Satisfaction	Trust	Communication	Tabular value of (T)
Correlation	40	42	44	43	5%
Calculated value of (T)	1.19	1.22	1.67	1.26	1.92

Source: prepared by the researcher

From the above table, the following can be concluded:

1. The calculated value of T of the correlation relationship between after commitment and after obtaining information is 1.19, which is less than the tabular value of T of 1.92, at the level of significance of five per cent. This indicates that the customer did not obtain sufficient information about the products he wishes to purchase from the organisation and the organisation did not commit to providing good quality to its customers. Thus, the customer becomes dissatisfied with the products of the organisation he is dealing with and furthermore, the company will lose him to another organisation.
2. It was also found that the calculated value of T of the correlation between post-satisfaction and after obtaining information, which is 1.22, is less than the tabular value of T of 1.92, at the level of significance of five per cent. This indicates that there is no correlation between after satisfaction and after obtaining the information from a statistical point of view. However, through the simple correlation coefficient between after satisfaction and after obtaining information, amounting to 42.0, it is clear that there is an administrative relationship, but it is not statistically significant at the level of significance of five per cent. This indicates that the organisation's inability to provide products that meet the customers' needs and expectations and thus, it will lose its customers to other competing organisations.
3. It was also found that the calculated value of T of the correlation between the confidence dimension and after obtaining information, at 1.67, is less than the tabular value of T of 1.92, at the level of significance of five per cent. This indicates that there is no correlation between the confidence dimension and after obtaining information statistically from the foregoing, it is clear that the organisation lost the customer's trust, as it was not interested in communicating information about the product in terms of its suitability, method of use, and quality.
4. It was also found that the calculated value of T of the correlation between after communication and after obtaining information is 1.26, which is less than the tabular

value of T of 1.92, at the level of significance of five per cent. This indicates that there is no correlation between after the connection and after obtaining the information from a statistical point of view, but it is through the simple correlation coefficient between after the contact and after obtaining the information and the adult, at 43.0. It is clear that there is a correlation relationship from an administrative point of view, but it is not statistically significant at the level of significance of five per cent. From the foregoing, it becomes clear that the organisation has a weakness in the use of modern means of communication to contact the customer and provide them with sufficient information through which to restore their confidence in it. The customer is a lieutenant and companion to the organisation and prefers it to competing organisations in the market.

Third Hypothesis Test

There is a correlation between the dimensions of marketing in relationships and after hearing the opinion. Table 8 indicates the values of the simple correlation coefficients between the dimensions of marketing in relationships (commitment, satisfaction, apartment, communication) and after hearing the opinion.

Table 8: Simple correlation coefficients between the dimensions of marketing in relationships and after hearing the opinion

Dimension of marketing in relationships / Dimension of hearing opinion	Commitment	Satisfaction	Trust	Communication	Tabular value of (T)
Correlation	71	70	72	73	5%
Calculated value of (T)	4.12	4.20	3.82	3.89	1.92

Source: prepared by the researcher

From the table above, the following can be concluded:

1. The calculated value T of the correlation between the commitment dimension and the hearing variable of 4.12, is greater than the tabular value t of 1.92, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0). This means that there is a strong and positive correlation between the commitment dimension and the auditory variable, and it is statistically significant at the mentioned level. From the foregoing, it appears that the management of the company takes into account the customers' opinions and proposals, as it is the basis for the production and marketing process.

2. It was also found that the calculated value of T of the correlation between post-consent and the opinion variable, at 4.20, is greater than the tabular value of t of 1.92, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0). This means that there is a positive and strong correlation between the contentment dimension and the variable of hearing opinion, and it is statistically significant at the mentioned level. From the foregoing, it appears that the management of the company is always striving to understand the needs of customers, hear their opinions, respond to their suggestions, and feel responsible towards them, thus creating a state of satisfaction for both parties, which is the essence of the marketing and production process.

3. It was also found that the calculated value of T of the correlation between confidence and the opinion variable, at 3.82, is greater than the tabular value t of 1.92, at the level of significance of five per cent. This indicates the rejection of the null hypothesis (H0). This is a positive and strong correlation between the apartment dimension and the opinion variable, and it is statistically significant at the mentioned level. From the foregoing, it appears that the company's management promises are sound with its customers and presents its products in a professional manner, based on skill and knowledge and thus, creates customers' confidence in the company's products.

4. It was also found that the calculated value of T of the correlation between the distance of communication and the opinion variable is 3.89, which is greater than the tabular value t of 1.92, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0). This means that there is a positive and strong correlation between the communication dimension and the variable of hearing opinion, which is statistically significant at the mentioned level. From the foregoing, it appears that the company's management uses modern means of communication with its customers and listens to their opinions and suggestions through them.

Based on the foregoing, the researcher confirmed the validity of the first main hypothesis and its effect, that there is a correlation between the dimensions of marketing with relationships and customer satisfaction variables.

