

Measuring the Impact of Customer Commitment on Behavioral Intentions: The Mediator Role of Corporate Reputation

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Abstract

This study seeking to investigate the effect commitment the customer on behavioral intentions In light of the mediator role of the reputation of the organization. A sample of (525) customers was selected from Asia Cell Company Telecom wireless in Iraq. It relies on the customers data was analyzed via statistical methods (mean, standard deviation, Cronbach's alpha) in a structural equation modeling and multiple hierarchical analysis. The results of the study showed that emotional commitment is the most influential dimension that motivates customers to spread word of mouth advertising Intention to stay, willingness to pay a premium .The company's reputation can reinforce the relationship between customer commitment and behavioral intentions. The study recommended to improve relationship company with customers whose have ready and intention to perpetuate relationship with company from during use programs analysis profitability the customer and find out a class all customer from purchases company, and interest with a reputation especially by this company and retention them because they are head the money my customers for this company.

Keywords: *customer commitment, behavioral intentions, company reputation.*

Introduction

In the dynamic business environment, there are tendencies to shift from broad marketing to advocacy to meet the needs and desires of customers, through understanding the individual characteristics of the customer, in order to achieve customer loyalty and positive behaviors. Technological development brought more opportunities, so companies became more able to gain marketing capabilities to build intangible market assets based on the relationship with their customers, in light of the noticeable trend of changing customer knowledge and experiences over time.

In addition, with the increase in interest in marketing relations in the past decade, especially in the field of services, achieving loyalty has become an urgent necessity that organizations seek to arm themselves with as a means of sustainable marketing advantage. In addition, after marketing research and studies confirmed the abundant returns to customer loyalty, the relationship with the customer does not only increase the value of the organization, but also contributes reducing the costs of acquiring new customers.

Organizations may strive to retain their customers and achieve commitment to reap the benefits of the relationship with them and gain advantage over competitors with customer

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capital that increases the value of the organization's business. Contemporary studies tended to clarify the features of that bullying in light of sustainable marketing relationships. The current study attempts to respond to the researchers' directions in verifying the role of the customer's commitment to its sub-dimensions in some relational outcomes such as verbal advertising, intention to stay, and desire to pay a premium. In addition, the possibility of activating this relationship through the interactive role of the company's image.

The current study includes multiple axes, in the first axis was the methodology of the study, while the second axis was a review of theoretical frameworks in the light of previous studies, and the third axis touched on the practical treatment and the applied side of the study to verify the hypotheses of the study and answer its questions, which paved the way for a final axis Summarize the study's conclusions and recommendations.

Methodology

First: the problem of the study

The dynamism of the business environment and the intensity of competition in it prompted business organizations to direct their efforts to build long-term and close relationships with their customers, as the intensity of competition provided various options for customers to switch to competitors and to differentiate between the services available from organizations. Specifically in the field of wireless communications, competition has become it is so severe that it is difficult to predict the future of the players in the market in light of the similarity of the services in nature and their incentives to win the customer, which necessitates arming with advanced and diverse competitive tools.

As the entry of marketing thought into the era of customer relations prompted researchers and marketers to establish the foundations of this relationship in various ways by relying on methods and approaches that enable organizations to reap the fruits of the relationship with the customer.

Studies indicate that relationship marketing or marketing based on the relationship with the customer has huge returns for both parties to the relationship (the organization and the customer), as it reduces marketing costs on the one hand, and increases the profitability and revenues of the organization on the other hand(Girish, 2013:40). The customer has special benefits from the relationship with the organization by reducing the risk of transformation, and obtaining special dealing programs from the organization (Gustafsson and Roos, 2005: 214).

One of the basic indicators of the manifestations of the relationship with the customer is the commitment of the customer, and studies indicate that there is a gap and loss relative in Researches around The role of customer commitment in achieving loyalty The customer's positive manifestations towards the organization that shape a wide range of attitudes and behaviors (Evanschitzky, 2016: 1209) (Garbarino and Johnson, 2016:76) (Jaramillo et al., 2005: 710). Among the observations in the light of the field survey on early studies on customer commitment, commitment was dealt with as a one-dimensional structure represented by emotional commitment (Pritchard and Howard, 2015: 335) Later on, marketing studies tried to rely on the results and outputs of compliance studies in the field of organizational behavior.

Gellatly et al., 2006 indicates that the increasing bargaining power of customers in light of the intensity of competition and the multiplicity of alternatives, forces organizations to think specifically in dealing with the customer's commitment.

Although commitment according to previous studies, it is An essential concept in relationship marketing ,And it is considered Strong determinant of loyalty

outcomes (Fullerton 2005) Like keep (Hansen et al., 2003: 360), and willingness to pay Price premiums (Homburg et al., 2005: 76) Recommending other customers to deal with the organization Fullerton 2003:336), and the intent to transform (Roos, 1999:377). However, some studies did not provide a clear agreement on this concept and its components or sub-dimensions, some others did not explain the nature of the relationship between its components, and the majority of them did not investigate the mediating or interactive factors that may have a role in activating its effects on the behavior of the potential customer.

In light of the foregoing, the current study attempts to bridge the knowledge and application gap in these aspects by trying to answer the following questions:

- 1- Is there a significant effect of the dimensions of the customer's commitment in oral advertising, the intention to stay, and the willingness to pay a price premium?
- 2- Is there a significant effect of the dimensions of customer commitment on each other?
- 3- Do may be Streng then commitment the customer on WOM, intention stay, the desire pay premium price from during role mediator to reputation company ?

Second: Study objectives

peert because the topic President restriction Investigation in this study of possibility condolence Role commitment the customer on Wom , intention stay, the desire pay Bonus price from during role Interactive to the company's reputation. As Try the study achieve it from during come, close Objectives research detailed following:

1. Verification from level commitment the customer as a concept Main in Relationship between customers and the trap and who impact on Results relational between the customer and the organization.
2. Study relations between Commitment emotional, Commitment continuous, and And Commitment normative.
3. Study furnish Dimensions Commitment on Results relational (intention to stay, word of mouth propaganda, and pay the price premium).
4. Analysis of the interactive role of the company's reputation on the relationship between compliance and (intention to stay, word of mouth, and pay the price premium).

