

**THE IMPACT OF RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION.  
A STUDY OF NAYATEL, PAKISTAN.**

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## ABSTRACT

The main purpose of the present study was to explore the relationship between the relationship marketing (trust, commitment, communication and conflict handling) and the customer satisfaction in the Nayatel organization, Pakistan. A questionnaire based on survey was developed and was distributed for the collection of data to the customers using Nayatel internet, telephone or Cable connections in Islamabad. Total of 300 questionnaires were distributed and 250 questionnaires were returned and used for data analysis. The data was analyzed statistically and Cronbach Alpha for reliability, Pearson's Correlation for the extent and direction of relationship between the variables, ANOVA (T-test) for hypothesis testing was used. The findings of the study indicated that customer satisfaction has a strong relation with the relationship marketing. If the relationship marketing is properly implemented it will add up to the customer satisfaction. All the components of the relationship marketing have a positive impact on the customer satisfaction. If the relationship marketing is managed properly and trust of the customer is gained, the conflict of the customers is handled efficiently and effectively, the communication between the customers and the representative is made efficient, the customer satisfactions can be increased.

The limitation of the study is that, it was conducted only on the Nayatel customers. In future the study can be done on the whole of telecom industry including the other organizations in the industry. The study will be useful for the internet and cable providing organizations and particularly Nayatel organization for developing marketing relationship strategies that can increase customer satisfaction.

**Key Words:** Customer Satisfaction, Trust, Commitment, Communication, Conflict Handling.