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RELATIONSHIP MARKETING PRACTICES,

RELATIONSHIP QUALITY AND CUSTOMERS LOYALTY

OF ZEYA & ASSOCIATES MEDICAL SYSTEMS

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RELATIONSHIP MARKETING PRACTICES, RELATIONSHIP QUALITY AND CUSTOMERS LOYALTY OF ZEYA & ASSOCIATES MEDICAL SYSTEMS

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Supervised by   **Proposed By**

Dr.Phu Pwint Nyo Win Aung   Mg. Chan Tha

Associate Professor   Roll No.009

Department of Commerce   MMM 1st Batch

ACCEPTANCE

Accepted by the Board of Examiners of the MMM Programme, Department of Commerce, Yangon University of Economics, in partial fulfillment for the requirements of the Master Degree, Master of Marketing Management (MMM).

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Professor

Department of Commerce

Yangon University of Economics

AUGUST, 2023

ABSTRACT

The main objective of the study is to analyze the effect of relationship marketing practices on relationship quality and this quality effect on customer loyalty of Zeya & Associates Medical Systems in Yangon. In this study, quantitative research method is used. There is (600) dental clinics in Yangon. Among them 153 respondents are selected by using simple random sampling method from doctors or owner or manager of (600) dental clinics in Yangon as 25% of population. Require data are collected by questionnaires survey method. In this study, relationship marketing practices factors of commitment and communication have the strong positive effects on the relationship quality of customer satisfaction. Furthermore, relationship marketing practices factors of company brand image, commitment and communication have the strong positive significant effects on the relationship quality of customer trust. Moreover, relationship quality factors of customer satisfaction and customer trust has also positive effect on consumer loyalty. Therefore, customers have satisfaction and trust on sales and distribution of Zeya & Associates Medical Systems in Yangon and that promote customer loyalty. As the result of finding, company should provide service quality meeting with customer needs and should provide tailored solutions to meet individual meets and should provide additional value-added services.

ACKNOWLEDGEMENTS

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Chapter I

Introduction

The market place today is very dynamic, vivacious and competitive. The customers are smarter, more informed, and have an access to many channels and choice so that Marketing is increasingly competitive in many aspects. This condition encourages business people to increase the excellence of each of their businesses to be able to survive in the market. In health institutions, patients have needs and expectations in receiving maximum service. Patients also have the opportunity to choose a health institution amid the large number of health institutions today.

Customer satisfaction is an important factor in the success of dental clinics. Fulfilled patients are bound to return for future treatments, recommend the clinic to others, and provide positive reviews and feedback. In contrast, dissatisfied patients will switch to another clinic, which can harm the reputation and profitability of the clinic. The quality of dental materials plays a significant role in customer services of dental clinics. Dental materials are essential components of dental treatments and procedures, and their quality can have a direct impact on patient satisfaction and then to Customer loyalty. Dental material distributors play an essential role in ensuring the customer service of dental clinics. They are the suppliers of the materials that dental clinics use in their treatments and procedures. They ensure that their products in dental clinics need is readily available, of high quality, and competitively price. They also provide technical support and access to innovative products that can enhance the quality of dental clinic services. Dental clinics would prioritize working with reputable and reliable dental material distributors to provide the best possible services to their patients.

Wachyudi (2018) defines relationship marketing as a method of fostering closer connections with individual consumers through two-way communication, managing mutually beneficial relationships between consumers and companies. Establishing such good relationships through effective communication holds paramount importance for companies seeking to enhance customer loyalty.

In today's competitive business environment, the relationship marketing facilitates companies in retaining the market share and thereby achieving sustainable growth. Drug advertising field, knowing advertisers are progressively focusing on concentrating on medicine patterns and the recommending conduct of specialists. Relationship marketing is a marketing approach that focuses on building long-term relationships with customers. In the dental industry, relationship marketing plays a significant part in the collaboration between dental material distributors and dental clinics. Dental material distributors provide dental clinics with the dental materials that they need to provide high-quality dental care to their patients. Relationship marketing can help to build strong and lasting relationships between dental material distributors and dental clinics, leading to improved customer satisfaction, increased loyalty, and ultimately, increased profitability. By building strong relationships with their customers, dental material distributors can better understand the needs of dental clinics and provide customized offerings that meet their specific needs. Furthermore, dental material distributors can position themselves for success in the competitive dental industry.