Third: the importance of the study

This study includes a number of contributions that can give it special importance, as follows:

1. Presentation contribution theoretical in the context of the researched variables in addition to the administrative and marketing applications in the community and field of study. It is represented Contribute The theory in an attempt to bridge the knowledge gap of variables, as focused on impact dimensions commitment on the desire in to push price premium, word of mouth propaganda , and intention and the interactive role of the company's reputation, all that together in study one.
2. Scarcely what done study Relationship between Dimensions Customer commitments, especially in the field of services (including communication services).
3. And while Regard The administrative and marketing applications of the study, It allows the company deal with her clients in a form correct , What achieves a lot from the benefits related customize resources in a form more efficiency And effectiveness, and development strategies Marketing the most Relevance in end Ultimate.
4. And from supposed that He provides that for managers marketers in the researched company Visions around development plans loyalty that contribute in Apps

marketing effective And from Likely giving instructions To develop Forms to support decisions for strategies customer relations.

Fourth: Justifications for the study

The reasons for the study are based on a variety of aspects, the most important of which are the following

1. The applied side that represents wireless communication companies Mobile, as the first justification for contributions is adopted that you advance the study to section Wireless connectionHmobile.And why He was Role This is amazing the study he Strengthen servicescustomers from destination their look, it is hopeful that Tsavethe study understand more complementarity for nature complex Of commitment on some results Relational (wom , and intention pay premium), and filling Knowledge gap from during study Analytical for a relationship at atop a customer from Perspective myself.Andthis goes along with more orientation on construction and solidify strategies profitable focus on customers in market.

2. And with trends Development continuous For wireless Telecommunication services , And the Offers the competitive provided by companies for segments different, and entry new comp , the section services Telecommunications mobile he environment . To implement Different shapes activities Marketing dynamism. And he has It was completed actually to implement investments huge in structure substratum to grilleat mobile , and withExistencethreats from players juniors new ones seek to save services competitive , AndExistencetechnology Modern offered in the markets , there Requests increasing on development products New like Solutions integrated technology the information no Seema services Telecommunications , Than Lead to Possibility High to create services New able on changing Basis the demand in market.

3. This is amazing the changes dynamism intheenvironment thecompetitive make it critical for communication companies In order toSeeking to Strengthen its status in market, Depending on the strategicat ambitious and long term focus on theclients AndTCreate origins competitive no instance she has in market.Andfrom then the focus on Meeting the customer's needs and desires .

And SubsequentlyIf saving capabilities intrinsic to approach competitive hard imitate him.This is what the current study seeks, from during attempt Analyze the possible relationship between the customer's commitment and his potential response.

Fifth: the hypotheses of the study and its hypothetical scheme

In order to embody the problem of the study and its questions and try to frame the dimensions of the current study in a model, a hypothetical scheme can be presented for the study, as evident in Figure (1).

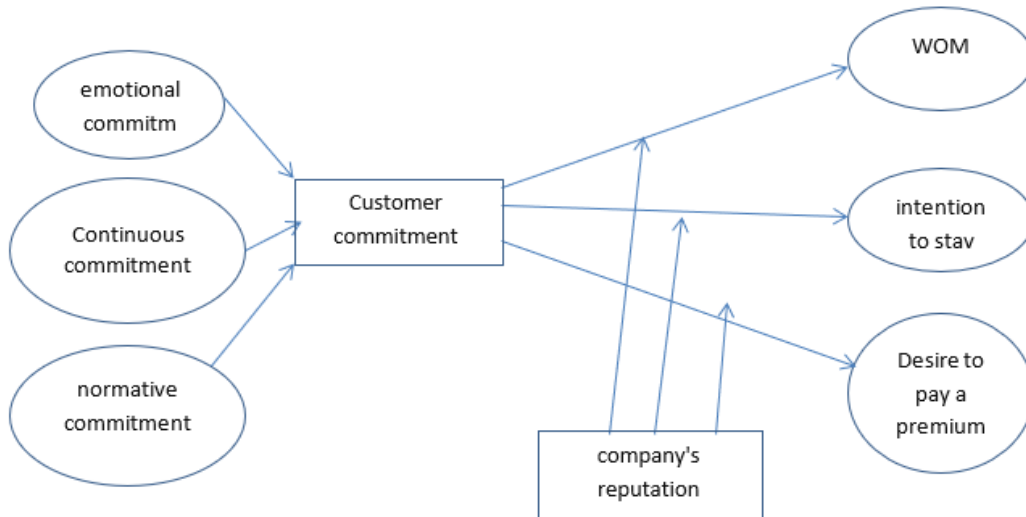


Figure (1) the hypothetical structure of the study

Based on the study's questions and objectives, a main hypothesis can be formulated that "the relationship between the dimensions of customer commitment and word-of-mouth advertising, the intention to stay, and the desire to pay a premium can be strengthened through the interactive role of the company's reputation."

Sixth: study methodology and statistical tools

It was completed Procedure analysisa for datathe form on Basis design search quantitative. And use approach statistic that It is considered most appropriate road to answer on Questions theA study, as a set of statistical tools were employed to verify the hypotheses of the study after building the study scale, which are as follows:

- 1- The arithmetic mean and standard deviation of the statistical description.
- 2- Cronbach's alpha, the composite stability coefficient, the explained variance coefficient, the loading coefficient for scale construction.
- 3- Correlation coefficient, coefficient of determination, (T) to test the hypotheses of the study.

in line with Stream literature in area search , It was completed Use modeling The equation structural , And she was loneliness Banalysis she the customer.asIt was completed Use model measurement Firstly to check from health scales, followed by with a model structural It was completed from through it a test tracks in time One to test hypotheses, and submit Results in the end.

Sixthly: Description of the study population and its sample

The customers of Asiacell company were chosen as a society for the current study, and Asiacell companysupplier the main for services Telecommunications mobile And the Internet High the quality in Iraq where she has a base Participants It arrived to consanguinity 20 million FY2022.And he has She was first Provider for services Telecommunications mobile in Iraq investigate coverage for all its parts, where I saved company its services in all provinces Iraqi the nine ten With what in that Capital Baghdad and all the cities Iraqi Main.and cover network Asia Cto99.06%from population Iraq Than Makes covered national the widest between operators services Telecommunications mobile in Iraq.

A sample of the company's customers was selected randomly after distributing the questionnaire (publishing it) electronically on social networking sites (facebook; WhatsApp; Viber) The number of questionnaires collected was (592), of which only

(525) were valid for analysis, and they represent the size of the researched sample, and the characteristics of this sample were as shown in Table (1).