Measuring the Effect of the Dimension of Marketing on Relationships on Customer Satisfaction

This paragraph focusses on measuring the impact of the marketing dimensions of relationships on the customer's satisfaction, which is included in the second main hypothesis and the sub-hypotheses that emerge from it. We have used for this purpose, the simple regression model, and for the purpose of giving an accurate decision regarding the validity of the second main hypothesis, which states that there is a statistically significant effect between the dimensions of relationship marketing and customer satisfaction. The following sub-hypotheses must be tested:

The Selection of the First Sub-Hypothesis: There is an effect between the dimensions of marketing in relationships and after safety. In order to accept or not accept the above statistical hypothesis, the researcher tested the significance of the simple regression model using the f test. Table 9 indicates an estimate of the parameters of the simple regression model for the purpose of measuring the effect between the dimensions of marketing in relationships and safety.

Table No 9: Estimated parameters of the simple regression model measuring effect between marketing in relationships and safety

Dimension of marketing in relationships Dimension of Safety	Commitment	Satisfaction	Trust	Communic-ation	The value of tabular (F)	Coefficient of Interpret-ation
The value of calculated (F)	348.01	47.1111	92.507	86.810	34.5	972

Source: prepared by the researcher

1. From Table 9, it is clear that the calculated value of f for the simple regression model of 348.101, is greater than the value of f of 34.5, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0). This means that the significance of the estimated regression model has been proven at the mentioned level, and therefore, after the commitment, it has a very high impact on the safety dimension. This effect is statistically significant at the level of significance of five per cent, i.e. with a flat degree of 95 per cent.
2. It was also found that the calculated f value for the simple regression model of 47.111, is greater than the tabular value of f of 34.5, at the level of significance of five per cent. This indicates the rejection of the null hypothesis (H0), which means that the estimated regression model is significant at the mentioned level. Thus, after satisfaction, it has a very high impact on the safety dimension. This effect is statistically significant at the level of significance of five per cent, i.e. with a degree of confidence of 95 per cent.
3. It was also found that the calculated value of f for the simple regression model of 34.5, is at a significant level of five per cent. This indicates the rejection of the null hypothesis (H0), which means the significance of the estimated regression model is at the mentioned level. Therefore, the confidence dimension has a very high impact on the safety dimension, and this effect is statistically significant at the level of significance of five per cent, i.e. with a degree of confidence of 95 per cent.

4. It was also found that the calculated value of f for the simple regression model of 86.810, is greater than the tabular value of f of 34.5, at the level of significance of five per cent. This indicates the rejection of the null hypothesis (H0), which means the significance of the estimated regression model at the mentioned level. Thus, after contact, it has a very high impact on the safety dimension. This effect is statistically significant at the level of significance of five per cent, i.e. with a degree of confidence of 95 per cent.

5. It is clear from the factor of interpretation, R2 of 972, the dimensions of marketing relations (commitment, satisfaction, trust, communication), and the explanation (97.2) of the changes that occur in the safety dimension. Meanwhile, the remaining 2.8, is due to the contribution of other variables not included in the model. Based on the advanced results, it confirms to the researcher the validity of the first sub-hypothesis, stemming from the second main hypothesis.

Second Sub-Hypothesis Test

There is an effect between the dimensions of marketing in relationships and after obtaining information. Table 10 indicates an estimate of the parameters of the estimated regression model for the purpose of measuring the effect of the dimensions of marketing in relationships and after obtaining information.

Table 10: Estimated parameters of the simple regression model measuring effect between marketing in relationships and after obtaining information

Dimension of marketing in relationships / Dimension of Safety	Commitment	Satisfaction	Trust	Communication	The value of tabular (F)	Coefficient of Interpret-ation
The value of calculated (F)	2.517	5.314	4.710	3.811	34.5	422

Source: prepared by the researcher

The following is clear from the final results mentioned in Table 10:

A. The calculated value of f for the simple regression model of 2.517, is less than the tabular value of f of 34.5, at the level of significance of five per cent, which indicates the acceptance of the null hypothesis (H0). It means that the significance of the estimated regression model has not been established at the mentioned level. Consequently, there is

no effect on the commitment dimension after obtaining the information, and its impact rate on the model is very weak and not statistically significant.

B. It was also found that the calculated value of f for the estimated regression model of 5.314, is less than the tabular value of f of 34.5, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0). This means that the estimated regression model was not significantly significant at the mentioned level and therefore, there is no effect for the contentment dimension after obtaining the information. Furthermore, the effect ratio is very weak and not statistically significant.

C. It was also found that the calculated value of f for the estimated regression model of 4.710, is less than the tabular value of f of 34.5, at the level of significance of five per cent. It indicates the acceptance of the null hypothesis (H0). It means that the significance of the estimated regression model has not been established at the mentioned level. Consequently, there is no effect on the dimension of trust after obtaining the information, and the percentage of its effect on the model is very weak and not statistically significant.