Zeya and Associates Medical Systems is a dental materials distribution company located in Myanmar. The company was founded in 1996 and has been serving the dental industry in Myanmar for over 6 years. Zeya and Associates Medical Systems is committed to providing high-quality dental materials and equipment to dental clinics and practitioners across Myanmar. The company offers a wide range of dental materials and equipment, including dental implants, orthodontic materials, restorative materials, surgical instruments, and dental laboratory equipment.

Zeya and Associates Medical Systems is an authorized distributor for dental equipment and materials manufacturers, including AHL , Rays Medical, Ekal Dental and Recende Dental. Zeya and Associates Medical Systems is committed to providing excellent customer service to its clients. The company has a team of experienced sales representatives who work closely with dental clinics to understand their needs and provide customized solutions to meet their requirements. Zeya & Associates Medical Systems also provides technical support and training to dental clinics to help them use their equipment and materials effectively. In addition to its distribution services, Zeya & Associates Medical Systems is also involved in the education and training of dental professionals in Myanmar. The company organizes workshops and training programs to help Zeya and Associates

Sales team and dental professional with the latest trends and techniques in dentistry. Zeya and Associates Medical Systems is committed to their products about quality and safety. The company ensures that all of its products are sourced from reputable manufacturers and are of the highest quality.

This study aims to examine relationship marketing practices, relationship quality and customer loyalty of Dental Materials distributed by Zeya and Associates Medical Systems in Yangon. Specifically, the study seeks to identify the relationship marketing practices that the company employs, assess the level of customer loyalty, and examine the impact of relationship marketing practices on customer loyalty. This study will provide insights into the viability of relationship marketing practices in the dental material distribution industry, and contribute to the understanding of how companies can better serve and retain their customers.

1.1   Rationale of the Study

Good oral health is an essential to get general health and well-being throughout life. Regular dental visit will provide an opportunity for oral health care professionals to diagnose illness, provide primary preventive services and treat particular dental disease and other oral health related problems. Nowadays, dental treatment becomes one of the most popular and successful therapies. Maintaining good oral health is vital because the burden of oral disease is manifested in poor nutrition, school absences, missed workdays and increasing public and private expenditures for dental care.

The quality of dental materials plays a significant role in customer services of dental clinics. Dental materials are essential components of dental treatments and procedures because the quality of dental materials used in treatments and procedures can affect the outcomes of those procedures. If the materials used are of poor quality, the treatment may be less effective, leading to unsatisfactory results for the patient. The quality of dental materials used can affect the reputation of the clinic. If the materials used are of poor quality, patients are less likely to recommend the clinic to others or provide positive reviews, which can harm the clinic's reputation and profitability.

The dental material distributors play a critical role in helping dental clinics offer the best possible treatment to their patients. By providing access to a wide range of dental materials and equipment, ensuring quality assurance, offering technical support and

training, and providing cost savings. Dental material distributors help dental clinics to provide safe, effective, and high-quality dental care. The dental industry in Myanmar is highly competitive, with a large number of dental material distributors vying for the attention of dental clinics and practitioners. In this competitive landscape, creating customer loyalty is essential for the long-term success of dental material distributors. The dental industry in Myanmar is highly competitive, with numerous dental material distributors vying for the attention of dental clinics and practitioners. The dental material distribution market in Myanmar is divided by the presence of both local and international distributors.

Dental Material Importer, DMI company is a local dental material distributor in Myanmar. Their range of dental materials, including restorative materials, dental implants, and orthodontic materials. Q & M Dental Group is a Singapore-based dental group that has recently expanded into Myanmar. They offer a range of dental services, including dental materials and equipment.

IDS Medical Systems Myanmar is a branch of IDS Medical Systems, a leading healthcare distributor in the Asia-Pacific region. Range of dental materials and equipment, including dental implants, orthodontic materials, and surgical instruments.