Schedule(1)

The demographic characteristics of the sample

Gender	females	223	42.5%
	males	302	57.5%
the total		525	100%
the age	Under 19 years old	5	1%
	20-40	297	56%
	41-60	179	37%
	over 60	44	8%
the total		525	100%
Academic achievement	Faqel Preparatory	146	28%
	diploma	189	36%
	Bachelor's	170	32%
	Master's Degree	20	3%
the total		525	100%
Duration of dealing with the company	less than one year	22	4%
	1-3 years old	73	13%
	3-5	298	57%
	more than 5 years old	132	26%
the total		525	100%

The results presented in Table (1) indicate that the percentage of the largest (57.5% Of the sample were males, while the age group (20-40) was the largest within the sample, it represented (56%) of the target sample. It turned out that the category of academic achievement diploma was the largest part of the sample by (36%),The period of dealing with customers with the company was in the category of (3-5)(year is the largest percentage and it represents (57%) of the sample.

Theoretical review of the study

First: customer commitment

He was sun most important developments in literature the behavior organizational of commitment It is confirmed take Forms different (The studies agreed that come closeah who submitted it(Meyer & Allen, 1991)Kmodel component from three items It is the emotional component Andcomponentthecumulative(known also Basim Commitment continuous)And component normative(Gellatly, Meyer, and Luchak 2006:336); (Herscovitch and Meyer 2002:25);,2007:190).

Andin jewel, Associated Commitment emotional"by desire"in preservation on Relationship; As forCommitment thecontinuous Regard"By preservation"on Relationship; WhileRegard Commitment normative by feeling thatH"He

should"preservation on Relationship(Jones et al., 2012: 340).as maybe also a description Shapenose from Commitment that it is Links"emotional"or"rationality"or "moral", on respectively, and It was completed Use model Commitment triple Dimensions on Domain wide and support it experimentally in organizational behavior literature (Herscovitch and Meyer 2002:25); (Meyer et al.2007:191) on contrast from that , the the majority Great from Researches marketing premature, considered commitment the customer that he building single The dimension(Andthe most common he Commitment emotional)(Pritchard and Howard, 2015: 335While contemporary marketing studies are trying to deal with the three-dimensional organizational behavior model, a comparative survey study conducted by (Meyer et al., 2002:29) That some late marketing research and studies deal with the customer's commitment as a three-dimensional structure, just like the organizational commitment in that.

and confirm (Gellatly et al., 2006: 57) that foundations the theory for models commitment theCustomer that suggest it Researchers Marketing Borrowed from Research extensive in the behavior organizational(where the components multi to commit employee and his interaction and its effect on results like It was completed study rotation employees in a form capacitor.

Some researchers believe that commitment represents "a pledge to continue the relationship between the exchange parties on the basis of the belief in mutual benefits in the long term, which is an advanced stage of the relationship between the two parties" (Wasti, 2005: 391) (Mattila, 2006: 175), as he knew it (Jones et al., 2012: 341) on it "The customer's desire to maintain the relationship with the organization in the future and the willingness to make sacrifices to maintain the relationship."They view commitment as being one-dimensional. In their well-known article,Morgan and Hunt, 1994:22) The effects of commitment on compliance and cooperation and the reduction of transformation and the decay of the relationship. As it confirms (Jaramillo et al., 2005: 710) on the mediating role of commitment in the organization's relationship with its customers and its impact on loyalty and continuation of the relationship with them and word of mouth advertising by the customer.

confirms(Anderson & Weitz (2009: 33).In their theory of relationship marketing, the customer's commitment means his belief in the importance of the relationship with the organization, and the relationship deserves unremitting efforts to maintain and continuity. The customer's commitment is an essential element in long-term marketing relationships, for its role in strengthening other dimensions of marketing relations such as customer trust and loyalty. (Jones et al., 2007: 340).

In a different context, he asserts (Hansen et al., 2003: 367The concept of commitment theory relies on organizational behavior as a multi-dimensional structure, and looks at it in terms of the customer's psychological connection and attachment to the organization. Commitment is defined from this vision as "a force that binds or restricts the individual to a specific behavioral pattern related to the desired goal" (Gustafsson, and Roos, 2005: 214This vision distinguishes between two dimensions of commitment, which are behavioral commitment and situational commitment.Harrison-Walker, 2010:65). It is necessary to refer to the commitment that may be towards the organization or towards its employees, or the commitment may be towards the brand, despite the focus of marketing studies on the first type because of its broad impact on the future customer response (Jones et al., 2007: 340Accordingly, it can be said that commitment represents a force that binds customers to the company and its services.

Second: Dimensions of Commitment:

In the light of experimental and theoretical studies in the field of the behavior organizational(Allen and Meyer 1996:254)(Bergman, 2006: 650)(Hansen et al., 2003: 360), and model commitment the customer tripartite Dimensions , which includes Commitment emotional(existing on the desire), and continuous(on Basis the cost)and

commitment normative (existing on Fulfillment), The current study attempts to verify relationship between Dimensions Commitment and influence potential on Intentions at a customer To stay , and word of mouth marketing , and desire in to push Bonus.

1- Emotional commitment:

Emotional commitment reflects the level of emotional attachment of the individual towards the goal (Fullerton, 2003: 335), which is a force that binds customers to the regulator in a positive way (Hansen et al., 2003: 367). In light of this type, the customer desires to perpetuate the relationship because he enjoys and identifies with the brand of the organization and feels belonging to it. This type of association consists of the accumulated satisfaction and trust in the organization (2004:240 Bansal et al.). Emotional commitment has a significant impact on marketing performance (Mattila, 2006:176), it has a positive role in transformation intentions (Gustafsson, and Roos (2005: 215). and a significant effect on customer retention and increasing customer share. Hansen et al., 2003: 367 It also increases the customer's willingness to pay price premiums and spread word-of-mouth propaganda for the benefit of the organization. Fullerton 2003:336 (1375: Fullerton 2005).

Although there is no agreement on how to measure emotional commitment, most marketing studies consider emotional attachment associated with the intensity of the desire to deal with the organization to be the true measure of emotional commitment. Therefore, studies confirm that customers tend to engage more in positive behaviors towards the organization when they face significant emotional experiences. (Verhoef, 2003:204) (Harrison-Walker, 2010:65).

