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2017/2016:



# كلمة شكر

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قبل كل شي نشكر الله عز والجل ونحمده، الذي وفقنا في إنجاز هذا العمل  
ونتقدم بخالص الشكر والامتنان إلى فضيلة الدكتور مروان صحراوي  
لتفضله بقبول الإشراف على هذا العمل برغم مشاغله الكثيرة، نسأل الله  
أن يديم عليه نعمة الصحة والعافية.

كما نتوجه بجزيل الشكر مع الاحترام والتقدير لكل أساتذتنا الكرام الذين لم  
يبخلوا علينا بالمساعدة وتقديم يد العون لنا، إلى الأساتذة الكرام أعضاء  
لجنة المناقشة الذين تحملوا عناء قراءة هذه المذكرة، وإثرائها بملاحظاتهم  
القيمة.

كما لا يفوتنا أن نتوجه بالتحية والشكر لعمال المكتبة بكلية العلوم  
الاقتصادية علوم تجارية وعلوم التسيير بجامعة ابن خلدون – تيارت  
و في الختام نشكر كل من ساعدنا على إتمام هذا العمل من قريب وبعيد،  
بالكثير أو القليل حتى ولو بالكلمة الطيبة أو ابتسامة عطرة، والحمد لله من  
قبل وبعد  
وشكرا.

# محتويات البحث

## محتويات البحث

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## محتويات البحث

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34 .....	:
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## محتويات البحث

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# قائمة الجداول والأشكال



## قائمة الجداول والأشكال

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70	.	(8-3)
71	.	(9-3)
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73	.	(11-3)
74	.	(12-3)
75	.	(13-3)
76	.	(14-3)
77	.	(15-3)

## قائمة الجداول والأشكال

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90	.	(25-3)
91	.	(26-3)
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## قائمة الجداول والأشكال