Among them, Zeya and Associates Medical Systems is a leading Dental Materials distribution company in Myanmar, and customer loyalty is critical to their success. AHL Dental Materials has a strong presence in the dental material distribution market in Myanmar, with a focus on providing high-quality products and excellent customer service to dental clinics and practitioners. The organization's responsibility to provide quality and innovation has helped it to establish a reputation as a trusted supplier of dental materials and equipment in Myanmar and other countries in the region.

Today's organizations encounter a significant challenge due to the dynamic nature of the business section, characterized by saturated markets, intense competition, and a growing demand for a deep understanding of consumer needs. Moreover, organization must build relationship quality for achieving customer loyalty. Due to the business environment continues to expand, coordinating and managing its increasing complexity has come about in a more diverse and demanding customer base.

Mudie et al, (2006), defined relationship marketing practices is a customer-oriented marketing approach that focuses on building long-term relationships with customers through personalized offerings, excellent customer service, and trust-building activities, particularly in the context of dental material distribution. In this study, Relationship marketing practices of perceived value of product, service quality, commitment, communication and organization image are defined.

Relationship marketing holds great importance for dental material distribution clinics. It emphasizes building and maintaining strong and long-term connection with customers, suppliers, and other stakeholders. By understanding the effect of relationship marketing on client faithfulness, the study aims to provide to Zeya and Associates Medical Systems about relationship marketing practices for dental material distributors in Myanmar to improve their customer retention rates, increase profitability, and strengthen their competitive position in the market.

1.2 Objectives of the Study

The objectives of the study are

  (i) To analyze the effect of relationship marketing practices on relationship quality of Zeya and Associates Medical Systems in Yangon
 (ii) To examine the effect of relationship quality on customer loyalty of Zeya and Associates Medical Systems in Yangon

1.3 Research Method of the Study

The study focuses on the influence of relationship quality on customer loyalty of Zeya & Associates Medical Systems in Yangon. In this study, quantitative research is used. The population is the dental clinics who are using AHL dental materials distributed by Zeya & Associates Medical Systems in Yangon. There are (600) dental clinics in Yangon at 2023 according to sale report (2023) of Zeya & Associates Medical Systems.

To calculate the sample size required using Yamane (1967) sample size formula for a known population of 600 clinics with a desired margin of error of 7%, the formula can be expressed as:

$$n = N / (1 + Ne^2)$$

where:

n = sample size

N = population size (600 clinics in this case)

e = the level of precision (±7% precision)

$n = 600 / (1 + 600(0.07)^2)$

n = 153

Therefore, a sample size of approximately 153 clinics is collected to achieve a desired precision of ±7% with a known population of 600 clinics, using a simple random sample method. The questionnaire survey method is used to collect primary data and the secondary data are obtained from sale reports of previous studies and textbook. The study period was June, 2023. The data analysis is conducted with multiple linear regression and descriptive method.

1.4 Organization of the Study

Chapter one describes the introduction, rationale of the study, objectives of the study and scope and method of the study. Chapter two presents literature review on concept of relationship marketing practices and customer loyalty. Chapter three explores relationship marketing of AHL Dental Materials distributed by Zeya & Associates Medical Systems in Yangon. Chapter four describes the data analysis on effect of relationship marketing practices on Customer loyalty of AHL Dental Material. Chapter five presents the findings and recommendations.

Chapter II
Theoretical Background

This chapter presents associated literature and theories relevant to this relationship marketing served as the study's framework. This chapter provides theoretical literature review, previous studies and conceptual framework to concepts or ideas of relationship marketing practices and customer loyalty.

2.1.   Concept of Relationship Marketing

In various scholarly works, Relationship marketing has been characterized differently. It involves the foundation of compelling, effective, moral, and connection connections among purchasers and suppliers, going for the gold. This marketing approach involves customer relation, developing relations, and enhancing the attractiveness of customer-provider relationships. Scholars like Richards and Jones (2014) emphasized the understanding and managing the bond between customers and providers. Likewise, Doaei, Rezaei, and Khajei (2011) defined Relationship marketing as a strategy aimed at retaining customers, fostering strong relationships with them, and effectively managing interactions between customers and suppliers. Similarly, Afchangi, Hadavi, and Elahi (2013) depicted Relationship marketing as a process that entails identifying, creating, maintaining, strengthening, and, when necessary, ending relationships with customers and other stakeholders to achieve mutual benefits.