2- Continuing commitment

This type of commitment is defined as "the perceived and potential cost of leaving the organization" (Johnson, Herrmann, and Huber, 2006: 126). In the field of marketing relations, accumulated commitment is defined as: Engagement the customer of the organization on Basis level costs pain Darkness and associated quit dealing with the organization." (Bansal et al., 2004:251). It expresses the extent to which the customer perceives the existence of a need to maintain his relationship with the organization after estimating the costs of transformation or the expected costs of dissolving the relationship associated with leaving that relationship..

Confirm (Jones et al., 2007: 340) It is possible to estimate the costs of the continuous commitment in light of the possible costs of switching, and the costs of obtaining alternatives, meaning that they include the situational costs incurred by the customer from switching to another service provider.

Studies related to customer relations indicate that continuous commitment has positive results (customer retention). Fullerton, 2005: 1378), and is considered a transformation determinant (Fullerton, 2003: 336). However, in contrast to emotional commitment, it has a negative impact on the desire to spread word-of-mouth advertising and the willingness to pay the price premium. (Gruen et al., 2000:411). Customers who are bound by a relationship with an organization as a result of the potential costs of breaking the relationship may feel that they hold negative feelings against the organization through spreading negative publicity and their unwillingness to pay a price premium (Fullerton, 2003: 336). indicates (Bansal et al. 2004:252) to that Commitment the continuous may turn to condition Psychological negative affect the feelings Because the customer feels it Mcable or stuck in relationship compulsion with the organization , As it happens with customers Whose signed decades with specific organization, then They want Transformation and leaving the organization But they are no they can that , because of thea fine Finance imposed And/or Loss benefits potential when moving in to Provider service last.

Continuing commitment is partly rooted in the theory of side bets, whereby a customer is involved in a relationship with a particular company and is forced to continue his relationship due to the loss of potential benefits that he does not obtain in the event of termination / transformation of the relationship (Jones et al., 2007:341). and claims (Johnson et al., 2006: 126) The level of availability of alternatives in the market and the costs of transformation are the most important determinants of continuous commitment.

3- Normative commitment

Represent Commitment normative power bind customers in the organization from during fumbling bato fulfill moral (Allen and Meyer, 1990: 5), that building normative commitment under the theory of rational behavior is based on two determinants, the first is a function of internal beliefs and personal nature, while the second reflects the impact of external social pressure from colleagues at work or friends and family (Bergman, 2006: 650).

The subjective standards arising from the influence of the social environment represent an important motive for normative commitment, as individuals may feel compelled to conform to the social environment surrounding them, by comparing their behavior with the behavior of their society to which they belong (Herscovitch and Meyer, 2002:475). And it stays afor customers linked palorganized because they are they feel that they obligated so, and he what agree with Rate them procedureH And/or impact the environment Social surrounding their (Andreassen and Lanseng, 1998:10).

Previous studies have demonstrated the effect of normative commitment on customer loyalty (Mattila, 2006:175), as well as its negative association with conversion intentions (Chang, Chi, Miao, 2007:). What supports these results is what was presented by (Herscovitch and Meyer, 2002: 476) in his studies that ingredients positions Normative a task in to explain side from link psycho that Differs on Feeling by desire and cost pain Darkness. It should be noted that the normative commitment did not receive enough attention in the marketing studies.

In his research (Bergman, 2006: 650) that he conducted on members of the professional association in the insurance industry, he reached the moral effect of the normative commitment on cooperation between individuals, as individuals who have a great sense of commitment participate in the work of the association on Basis pledge by payment Opposite the value received. In the same vein, a study (Herscovitch and Meyer, 2002: 476) Normative commitment has the highest level of negative impact on the intent to transform, as well as its positive impact on the intent to remain and recommend others to deal with the company.

Third: the reputation of the company

The continuous relationship between the customer and the company can create specific mental impressions that reflect the personality of the organization and its basic features, whether positive or negative. These impressions may be the result of real previous experiences of the customer with the organization, or they may be generated from external sources such as advertisements and oral propaganda from other customers. The company's reputation is defined as "the ideas and mental impressions of customers about the reputation of the organization and its brand based on information received from it verbally or verbally" (Brown et al., 2006: 100). It represents a general impression of customers as a result of the accumulated feelings, ideas and attitudes they have about the organization that are evoked when hearing the name of the organization. Lai & Babin, 2009: 983). and indicates (Hu & Juwaheer, 2009: 113) The company's reputation is a critical factor in the overall evaluation resulting from the interaction of the perceived brand and organization's reputation with the reputation of its stakeholders. confirms (Andreassen & Lanseng, 1998:11) (On the importance of the company's reputation in creating awareness among customers that may contribute to enhancing their loyalty to it,

by drawing a special character for the organization that can be mentally evoked to generate certain preferences for the customer) Brown et al., 2006: 100). as indicates (Lai & Babin, 2009: 983) to the role of the company's reputation for the organization in winning new customers, increasing the satisfaction of existing ones, reducing the costs of the promotional campaign, and enhancing the social status of the organization.

In his study (Abratt, 1989: 65) (He emphasized that reputation has a significant impact on customer loyalty because it increases the customer's desire to pay a premium, and motivates the customer to transfer successful positive experiences with the company. These results are consistent with what was presented by (Hu & Juwaheer, 2009: 113) in his study on the role of the company's reputation in urging the customer to spread gossip and oral propaganda and recommending others to deal with the company.

Fourth: Word of mouth

Wom is defined as "positive or negative feedback as a result of a service used by the customer and transferred to another person." (Harrison-Walker, 2010:65). The basic idea behind it is that communications between customers about products and services spread very quickly by transferring them from one individual to another personally or through a medium of communication, and advertising can be negative or positive, and it is a means to maintain the customer and contribute to reducing marketing costs to gain new customers (Money, 2004: 296).

Wom is a critical factor in the customer's awareness of the quality of service, and it is difficult to control it, as it is an independent and unpaid factor and depends on the customer's experience. indicates (Lai & Babin, 2009: 984) that positive oral publicity is the process of satisfied customers telling other customers about the extent of their satisfaction with the organization, or its products and services. It is an important source for collecting information about services and its importance varies according to the expertise and experience of the service provider, and it is negative or positive, and the stronger the relations between the parties, the effect larger (Brown, 2005: 124). Reaffirming (Harrison-Walker, 2010:65) It is an important source of information that customers use to build prospects, because it is one of the most reliable personal communication tools, even though it is informal and occurs between non-business parties. And I consider it an important indicator of the success of the service and part of the customer's attitude towards the organization and its mark, but rather defined it (Brown, 2005: 125) as a measure of marketing assets and customer loyalty to the organization.