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## قائمة الجداول والأشكال

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# الفصل الأول

## عموميات حول تسويق الخدمات

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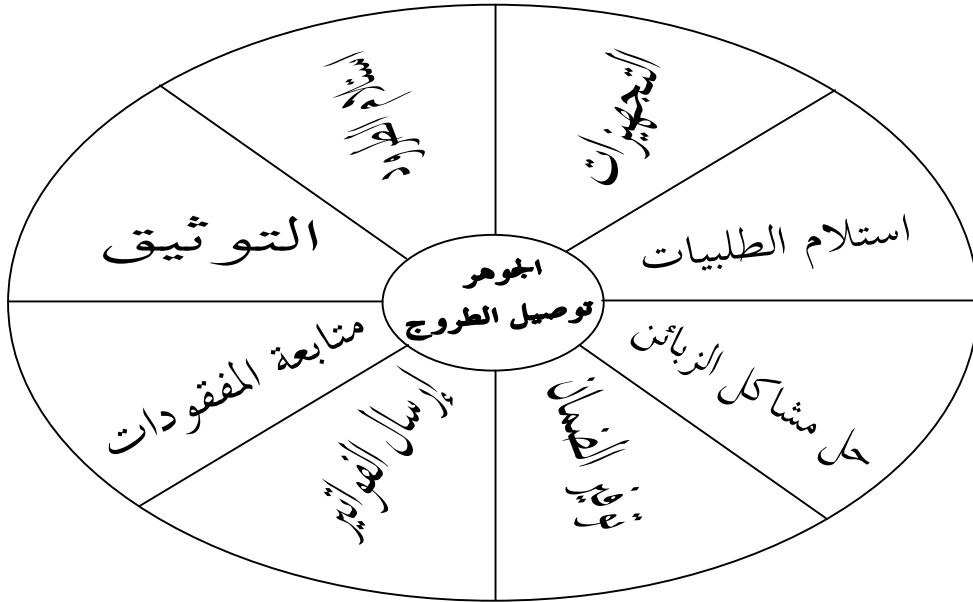
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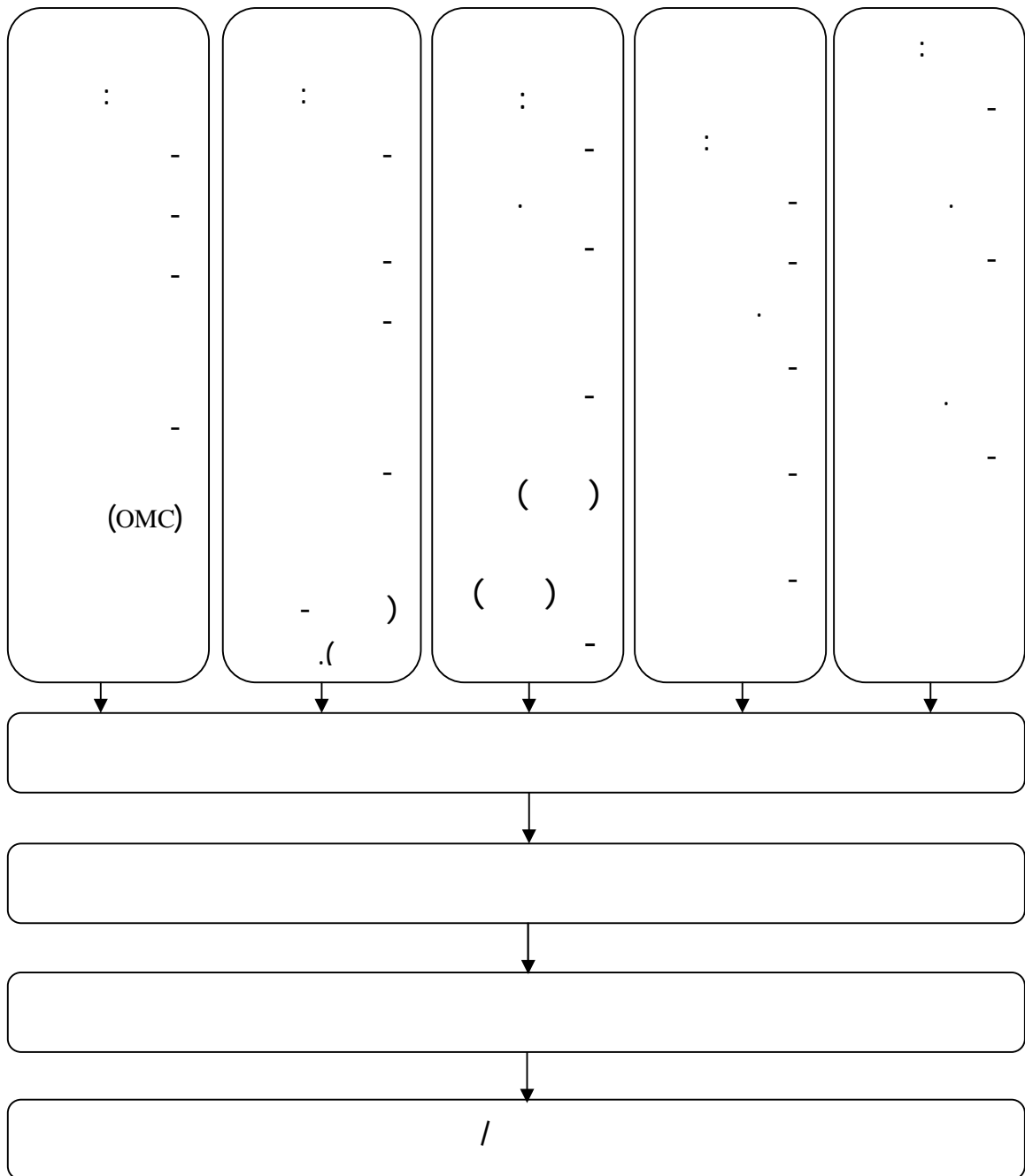
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<sup>1</sup> - [www.mawdo.3com](http://www.mawdo.3com)

<sup>2</sup>-Christopher Lovelock et la (2011) , « Marketing des service », 7e edition ,pu blier par pearson France, pp 14,15,16,17.

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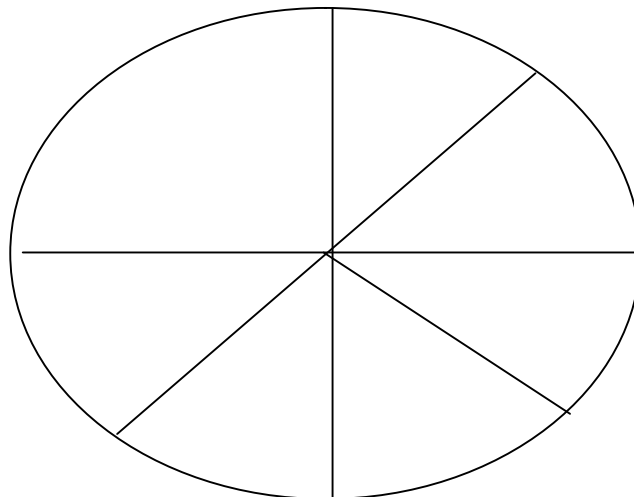
<sup>2</sup>-Alan pomering, Lester Johnson & Gray Noble(2009), "Sustainable tourism marketing :what Should be in the mix ? », A Paper presented at Australian & New zealand marketiing Academy annual conference (ANZAMAC ), Malbourne, Australia.

cooper et al 1998

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<sup>1</sup>-Alan Fyall & Brian Garrod (2004), "Tourism Marketing : a Collaborative Approach published by Aspects of Tourism, library Congress cataloging, pp 105.