Relationship marketing is a concept employed by organizations to enhance various customer-related outcomes, including customer attraction, interaction, loyalty, and retention (Husnain & Akhtar, 2015). Rasul (2016) defines relationship management as organizational activities aimed at achieving three main objectives: establishing, maintaining, and improving relationships with customers. Similarly, Hakim and Hakim (2017) offer a comparable definition, describing relationship marketing as the establishment of advantageous relationships between the organization and its customers or partners. Gummessonas (cited in Fyall et al., 2003) defines relationship marketing as a strategy utilized by organizations to achieve customer retention. In the present study, relationship marketing was operationalized as a two-pronged strategy to foster customer relationships and ensure customer retention. Dimensions of relationship marketing found

in the literature encompass trust, commitment, communication, and conflict handling (Husnain & Akhtar, 2015).

The core of relationship marketing is to build trust and establish strong customer relationships, leading to customer loyalty and the attraction of new customers. This long-term approach prioritizes providing value to customers, ultimately measuring success by long-term customer satisfaction (Ranjbarian & Barari, 2009). Customer satisfaction, in turn, drives customer loyalty. Relationship advertising involves different aspects, each adding to consumer loyalty and steadfastness.

In contemporary corporate strategies, relationship marketing has become an integral part due to the considerable efforts required to retain customers over the long term. In the past, marketing predominantly focused on acquiring new customers, neglecting the essence of ongoing or relational exchange. However, evolving consumer needs and expectations have prompted organizations to adopt differentiation and customer-oriented marketing strategies to achieve a competitive advantage. The shift from transactional-based marketing, which solely focused on selling products and attracting new customers, to interactive marketing, prioritizing the establishment of sustainable and long-term customer relationships, has been evident (Turkamani et al., 2010).

The concept of relationship marketing was developed as an effective strategy to attract, maintain, and enhance customer relationships (Roberts et al., 2003). Sheth and Parvatiyar (2000) observed that relationship marketing emerged in the 1980s as an alternative to the prevailing transactional view of marketing, especially in the service industry, where many exchanges were found to be relational in nature. As the 1990s progressed, marketing evolved from transactional-based approaches to relationship marketing. Parties involved in these exchanges, both sellers and buyers, gained a deeper understanding and appreciation of each other's needs and constraints, leading to a shift towards more relationship-oriented practices, fostering cooperation between parties.

Previous studies clearly indicated that various factors of relation marketing affected on the customer loyalty. Hawkins et al (2001) listed five key elements of relationship marketing; developing a core service or product around which to build a customer relationship, customizing the relationship to the individual customer, augmenting the core service or product with extra benefits, evaluating in a way to support steadfastness, and

showcasing to representatives so that they will perform for customers. Based on the early theories and previous studies, certain relationship marketing practices which are considered of importance in distribution companies of Myanmar, such as perceived value of product, service quality, commitment, communication and organization image, are focused in the following parts.

Perceived value of Product

Value is the customer's perception of the balance between benefits received and sacrifices made to experience those benefits, for some customers, value equates to low price while for others it is having their particular requirements met and for another group quality is the main concern. Perceived value refers to the overall price given quality or the overall quality given price. Store loyalty resulted from a consumer committed to the store through an explicit and extensive decision-making process (Bloemer & Ruyter , 1998). Client steadfastness is a cognizant assessment of the cost/quality proportion or the readiness to follow through on a superior cost, or on the other hand cost lack of concern.