Among the factors influencing the dissemination of oral propaganda is the altruism practiced by others as a moral commitment, the high appreciation for experience, and the trust in others that emanates from the reference groups to which the individual belongs, as he adds (Dewitt et al., 2008: 273) Other factors such as customer satisfaction and its relationship with the organization such as commitment and trust and the age of the relationship.

Fifth: the intention to stay

that Intention to stay substantial reflection level commitment atop a customer with the organization and their willingness to extend the relationship for as long as possible, Which means that he Scale to tendency to the shift, and termination of the relationship with the organization and attachment organization (Bendapudi and Berry, 1997: 20).

and confirm (Money, 2004: 298) that this Concept launch on him "intention To stay" or "intention to shift and leave." it is The obvious that most important factors selected to transform according to (Roos, 1999: 153) (The quality of service, price, failure of service and forced transformation, and these factors can be considered strong motivators to generate the intention to stay with the organization and prolong the life of the relationship with it) Dewitt et al., 2008: 274), and indicates (Bansal, et al., 2005: 98) until intention stay for him relationship negative strong with the shift.

Intent to stay can be interpreted accordingly theory exchange social which explain the Reasons that Tmake individuals walk in Relations a personality with others ,as determined the theory the time the appropriate when to start relations and terminate it, and its costs And its benefits, any what she rewards that jhappened on her individuals from relationship specific , gesticulate she costs that They paid her to get on This is amazing rewards. And may I assumed theory exchange social to that individuals Whose jThey feltn that they are They got on benefits of relations withothers will they feel in time Subsequent obligingly then They make up from during Effort and loyalty.

The theory of social exchange provides a convincing explanation for the customer's survival in his relationship with the organization. The customer may feel compelled to stay in order to obtain the moral and material support resulting from his relationship with the organization. , and then that will stimulate the customer to positive psychological response, andfrom during This is amazing responses , Tends the customer to that He is more commitment loyalty Oforganized He will not look for alternatives or be tempted to switch to another competitor. Money, 2004: 299).

Sixth: the desire to pay a premium

used many from concepts different in literature Marketing to study replies an act the customer on the prices, as part from practical process understanding the TseekjR , As the price represents an important marketing variable for the two parties to the exchange (the organization - the customer), it determines the volume of revenue and the profit margin, as well as the positioning of the product or service (Girish, 2013: 112).

Therefore, it is important to know the customer's perceptions of prices, and the term price elasticity and the demand curve may be used traditionally to determine the prices of services. Contemporary practices in marketing and pricing services tend to use the concept of willingness to pay a premium, which is defined as "the maximum price that a particular customer will accept to pay for a product or service that is of particular interest because it is more valuable from the customer's point of view" (Aindrila, 2016: 212), and he Scale calculated relatively for value subjectivity that appoint her the buyer For a certain amount of a product or service. The willingness to pay the premium can be relied upon to determine the demand curve according to the price and to determine the price that provides the best possible margin. It is thus equivalent Maximum Saucepan from the sacrifice cash that accepts customer out Opposite all the benefits that receive it or that will happen on her in the future (Homburg et al., 2005: 76).

indicates (Klaus, 2002:90) Until understanding the factors affecting the desire to pay a premium gives an opportunity to raise the profit margin and the level of sales Desire to pay a premium closer to judgments price (the price Reference And the price acceptable) are connected with variables other effect on to make the decision (the satisfaction and loyalty and culture).

The practical

1- Study scale test and statistical description:

The research relied on the indicators of the validity of convergence and the validity of differentiation in determining the credibility and validity of the scale (see table (2)), and the extent to which there is a difference between the dimensions of the study variables, as well as the extent of the closeness and similarity of the paragraphs constituting the same dimension, that is, the paragraphs or dimensions of the scale seek to measure the same conceptual structure.

The values of the Cronbach alpha coefficient ranged between (0.79-0.89) It is statistically acceptable in administrative and behavioral research because its value is greater than (0.75), which indicates that the measures are characterized by internal consistency. As for

the composite stability coefficient, the acceptable value for it is equal to or greater than (0.70).)It is noted that all paragraphs exceeded that amount. This means that the scale is stable It.

As shown in the table (2) that all values of (t) for the standard saturations for each item of the scales were significant at the level (0.01), which indicates that one of the validity indicators has been achieved.convergence.The minimum acceptable variance extracted for the scale is (0.5), as it appeared that all scales had a higher variance than the acceptable limit.

The matrix presented in Table (2) shows the statistical description and correlation coefficient between the variables of the study, and it is clear from the matrix that the arithmetic mean of the three dimensions of commitment was higher than the hypothetical mean (3), which means that customers have a strong relationship and psychological ties rooted with the company and the services they provide. you offer them. This is confirmed by the fact that the hypothetical mean for each of the oral advertising, the intention to stay and the payment of a price premium was also higher than (3), which are good indicators of customer loyalty and the ability of the organization to retain it.

Table (2) results of the study scale test

variable paragraphs	M	SD	FL	t-value
Emotional commitment $\alpha = 0.79$; CR = 0.73 AVE=0.611 ;code (AC) Source (Gustafsson et al., 2005)				
AC1	3.63	.88	.70	31.71**
AC2	3.52	.93	.81	14.65*
AC3	2.85	.79	.72	28.72**
Normative commitment $\alpha = 0.77$; CR = 0.83 AVE=0.712 ;code (NC) Source (Kelly, 2004)				
NC1	3.34	.82	.91	19.88*
NC2	3.11	.73	.83	12.62*
NC3	3.22	.75	.73	13.68*
NC4	3	.82	.90	16.98*
Continuing commitment $\alpha = 0.84$; CR = 0.82 AVE=0.642;code (CC) Source Bansal, Irving, & Taylor (2004)				
CC1	3.62	.80	.83	17.93*
CC2	3.28	.83	.82	38.70 *
CC3	2.94	.71	.84	19.72*
word of mouth propaganda $\alpha = 0.74$; CR = 0.81 AVE=0.681;code (WOM) Source (Brown et al., 2005)				
WOM1	3.19	.83	.86	21.22**
WOM2	3.28	.92	.92	15.91*
WOM3	3.61	.74	.74	23.18*
intention to stay $\alpha = 0.84$; CR = 0.82 AVE=0.751;code (ITS) Source (et al., 2003 Hansen)				
ITS1	3.12	.78	.78	25.11*
ITS2	3.52	.83	.74	20.22**
Pay a price premium $\alpha = 0.75$; CR = 0.79 AVE=0.733;code (WTP) Source Verhoef, 2004)				