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# الفصل الثاني ولاء المستهلك

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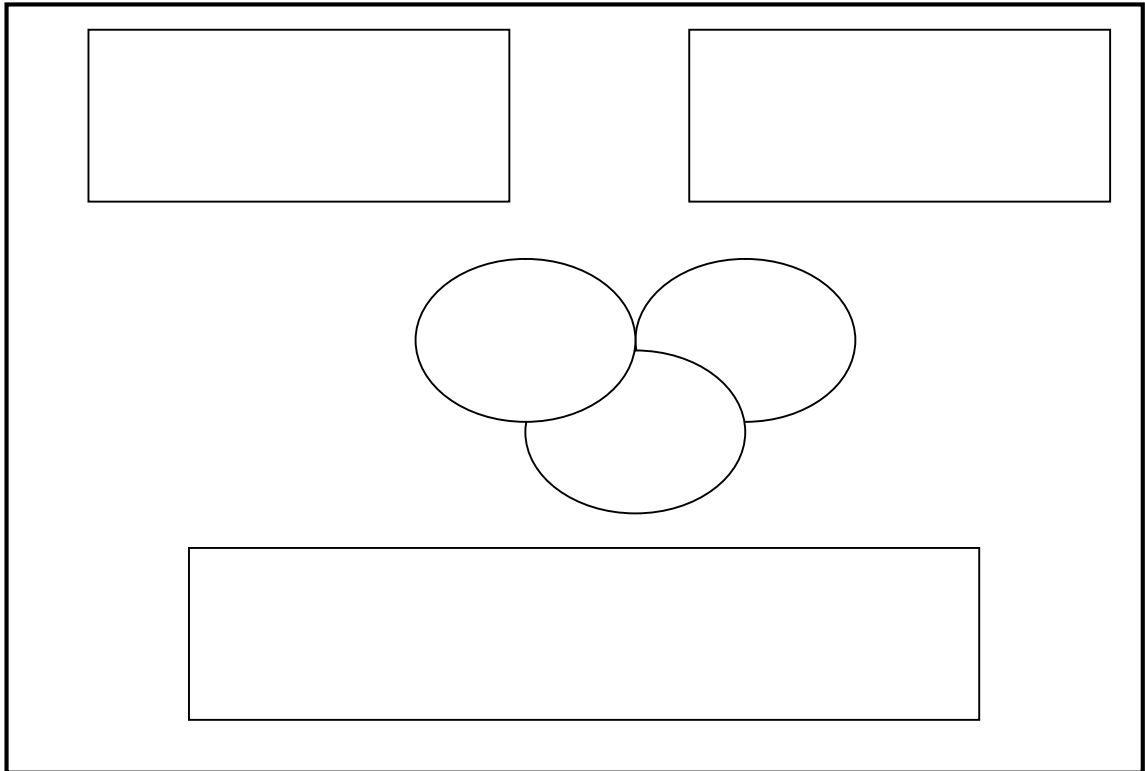
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## الفصل الثالث

