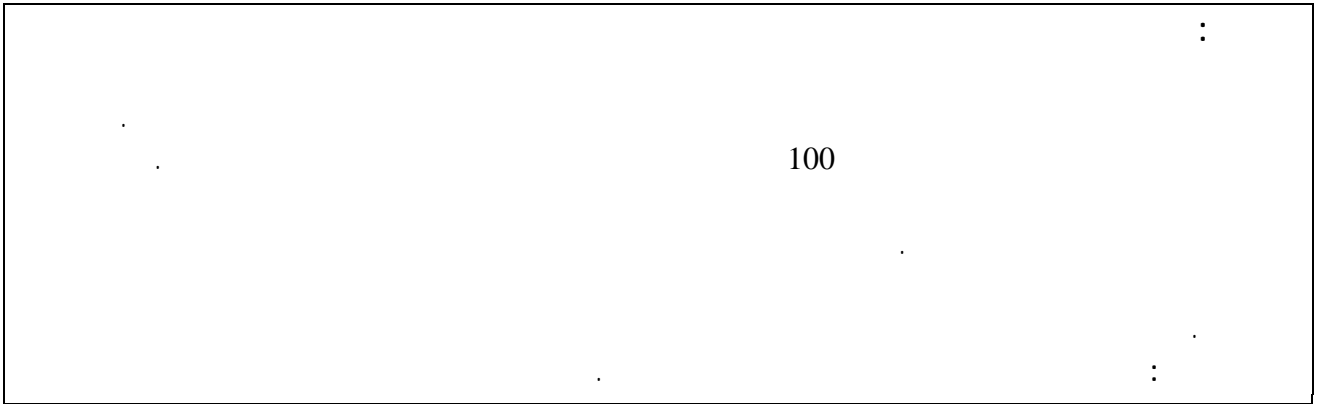


\*\* & \*



.(World Bank, 2004)

(Pride & Ferrell,

2006).

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\*\* Dr.shakerismail@ymail.com

( )

·  
-:

.1  
.2

.3  
.4

.5

-	-	-:	:	-
	·	-	-	
-		-:	:	-
			-	-

: H<sub>0</sub>

: H<sub>0</sub>

: H<sub>0</sub>

: H<sub>0</sub>

: H<sub>0</sub>

: H<sub>0</sub>

.(HDR, 2007) .

.(Ge and Ding, 2005)

.(Perry and Shao, 2001)

: **.1**

( Shergill, Nargund kar, 2005)

:

(3) VIP

.( Kotler & Keller, 2005)

(2)

(1)

(4)

: **.2**

.(Pride & Ferrell, 2006)

:

**.3**

(1) :

(Shoham et al, 2005)

	(2)		(3)		
	.(Olivares & Lado, 2003)				
				:	<b>.4</b>
(2)	(1) :			.(Ge and Ding, 2005)	
		(3)	(3)		
				:	<b>.5</b>
			( )		
	.(Pride & Ferrell, 2006)	(2)	(1) :		
				:	<b>.6</b>
(Kohli &	(3)	(2)	(1) :		
				. Gentlemen, 1990)	

(Zeithmal, 2006)

:		( kotler. & Armstrong, 2006)			
		(4)	(3)	(2)	(1)

(Ge, GL. Ding, 2005) -

371

(Kurtinatience, J. 2005) -

(Shergill & Nargundkar, 2005) -

200

" " : (Shoham. A & Kropp F. 2005) -

: (Ellis, P.D, 2004) -

: (Pulendran & Widing, 2003) -

: (Kim Y., 2003) -

: (Olivares A. M. & Lado N., 2003) -

22

.(Kim , 2003)

.(Agarwal & Eramilli, 2003)

.(Guo, C., 2002),

)

:

.(Kohli & Gentlemen,1990)

(Shoham & Kropp, 2005)

85

(100)

.%79

79

100

6

: (Validity)

(Sekaran, 2002)

(1)

( - )  
%79.2

(Reliability) :

%60

.1

.(One Sample K\_S) .