D. It was also found that the calculated value of f for the estimated regression model of 3.811, is less than the tabular value f of 34.5, at the level of significance of five per cent. It indicates the acceptance of the null hypothesis (H0), which means that the significance of the estimated regression model has not been established at the mentioned level. Consequently, there is no effect for the communication dimension after obtaining the information, and the impact rate is very weak and not statistically significant.

E. Through the interpretation factor, R2 of 422, it is clear that the dimensions of marketing relations (commitment, satisfaction, trust, communication) explain the percentage of 42.2 per cent of the changes that occur after obtaining information. It is a very weak percentage. As for the remaining percentage, which is 57.8 per cent, it is due to the contribution of other variables that are not included in the model. Based on the foregoing, the researcher has confirmed that the second sub-hypothesis, stemming from the second main hypothesis, has not been proven correct.

Third Sub-Hypothesis Test

There is an effect between the dimensions of marketing in relationships and after hearing the opinion.

Table 11: Marketing Relationship After Hearing Opinion

Dimensions marketing in relationships / Dimension After Hearing Opinion	Commitment	Satisfaction	Trust	Communication	The value of tabular (F)	Coefficient of Interpretation
The value of calculated (F)	216.126	72.720	92.510	89.210	34.5	988

Source: prepared by the researcher

A. From Table 11, it is clear that the calculated value of f for the simple regression model of 216.126, is greater than the f table value of 34.5, at the level of significance of five per cent. This indicates the rejection of the null hypothesis (H0), which means the significance of the estimated regression model at the mentioned level. Thus, after the commitment, it has a very high impact after hearing the opinion, and this effect is statistically significant for the level of significance of five per cent, i.e. to a degree of flat of 95 per cent.

B. It was also found that the calculated value of f for the simple regression model of 72.270, is greater than the tabular value of f of 34.5, at the level of significance of five per cent. It indicates the rejection of the null hypothesis (H0), which means the significance of the estimated regression model at the mentioned level. Therefore, after satisfaction, it has a very high impact in determining the hearing of opinion, and this effect is statistically significant at the level of significance of five per cent, i.e. a degree of flat of 95 per cent.

C. It was also found that the calculated value of f for the simple regression model of 92.510, is greater than the tabular value of f of 34.5, at the level of significance of five per cent. This indicates the rejection of the null hypothesis (H0), which means the significance of the estimated regression model at the mentioned level. Thus, after the apartment, it has a very high impact after hearing the opinion, and this effect is statistically significant at the level of significance of five per cent, i.e. with a degree of flat of 95 per cent.

D. It was also found that the calculated value of f for the simple regression model of 89.210, is greater than the tabular value f of 34.5, at the level of significance of five per cent. This indicates the rejection of the null hypothesis (H0), which means the significance of the estimated regression model at the mentioned level. Consequently, the communication dimension has a very high impact after hearing the opinion, and this effect is statistically significant at the level of significance of five per cent, i.e. with a degree of flat of 95 per cent.

E. It is clear from the coefficient of interpretation, R2 of the 988, that the dimensions of marketing in relations (commitment, consent, trust, communication) explain what

precedes 98.8 per cent of the changes that occur after hearing the opinion. As for the remaining percentage of 1.2 per cent, it is due to the contribution of other variables not included in the model. Based on the advanced results, it reassures the researcher that the third hypothesis, that follows from the second main hypothesis, is correct.

Based on the above, and after ensuring that the sub-hypotheses are validated (one and three), and that the second sub-hypothesis is not correct, as well as proving the significance of the effect of the dimensions of marketing in relationships, the researcher was sure of the validity of the second main hypothesis, which states that there is a statistically significant effect of the dimensions of marketing in relationships on customer satisfaction.

Conclusions and Recommendations

Conclusions

1. The research showed that marketing through relationships has a weak role in the researched company through the lack of understanding by managers and their lack of awareness of this strategy.
2. The company's research showed that it failed to provide products of good quality that met the needs and desires of customers.
3. The research showed that the company is not interested in providing information about its products, in terms of suitability and method of use, and therefore, it lost the confidence of its customers by going to other competing companies.
4. The research showed that the company does not have the modern means of communication to contact its customers and provide them with the necessary information.
5. The research showed that the company is able to listen to the customer and take into consideration their opinions and suggestions regarding the product.

Recommendations

1. The management of the company should activate the role of marketing in relationships by looking at the profitable customers and continuous communication with them, as it is the basis in the production and marketing process.
2. The management of the company should strive to provide products of high quality at reasonable prices and strive to persuade the customer to purchase their products by maximising the added value obtained by customers.
3. The company's management should strive to build trust between it and its customers by providing complete information about its products and adopting credibility and honesty in providing it.

4. The company is keen on providing modern means of communication and using it to communicate with its customers and adopting the principle of multiple communication in communicating the information requested by customers.

5. The management of the company should reinforce the principle of listening to the customer and take into consideration their opinions and suggestions, as they are a competitive advantage for the company in crowded markets.

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