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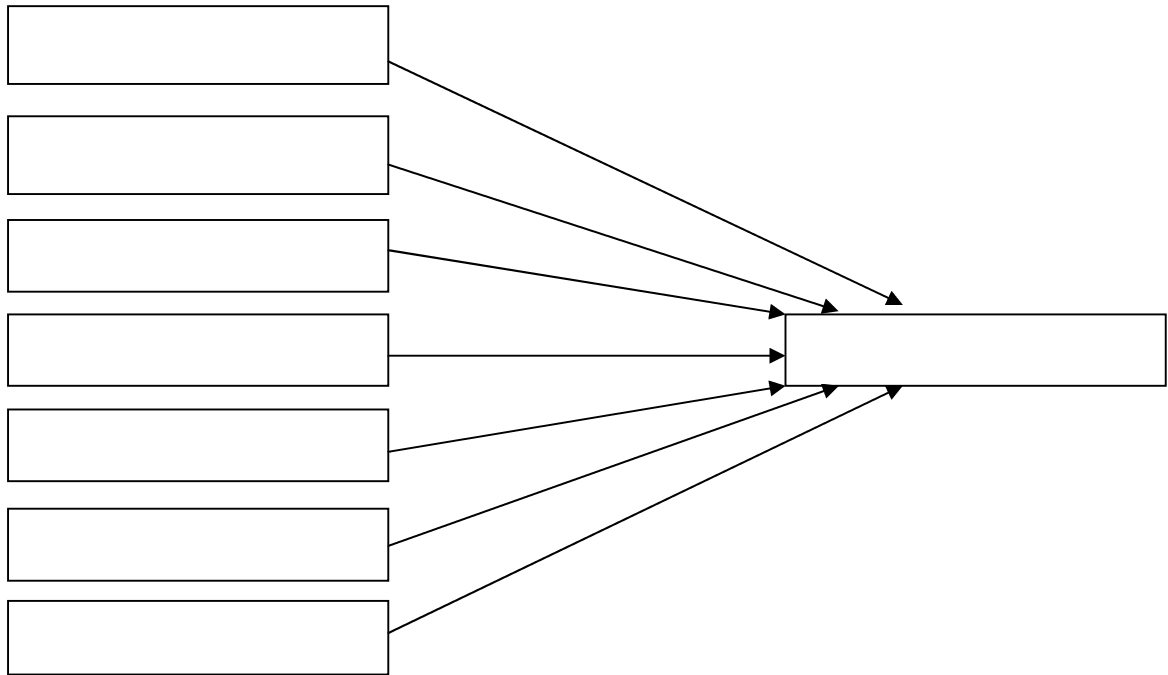
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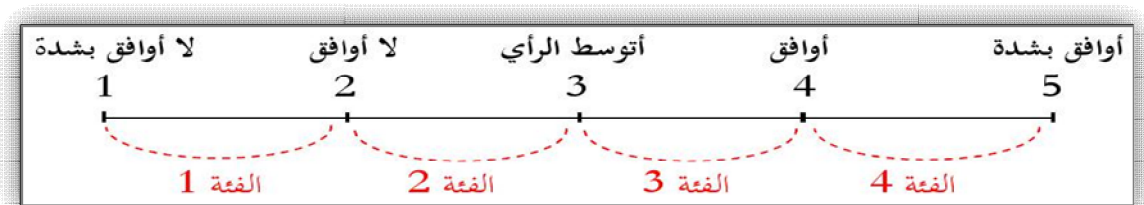
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(2.6) (1.81)		$(2.6 = 0.8+1.8)$	
(2.6)	(0.8)		✓
(3.4) (12.6)		$(3.4 = 0.8+2.6)$	
(3.4)	(0.8)		✓
(4.2) (3.41)		$(4.2 = 0.8+3.4)$	
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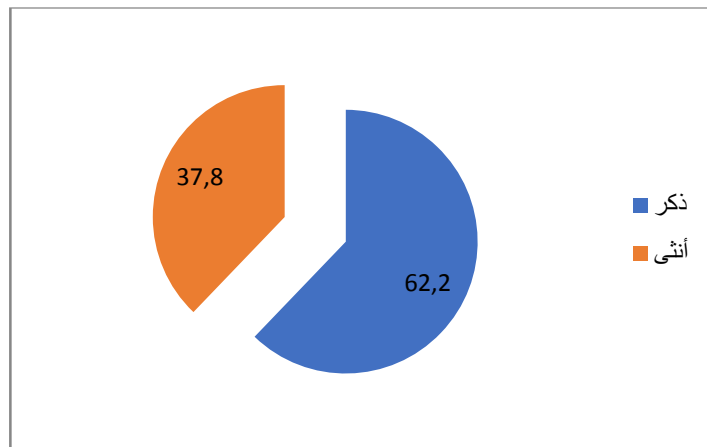
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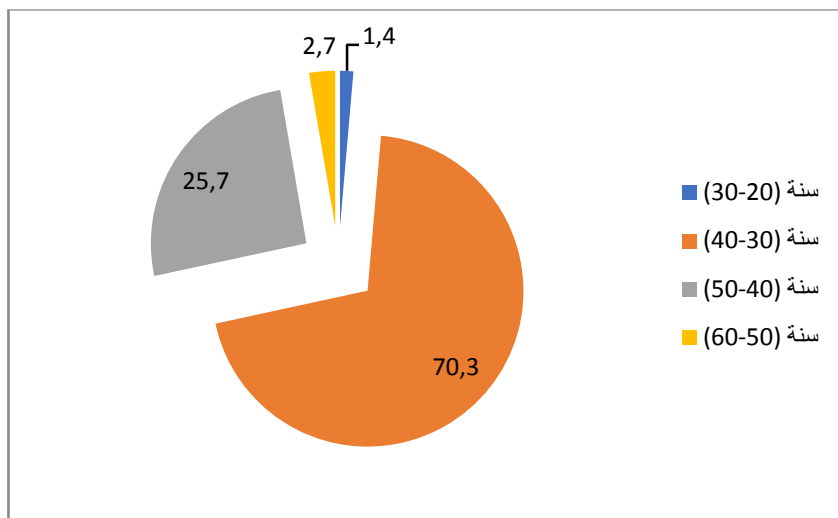
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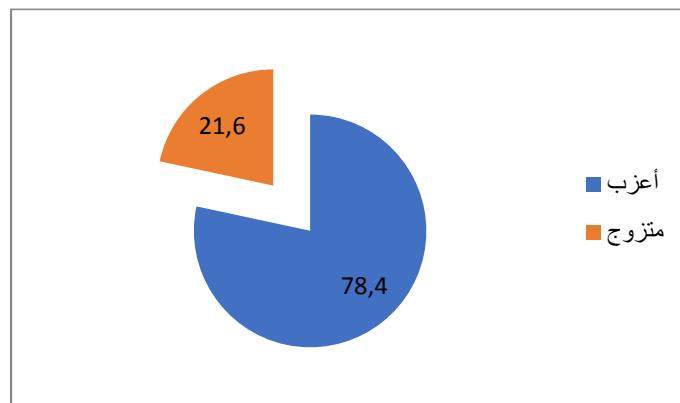
2	6.21	16	
1	4.78	58	
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4	27	2	
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1	51.4	38	
2	36.5	27	
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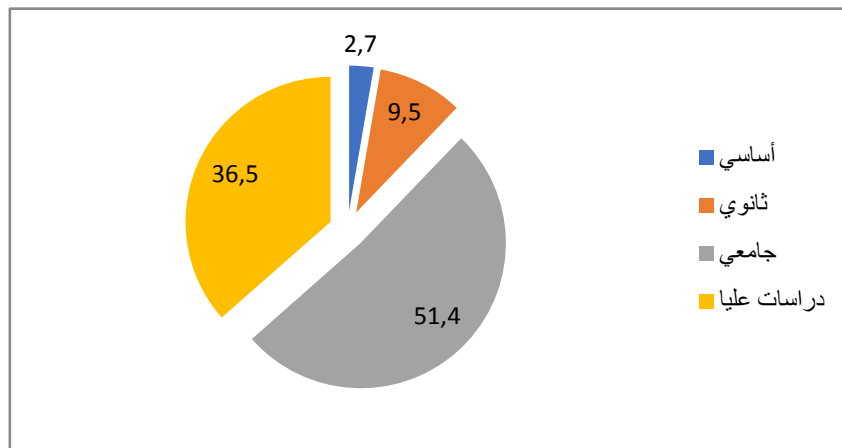
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22.0v- IBM- Spss