WTP1	3.36	.98	.93	27.92*
WTP2	3.43	.84	.80	23.22*
WTP3	3.50	.91	.81	13.68*
company's reputation $\alpha = 0.75$; CR = 0.79 AVE=0.733; code (CI) Source(Brown, 2006)				
CI1	3.36	.98	.93	27.92*
CI2	3.43	.84	.80	23.22*
CI3	3.50	.91	.81	13.68*
$\chi^2 = 352, df=89$ nfi = .95; CFI = .93; GFI = .91; RMSEA = .075				

Source: prepared by the researcher based on the results of the calculator

The strength of the model is evident through analyzing the correlation between the variables of the study, as shown in Table (3), as it is clear that there is a significant positive correlation between emotional and normative commitment and each of the oral propaganda, the intention to stay and the payment of a price premium, while the relationship between Continuous commitment to these variables has a negative moral relationship. As for the relationship between emotional and normative commitment, it was positive, while it was significant negative between emotional and continuous commitment, and normative and continuous commitment.

The results reflected the logical expectations of the relationship between the company's reputation and each of the oral advertising, the intention to stay and the desire to pay a price premium, and it was positive and significant.

Table (3) Statistical description and correlations of the study variables

variable	M	SD	1	2	3	4	5	6	7
1. Emotional commitment	3.33	.86	1						
2. Continuing commitment	3.16	.78	.669*	1					
3. Normative commitment	3.11	.78	-.38*	-.18*	1				
4. The reputation of the company	3.36	.83	.70**	.50**	-.43*	1			
5. Oral advertising	3.32	.80	.64**	.45**	-.47*	.69*	1		
6. The intention to stay	3.36	.94	.46*	.37*	-.31*	.48*	.53*	1	
7. Desire to pay a premium	3.21	.82	.43*	.31*	.42*	.38*	.41*	.37*	1

Source: prepared by the researcher based on the results of the calculator *p<.05 **p<.01

And with that, the Relationship between variables shown in the table less from (0.60), And therefore no Indicates to Existence problem Engagement linear Multi big for coefficient track (Hair et al. , 2006:227). And accordingly on This is amazing Results, It was completed construction model measurement Final and make it ready to implement with analysis to test Sample structural and hypothesis testing.

Second: Testing the study hypotheses

The structural equation modeling was relied upon to test the first main hypothesis (the regression hypothesis). modeling The equation structural she a tool Inclusive and strong to evaluate Sample theoreticalto study.Availability Search Capabilities To develop theoretical model.

Which like any road Statistic, it get upon number from assumptions, require meetyeah to guarantee get on results worthy with confidence.And in general , It includes style modeling The equation structural on analysis factors and analysis Regression multiplayer, so TLesson structure relations mutual crossing about her in series from equations alike downhill multiple, and all relations between variants Note lurking, Andlike that relations between variants lurking.feature that Complete submit it using modeling The equation structural which Different on techniques statistic other she Ability on administration all relations in time One , and submit all This is amazing phenomenon restriction Investigation in time One(Hair et al. 2006).

The results of hypothesis testing presented in Figure (2) and Table (4) indicate indicators of good conformity, all of which were appropriate with the sample data (X²= 352,df=89 nfi = .95; CFI = .93; GFI = .91; RMSEA = .075).

Table (4) Results of testing the regression hypothesis between the variables of the study

the premis e	Hypothesis path	estimation coefficientEstima te	t-value
1	Emotional commitment--->word-of-mouth advertising	.93	10.92**
2	Emotional commitment--->intent to stay	.95	12.76**
3	Emotional commitment---> paying a premium	.61	7.10 **
4	Continuous commitment---> word-of-mouth advertising	.17-	- 4.31**
5	Continuing commitment --- > the intention to stay	.15-	- 4.10**
6	Continuing commitment---> paying a price premium	.13-	- 2.69**
7	Commitment Normative--->word of mouth propaganda	.17-	- 2.40*
8	Commitment Normative---> intention to stay	.19-	- 2.84**
9	Commitment Standard---> Pay a price premium	.07-	- .898
10	Emotional Commitment---> Continuing Commitment	.34-	- 7.97**
11	Emotional commitment---> commitment normative	.79	11.12**
x ² = 432,df= 79, NFI = .92; CFI = .91; GFI = .92; RMSEA = .084.			
*p<.05 **p<.01			

Note: the coefficient of determination (Estimate(sets the weighted regression coefficient)standardized regression weights)

Source: Prepared by the researchers based on the results of the calculator

It is noted from the results presented in Figure (2) and Table (4) that emotional commitment has a positive effect on the customer's intention to stay with the company, and on word of mouth advertising, as well as a positive effect on paying the price premium (sub-hypotheses 1,2,3). We note from the results presented that the highest effect coefficient was for the emotional commitment on the intention to stay ($B=.95$, $t\text{-value}=12.76$, $p<.01$), The effect of emotional commitment on womwas significant and positive ($B= .93$, $t\text{-value}= 10.92$, $p<.01$). The results also indicate that emotional loyalty positively affects normative loyalty ($B = .79$, $t\text{-value} = 12.19$, $p<.01$), and negatively on continuous loyalty ($B= -.43$, $t\text{-value}= -7.97$, $p<.01$).

This is consistent with what was presented by the study of (Bansal et al. 2004) (Jones et al.2007in the field of marketing relations, and the study of each of (Chang et al. 2007) (Blau and Holladay 2006) in the field of organizational behaviour. The results confirmed that emotional commitment increases survival intentions, verbal advertising, and the desire to pay a price premium. It also supported the hypothesis of the negative correlation between emotional and persistent commitment, and the impact of emotional commitment on normative commitment.