.2

( )

.3

.4

)

.5

.(

%54.4  
30 25

(2) : %82.3 : %45.6

(3) :  
k-s

(2.6) .1

.2

(4.2) .3

(3.7) .4

(2.9) .5

(3.2) (4.1)

(3.6) .6

Day, (1994) : :

(2) (1) :  
(3) (6-1)

(4) (3)

*T - test*

H<sub>1</sub>

Sig. = ... > α = 0.05 H<sub>0</sub>

*F - test*

: H<sub>0</sub> :

(4)

. Sig.(F) = 0.006 < α = 0.05

: H<sub>0</sub> :

(5)

. Sig.(F) = 0.000 < α = 0.05

: H<sub>0</sub> :

(6)

. Sig.(F) = 0.001 < α = 0.05

: H<sub>0</sub> :

(7)

. Sig.(F) = 0.014 < α = 0.05

: H<sub>0</sub> :

/

F - value = 0.82      Sig.(F) = 0.558 > α = 0.05

(9)

:

VIF

5

(Standardized Bêta Coefficients)

(0.05 < 0.006)

(F=3.341)

(R<sup>2</sup>=21.8%)

(Bêta =0.39, sig at 0.009)

-:

Bêta

(Bêta =0.320, sig at 0.03)

(Bêta=0.379 , sig at 0.010)



.%21.8

(3.6)

(3.2)

: (2)

54.4	43		
45.6	36		
7.6	6	25	
82.3	65	30-25	
5.1	4	35-31	
0	0	40-36	
5.1	4	40	

( - ) : (1)

-		
0.767	6	
0.775	4	
0.756	7	
0.740	6	
0.739	6	
0.763	4	
0.792	34	
0.804	6	

: (3)

	<b>0.950</b>	<b>.6372</b>	<b>3.662</b>
		.8060	3.9367
		1.0945	2.6709
		.8299	5190.3
		.7969	4.0759
		.6372	3.8101
		.8234	3.9620
	<b>1.857</b>	<b>.5363</b>	<b>4.247</b>
		.89428	4.0886
		.58127	4.3671
		.68626	4.1266
		.58876	4.4051
	<b>1.337</b>	<b>.8463</b>	<b>3.704</b>
		.98116	3.6835
		1.19150	3.8734
		1.07175	3.5443
		1.09482	3.4430
		.89790	4.0380
		1.08869	3.8052
		1.03179	3.5949
	<b>0.970</b>	<b>.6881</b>	<b>3.612</b>
		1.01801	3.6076
		1.04972	2.9747
		1.21336	3.3924
		.78694	4.2911
		.87761	3.6456
		.97685	3.7595
	<b>0.791</b>	<b>.6262</b>	<b>3.650</b>
		1.21603	3.2152
		.71589	4.1139
		1.05373	3.6203
		.91100	3.1266
		.95705	3.6709
		.71770	4.1519
	<b>1.215</b>	<b>.8443</b>	<b>3.636</b>
		.95654	3.5696
		.99316	3.7468
		.98562	3.6582
		.84252	3.5696
	<b>1.105</b>	<b>.5659</b>	<b>3.719</b>
		.72490	3.9873
		.73997	3.6962
		.69775	3.8861
		.80811	3.7468
		.76456	3.5443
		.85930	3.4557

: (4)

MULTIPLE R	R Square	Adjusted R Square	F value	SIG F	Durbian watson	NUL HO Result test
0.467	0.218	0.153	3.341	0.006	1.938	
SIG T	T VALUE	BETA				
			.1			
0.754	0.315	0.039				
0.102	1.658	0.210				
0.009	2.67	0.390				
0.010	2.654	0.379				
0.032	2.190	0.320				
0.571	0.569	0.079				

: (5)

MULTIPLE R	R Square	Adjusted R Square	F value	SIG F	Durbian watson	NUL HO Result test
0.607	0.368	0.316	7.001	0.000	1.684	
SIG T	T VALUE	BETA				
			.2			
0.056	1.939	0.218				
0.000	4.013	0.456				
0.043	2.060	0.270				
0.080	1.778	0.228				
0.296	1.053	0.138				
0.19	2.410	0.302				

: (6)

MULTIPLE R	R Square	Adjusted R Square	F value	SIG F	Durbian watson	NUL HO Result test
0.520	0.270	0.209	4.438	0.001	2.093	
SIG T	T VALUE	BETA				
			.3			
0.781	0.279	0.034				
0.110	1.618	0.198				
0.004	2.980	0.420				
0.001	3.507	0.483				
0.021	2.359	0.333				
0.324	0.993	0.134				

: (7)

MULTIPLE R	R Square	Adjusted R Square	F value	SIG F	Durbian watson	NUL HO Result test
0.441	0.194	0.127	2.896	0.014	1.699	
SIG T	T VALUE	BETA				

			.4
0.729	0.347	0.044	
0.295	1.054	0.1350	
0.005	2.891	0.430	
0.009	2.677	0.390	
0.038	2.109	0.313	
0.166	1.399	0.198	

: (9)

VIF	Tolerance	
1.440	0.694	
1.474	0.678	
1.956	0.511	
1.874	0.534	
1.963	0.509	
1.795	0.557	

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