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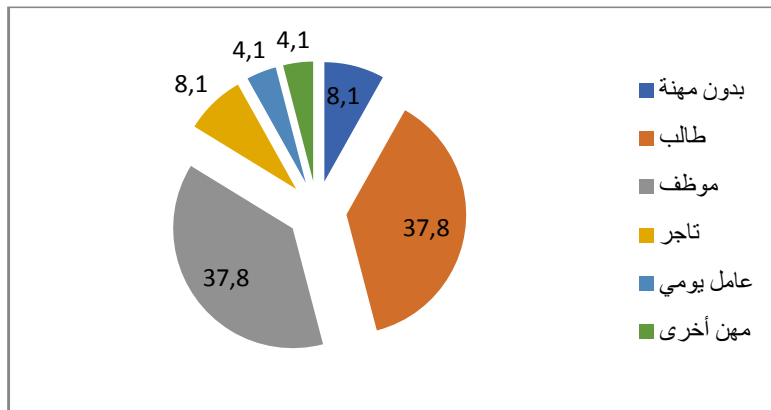
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22.0v-IBM-Spss

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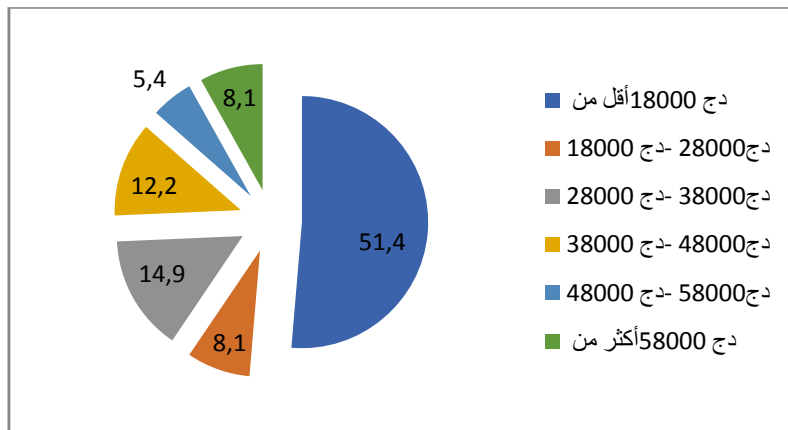
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4	1.8	6	58000
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22.0v-IBM-Spss

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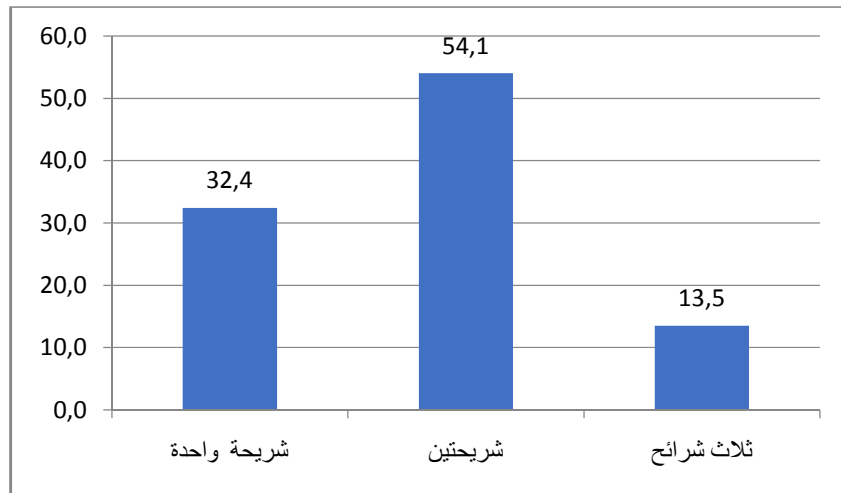
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2	4.28	21	
3	3.20	15	
/	100	74	