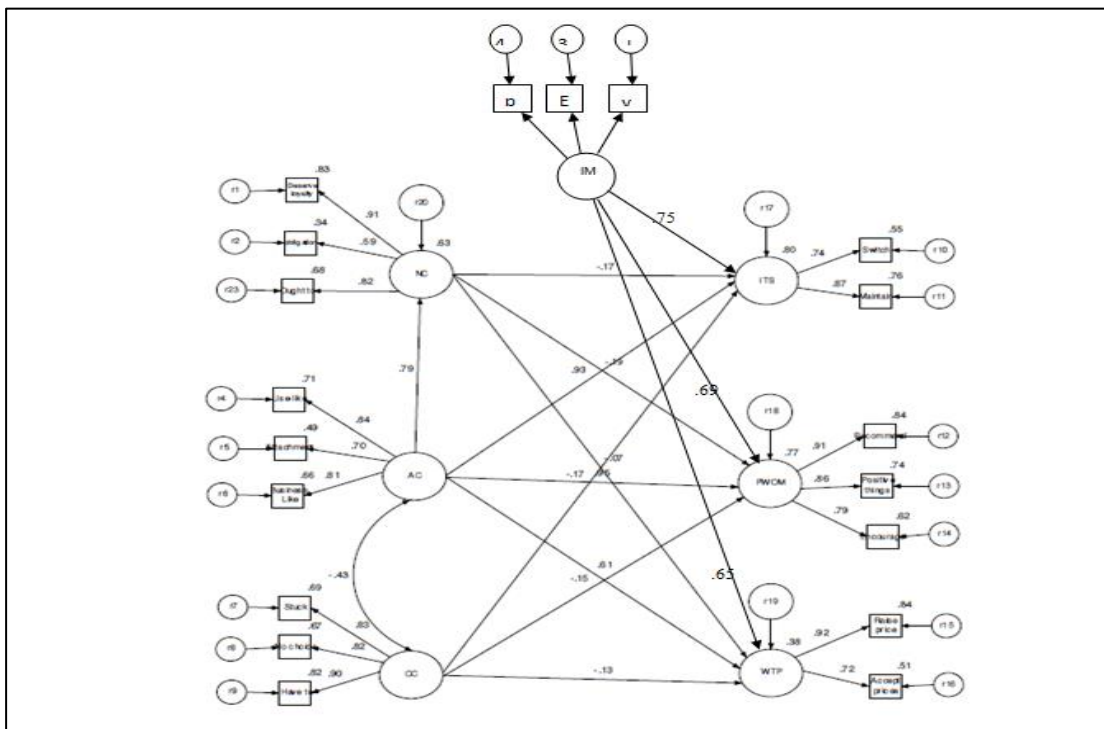


Figure (2) Impact hypothesis test results form

On the other hand, the results indicate that continuous commitment has a positive effect on the intention to stay ($B= -.17$, $t\text{-value}= -4.31$, $p<.01$), while it had a significant and negative effect on word-of-mouth advertising and price premium effect, respectively) $B= -.15$, $t\text{-value}= -4.10$, $p<.01$; Hypothesis 6, $B= -.13$, $t\text{-value}= -2.69$, $p<.01$).

In light of this, it can be said that continuous commitment works to activate the state of customer retention at an advanced stage of the relationship between the customer and the company. These results are partly consistent with the results of previous studies. The negative effect of continuous commitment to womis consistent with the study of

both(Fullerton, 2003),(Jones et al., 2007). While there are few studies that confirmed the relationship between continuous commitment and the desire to pay a price premium, which means that the customer's intense feeling

As for the normative commitment, its moral effect was limited to the intention to stay and wom without paying the price premium, as its effect was moral and negative on the intention to stay (B= -.17, t-value= -2.40,p<. 05), negative and moral on oral propaganda (B= -.19, t-value= -2.84.p<.01). This may be due to the complex nature of the continuing obligation compared to other types of obligation.

And he has use Multiple hierarchical regression analysis method with intermediate variablesIn testing the hypothesis of the interactive variable. Three models were estimated, the first model (the basic model) aims to test the significance of the direct effect of the independent variable (customer commitment) on the dependent variables (oral advertising, intention to stay, and price premium).

As for the second model (the reduced model), it aims to introduce the interactive variable (the company's reputation) to test the direct impact of this model. price.

The results revealed that the shorthand modelfor the role Interactive to the company's reputation Relationship between Commitment and propaganda oral The relationship was moral, as it amounted to a valueFfor model (77.48) at a confidence level greater than (99.9%),Also, the introduction of the company's reputation as an independent variable in the model led to an increase in the explanatory power of the model, and the value of the modified coefficient of determination was (54.2%(increased by)1.4%) compared to the basic model. As indicated by the results shown in Table (5) and according to the testTSignificance of the direct effect of the company's reputation as an independent variable in the model on womat a confidence level (99.9%).

While the results of estimating the complete model revealed the significance of the model as a whole and reached a value offFfor the whole model)84.59(at a level of confidence)99.9%), and the results of the statistical analysis indicate that the introduction of the company's reputation as an intermediate variable in the model led to a high explanatory power of the model, and the value of the modified coefficient of determination was (74.2%) with an increase of (20%) compared to the reduced model, which ensures a significant effectcompany's reputationas a mediating variable in the relationship betweenCommitmentand oral propaganda.

Table (5) results of the multiple hierarchical regression analysis of the interactive role of the company's reputation in the relationship between compliance and oral publicity

variable approved the independent variable	word of mouth propaganda								
	basic form			stenographer			full		
	regress ion coeffic ient	stand ard error	value T	regress ion coeffic ient	stand ard error	valueT	regress ion coeffic ient	standa rd error	value T
Commitment	.25	.06	6.47 *	.25	.06	6.34*	.76	.17	4.6*
Company image	-	-	-	.08	.03	2.28*	.01	.09	3.6*
The interaction of commitment with the corporate image	-	-	-	-	-	-	.08	.02	3.7*

Modified coefficient of determination Adj. R ²	52.8%	54.2%	74.2%
value F	71.55	77.48	84.59
morale of the model	.000	.000	.000

Source: Prepared by the researchers based on the results of the calculator *p<.05

The results also revealed that the reductive model for the role Interactive to the company's reputation Relationship between Commitment and intention to stay The relationship was moral, as it amounted to a value F for model (74.54) at a confidence level greater than (99.9%), Also, the introduction of the company's reputation as an independent variable in the model led to an increase in the explanatory power of the model, and the value of the modified coefficient of determination was (58.6% (increased by) 3.2%) compared to the basic model. As indicated by the results shown in Table (6) and according to the test T Significance of the direct effect of the company's reputation as an independent variable in the model on the intention to remain at a level of confidence (99.9%).