22.0v-IBM-Spss :

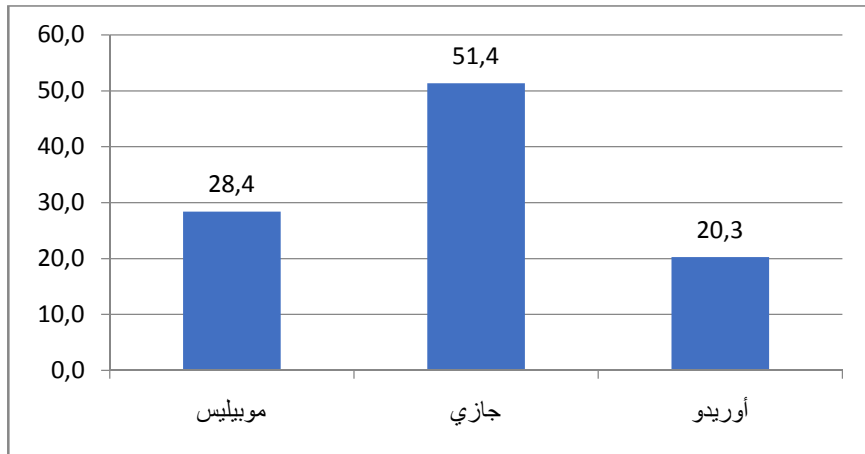
%51.4

%28.4:

:

%20.3

:(10- 3)



22.0v-IBM-Spss :

.3

:: (12- 3)

3	5.13	10	
4	5.9	7	
2	3.20	15	
1	8.56	42	
/	100	74	

22.0v-IBM-Spss

:

6

% 56.8

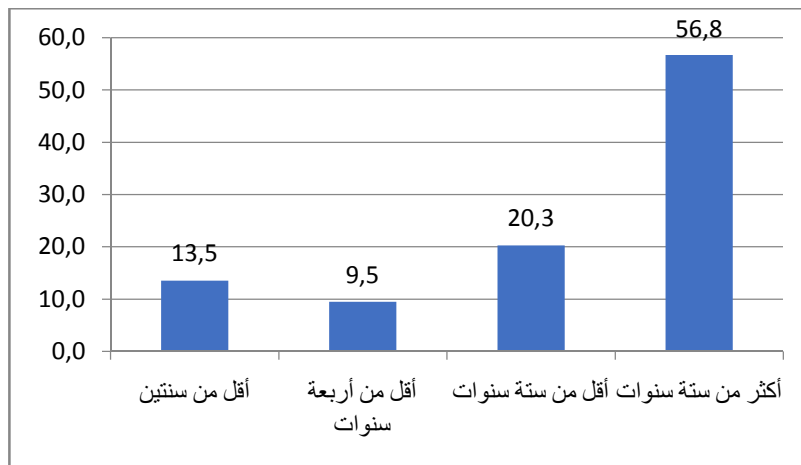
13.5 %

6

%20.3

% 9.5

: (11- 3)



22.0v-IBM-Spss

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.4

:(13- 3)

2	7.29	22	
3	2.12	9	
1	1.58	43	
/	100	74	

22.0v-IBM-Spss

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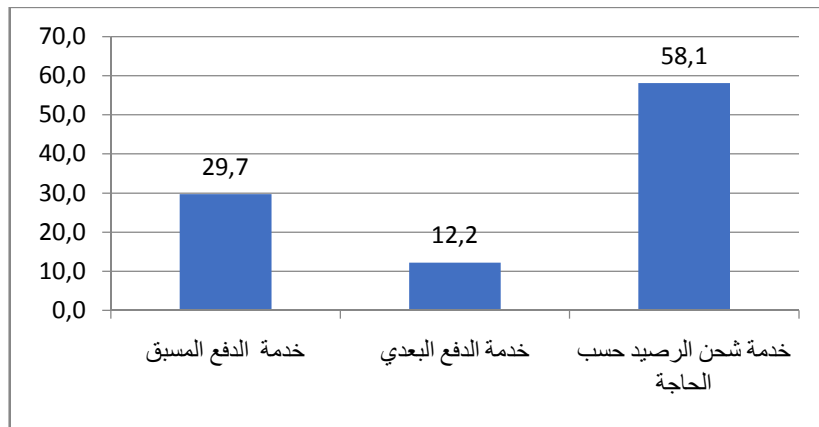
% 58.1

%12.2 :

%29.7

:

:(12- 3)



.22.0v-IBM-Spss

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.5

:(14 3)

5	4.1	1	
3	8.10	8	
1	8.56	42	
2	3.24	18	
4	8.6	5	
/	100	74	

22.0v-IBM-Spss

:

%24.3

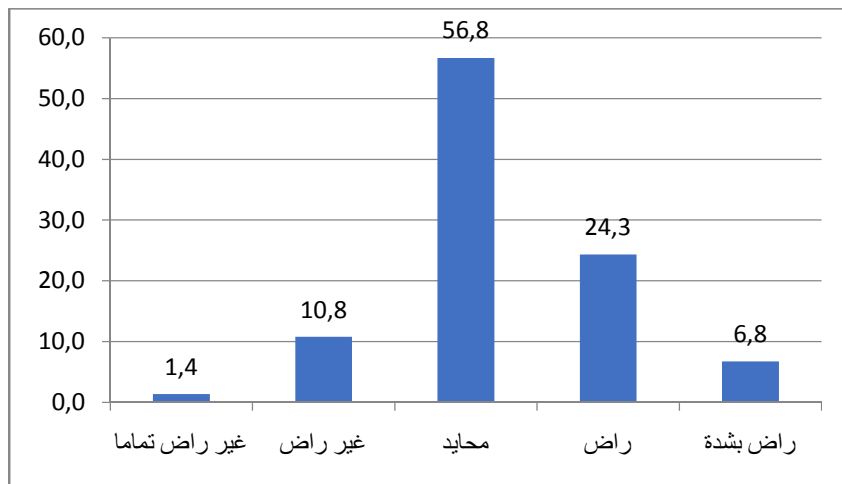
%56.8

%6.8:

%10.8 %1.4

:

:(13-3)



22.0v-IBM-Spss

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.6

:(15- 3)

1	8.56	42	
2	2.43	32	
/	100	74	

22v-IBM-Spss

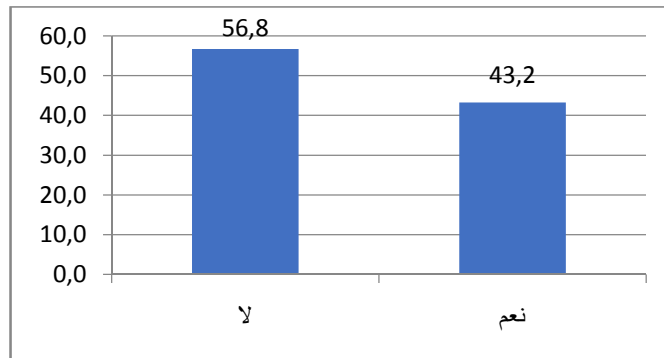
:

%56.8

%43.2

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:(14- 3)



22.0v-IBM-Spss

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.7

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:(16-3)

				) (%)					
				5	4	3	2	1	
	4	1.008	3.32	9.5	39.2	29.7	17.6	4.1	
	3	0.924	3.45	9.5	43.2	32.4	12.2	2.7	
	1	0.987	3.64	12.2	47.3	24.3	8.1	4.1	
	2	1.022	3.55	17.6	37.8	31.1	9.5	4.1	
	/	0.84849	3.4899						

22.0v-IBM-Spss

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.3.4899

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.1

:(17-3)

				( % )					
				5	4	3	2	1	
	2	1.049	3.46	12. 2	47. 3	18. 9	17. 6	4.1	
	1	0.837	3.89	21. 6	52. 7	20. 3	4.1	1.4	g4,g3
	3	1.134	3.12	10. 8	33. 8	16. 2	35. 1	4.1	
	4	1.119	3.19	12. 2	31. 1	25. 7	25. 7	5.4	
	1	0.840 21	3.415 5						

22.0v-IBM-Spss

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(17-3)

,3.4155

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:(18-3)

				)					
				5	4	3	2	1	
2	1.138	3.27	9.5	44.6	17.6	20.3	8.1		
1	1.141	3.28	12.2	37.8	24.3	17.6	8.1		
3	1.077	3.07	6.8	31.1	33.8	18.9	9.5		
4	1.070	3.08	10.8	25.7	27	33.8	2.7		
6	0.836 59	3.175 7							

22.0v-IBM-Spss

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3.1757

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:(19 3)

				)					
				5	4	3	2	1	
	3	1.076	3.34	10.8	44.6	14.9	27	2.7	
	4	1.195	3.32	14.9	40.5	13.5	24.3	6.8	
	2	1.031	3.39	12.2	40.5	24.3	20.3	2.7	
	1	1.48	3.45	17.6	37.8	23	14.9	6.8	
	2	0.88775	3.3750						

22.0v-IBM-Spss :

(19 3)

, 3.3750

.4 :

(3- 20):

				( % )					
				5	4	3	2	1	
3	1.127	3.18	9.5	35.1	28.4	17.6	9.5		
2	1.158	3.31	12.2	40.5	23	14.9	9.5		
4	1.161	2.91	8.1	27	23	31.1	10.8		
1	1.184	3.45	17.6	41.9	14.9	18.9	6.8		
5	0.85009	3.2095							

.22.0v-IBM-Spss.