While the results of estimating the complete model revealed the significance of the model as a whole and reached a value of F for the whole model (80.66) at a level of confidence (99.9%), and the results of the statistical analysis indicate that the introduction of the company's reputation as an intermediate variable in the model led to a high explanatory power of the model, and the value of the modified coefficient of determination was (72.5% (increased by) 13.9%) compared to the reduced model, which ensures a significant effect company's reputation as a mediating variable in the relationship between Commitment and intention to stay.

Table (6) results of the multiple hierarchical regression analysis of the interactive role of the company's reputation in the relationship between commitment and intention to survive

variable approved the independent variable	intention stay								
	basic form			Stenographer			full		
	regression coefficient	standard error	value T	regression coefficient	standard error	value T	regression coefficient	standard error	value T
Commitment	.38	.05	7.23*	.38	.05	7.18*	.72	.18	3.6*
Company image	-	-	-	.09	.06	3.39*	.02	.08	4.2*
The interaction of commitment with the corporate image	-	-	-	-	-	-	.07	.03	4.7*
Modified coefficient of determination Adj. R ²	55.2%			58.6%			72.5%		
value F	77.13			74.54			80.66		
morale of the model	.000			.000			.000		

Source: Prepared by the researchers based on the results of the calculator *p<.05

Finally, it is clear from the results of testing the third sub-hypothesis of the third main hypothesis that the reduced model for the role Interactive to the company's reputation

Relationship between Commitment And pay a price premium The relationship was moral, as it amounted to a value F for model (77.44) at a confidence level greater than (99.9%), Also, the introduction of the company's reputation as an independent variable in the model led to an increase in the explanatory power of the model, and the value of the modified coefficient of determination was (63)..6%(increased by)3.6% compared to the basic model. As indicated by the results shown in Table (7) and according to the test T Significance of the direct effect of the company's reputation as an independent variable in the model on the intention to remain at a level of confidence (99.9%).

While the results of estimating the complete model revealed the significance of the model as a whole and reached a value of F for the whole model (84.23) at a level of confidence (99.9%), and the results of the statistical analysis indicate that the introduction of the company's reputation as an intermediate variable in the model led to a high explanatory power of the model, and the value of the modified coefficient of determination was (79.8%(increased by)16.2%) compared to the reduced model, which ensures a significant effect company's reputation as a mediating variable in the relationship between Commitment And pay a premium.

Table (7) results of the multiple hierarchical regression analysis of the interactive role of the company's reputation in the relationship between commitment and payment of a price premium

approved the independent variable	Pay a price premium								
	basic form			Stenographer			full		
	regress ion coeffic ient	stand ard error	value T	regress ion coeffic ient	stand ard error	value T	regress ion coeffic ient	standa rd error	value T
Commitment	.44	.06	7.62*	.48	.04	7.39*	.78	.15	4.9*
Company image	-	-	-	.09	.05	4.19*	.05	.09	4.8*
The interaction of commitment with the corporate image	-	-	-	-	-	-	.09	.08	4.7*
Modified coefficient of determination Adj. R2	59.8%			63.6%			79.8%		
value F	75.23			77.44			84.23		
morale of the model	.000			.000			.000		

Source: Prepared by the researchers based on the results of the calculator *p<.05

Conclusions and recommendations

First: conclusions

Through the results of the statistical analysis, the following conclusions can be made:

1-There is a high level of customer commitment to his relationship with the company and the services it provides. This is evident through the study sample's expression of its strong and serious preference for the services it provides, as it is based on strong feelings of association with the current company and not others.

2- Oral advertising, the intention to stay, and the willingness to pay a premium are various indicators of loyalty relationships, which have different applications on customer relationship strategies. From the company, so she works voluntarily in promoting the company and spreading gossip and positive oral advertisements about the company.

3- It was found that there was a significant and positive effect of the emotional commitment on each of the verbal advertising, the intention to stay and the desire to pay a bonus, as well as on the normative loyalty, while the effect was negative on the continuous commitment, which means the following:

a) The feelings of emotional attachment that the customer holds towards the company drives the customer to signal in a form positive to People others like friends and relatives and others, And recommend the clients with their company for people others And they invite them to subscribe with its services.

b) The customer's feelings of attachment may generate the desire to bear the price premiums imposed by the company without thinking about the transformation as a result of the change in prices.

c) Feelings of psychological attachment create a state of identification and psychological immersion for the customer with the company, prolonging the life of the relationship for as long as possible.

d) The customer's feelings of psychological attachment to the company force the customer to commit to the relationship and the customer's thinking that what he gets from the company's services equals his loyalty and devotion to it.

4- The results of the statistical analysis showed that there is a significant negative impact of the normative commitment on The intention to stay and word of mouth advertising without paying the price premium, and it was found that there was a negative effect of the continuous commitment on the intention to stay.

5- The results proved that the customer's mental impression of the company's actions and external activities and the quality of the company's services increase the effect of the customer's commitment on his relationship with the company by motivating him to spread the positive reputation in front of his family and friends, as well as motivating him to continue his relationship with the company and to be associated with its brand, so he will be ready to pay any premium price imposed by the company.

Second: Recommendations

In light of the foregoing conclusions, the study presents the following recommendations:

1- It is better for the company to work on strengthening some dimensions of commitment without strengthening it in general. Emotional commitment is a necessary dimension that guarantees the company the achievement of relational capital that connects the customer to the company on a psychological basis, not a material one. This requires the company to:

a) Enhancing customer confidence in the company's brand and services by fulfilling its promises to the customer.

b) Striving to meet the needs and desires of the customer to achieve his satisfaction and conducting continuous surveys on the level of customer satisfaction.

c) Enhancing the customer's association with the company through loyalty programs such as financial, structural and social programmes.

2- Work to enhance the company's reputation and positive customer impressions of its services through the company's endeavor to invest in social and environmental responsibility issues, provide humanitarian and social donations to improve the

company's image, improve the level of quality of services provided to its customers, and focus its promotional campaigns on these aspects.

3- Investing the customer's readiness to spread word of mouth advertising in achieving an effective communication channel with potential customers, because it represents a powerful and free tool that has a great impact on the customer and his future expectations, and this requires providing incentives to loyal customers and urging them, through special programs, to improve the reputation The company and its reputation in front of others.

4- Improving the company's relationship with customers who have a willingness and intention to maintain the relationship with the company through the use of customer profitability analysis programs and knowing the share of each customer in the company's purchases, and paying special attention to this company and retaining them because they are the customer capital of this company.

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