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3.2095

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:(21- 3)

				)					
				5	4	3	2	1	
	4	1.014	2.99	5.4	28.4	31.1	29.7	5.4	
	3	0.993	3.03	5.4	25.7	43.2	17.6	8.1	
	1	1.017	3.30	8.1	39.2	33.8	12.2	6.8	
	2	1.098	3.20	13.5	25.7	33.8	21.6	5.4	
	7	0.86725	3.1284						

.22.0v- IBM- Spss

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:( 22- 3)

				( % )					
				5	4	3	2	1	
	3	1.041	3.28	8.1	40.5	29.7	14.9	6.8	
	2	1.075	3.45	10.8	51.4	14.9	17.6	5.4	
	1	1.049	3.46	14.9	40.5	23	18.9	2.7	
	4	1.205	2.97	10.8	25.7	25.7	25.7	12.2	
	3	0.94182	3.2905						

22.0v-IBM-Spss

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.3.2905

.7 :

:(23- 3)

				)					
				5	4	3	2	1	
	3	1.122	3.20	10.8	35.1	24.3	23	6.8	
	4	1.079	3.01		29.7	29.7	25.7	8.1	
	2	1.041	3.28	9.5	37.8	29.7	17.6	5.4	
	1	1.069	3.38	13.5	37.8	25.7	18.9	4.1	
	4	0.85503	3.2196						

22.0v-IBM-Spss

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3.2196

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:(24 3)

711.0	0.519	596.0	576.0	519.0	0.554	0.681		
0.000	0.000	0.000	0.000	0.000	0.000	0.000		

			:
		(24-3)	.
			-
		(3-24)	-
	0.000	, 0.681	,
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	0.000	0.519	
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0.596			-
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	(3-24)		-
	0.000	0.596	
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		-
	Q.000	Q.519
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	Q.000	Q.711
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-One)

(WayAnova

(0.05)

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F (Sig)

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(Sig)

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F

:(25- 3)

		F	
	0.628	0.468	
	0.201	1.644	
	0.517	0.655	
	0.253	1.401	
	0.320	1.158	

20.V SPSS

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:(26- 3)

		F	
	0.377	1.047	
	0.782	0.360	
	0.557	0.697	
	0.748	0.407	
	0.553	0.704	

20.V SPSS

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(25- 3)

-

( sig=0.320)

1.158

F

:

-



:

(25- 3)

-

(sig=0.553)

Q.704

F

:

-

-

-

:

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:(27- 3)

		F	
	0.372	1.004	
	0.507	0.687	
	0.979	0.021	
	0.547	0.608	
	0.68	2.799	
	0.133	2.073	
	0.158	1.891	

20.V SPSS

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:(28- 3)

		F	
	0.712	0.342	
	0.101	2.363	
	0.453	0.88	
	0.020	4.131	
	0.289	1.265	
	0.982	0.18	
	0.306	1.203	

20.V SPSS

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الفصل الثالث	ولاء الأفراد اتجاه شركات الاتصال	الفصل الثالث	ولاء الأفراد اتجاه شركات الاتصال
		:	-
		:	-
		.	- 1
1.004	F		-
		(sig=0.372).	Q.05
		.	- 2
0.687	F	:	-
		(sig=0.507)	Q.05
			Q.507
		.	- 3
0.021	F	:	-
		(sig=0.979)	Q.05
			Q.979
		.	- 4
0.608	F	:	-
		(sig=0.547)	Q.05
			Q.547

				- 5
2.799	F			-
		(sig=0.68) Q.05		Q.68
				- 6
2.073	F			-
		(sig=0.133) Q.05	Q.133	
				- 7
1.891	F			-
		(sig=0.158) Q.05		Q.158
				-
				-
				- 1
0.342	F			-
		(sig=0.712) Q.05		Q.712

			:	- 2
2.363	F		:	-
		(sig=0.101) Q.05		Q.101
.				
			:	- 3
0.88	F		:	-
		(sig=0.453) Q.05		Q.453
.				
			:	- 4
4.131	F		:	-
		(sig=0.020) Q.05		Q.020
.				
			:	- 5
1.265	F		:	-
		(sig=0.289) Q.05		Q.289
.				
			:	- 6
0.18	F		:	-
		(sig=0.982) Q.05		Q.982
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1.203 F : -7  
-  
(sig=0.306)Q.05 Q.306

Q.020 4.131 F

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قائمة

المصادر والمراجع

## قائمة المصادر والمراجع

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## قائمة المصادر والمراجع

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## قائمة المصادر والمراجع

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