Service Quality

The service quality is the perception of consumer developed during the interaction with the service provider (Gronroos, 2000). Parasuraman et al. (1988) defined service quality as the experience and judgment of users/consumers about a company's excellence in the service delivery. Many researchers have shown that service quality perceived by customers will directly influence customers' satisfaction, as well as their confidence in the service firm (Aydin and Özer, 2005; Ismail et al., 2006; etc.). Customers might be satisfied when a firm provides better services than their pre-purchase expectations. Customers perceive the quality of a service by experiencing the consumption process and comparing the experience with their expectations. Customers might be satisfied when firms provide better services than their pre-purchase expectations. Customer trusts also emerge when customers perceive positive service quality from a firm, and believe the service firm would bring preferable outcomes for them. (Ismail et al., 2006)

Commitment

The need for customer participation in service delivery process makes the concept of commitment specifically relevant to services (Kelley and Davis 1994). According to Bowen and Shoemaker, 1998 commitment is the belief that an on-going relationship is so important that the partners are willing to work at maintaining the relationship and are willing to make short-term sacrifices to realize long-term benefits. Short-term sacrifices could be monetary or non-monetary, and the long-term benefits would be future business with customers and positive word of mouth by customers. And rendering to (Chu ,2003)loyalty is a positive attitude and behavior related to the level of re-purchasing commitment to brand in future. Commitment is fundamental to all relational exchanges between the firm and its different partners. Commitment is a critical issue in creating customer loyalty, in identifying customers' need, modifying products or services to meet customers' requirement, and also the existence of flexibility in customer relationship is essential to improve the service delivery system (Ndubisi, 2007).

Communication

Communication is defined as a formal as well as informal exchanging and sharing of meaningful and timely information between customers and service providers (Sin et al, 2002). Communication is transmitting of message or information, through various strategies, from the firm to clients as well as the other way around (Bosch et al., 2006). As per Kotler et al., (2010) depicts that informal exchange and showcasing correspondence are considered as strategies for correspondence to and from clients. Communication tells dissatisfied customers what the organization is doing to correct the causes of dissatisfaction. When there is effective communication between saler and end user, a better relationship will result and customers will be more loyal to the organization (Ndubisi, 2007).

Organization Image

Organization image is a key element in the overall service evaluation (Lai et al., 2009).The image consumers hold to them in regards to an organization or brand might have considerable effect on their attitudes and/or judgment about a company's overall excellence or superiority. Unlike products, services evaluations pose a great challenge for consumers as it is inherently intangible and process driven. The corporate picture, hence, turns into the focal point through which purchasers can make fitting judgment with respect to the organizations generally standpoint vis-a-vi different contender. Gronroos (1988) and Keller (1993) describe as the set of associations held about an association in buyer memory, and which fills in as a channel to impact the view of the tasks of the organization. Nguyen and Leblanc (2001) found that corporate image positively influences client reliability in three assistance areas specifically media transmission, schooling and retailing.

2.2   Relationship Quality

Relationship quality by Ndubisi et al., (2007) has been examined as a heap of unlimited worth, which expands the help or item and produces a normal trade between the purchasers and the dealers. General idea about the nature of the social layouts the general environment and profundity of a connection. Quality refers to client impression of how either entire relationship to measure up to assumptions, forecasts, objectives and wants of the client about the whole of the connection. Relationship quality among customers and organizations is characterized as the level of similarity of connections to address the issues of purchasers who fall into these connections. Some studies have found that when selling a personal accentuation on the social quality, it can diminish the feeling of frailty and vulnerability experienced by the client. It fundamentally can create clients' trust and fulfillment of clients in the deal and will influence the eventual fate of the client connections. It tends to be presumed that the nature of connection incorporate fulfillment, and trust, which emphatically affect the perspectives that reason from here on out.

2.3   Customer Loyalty

Szuts & Toth(2008)expressed that customer loyalty is a client's exhibition of dedicated adherence to a foundation or vendor notwithstanding an intermittent mistake or aloof assistance. In this view, customer loyalty is an attitude or behavior that customers explicitly vocalize or exhibit. Moreover, Bagdoniene&Jakstaite (2007) citing several

studies revealed that customer loyalty is the highest valuable result of marketing efforts, thus the development of customer loyalty has become an important focus on marketing strategy. The client devotion is winning the certainty of the client for an association with the goal that the relationship turns into a mutually beneficial arrangement for the purchasers and buyers.

Customer loyalty has been the well known subject among the business work environments (Leong et al 2012) and late years have shown a developing revenue in client dependability (Kuusik 2007) so has been broadly explored in the space of promoting (BOSE and RAO 2011).Faithfulness is a positive confidence in the worth that an organization gives, prompting expanded buys over the long haul. "Loyalty is a positive belief, generated over the course of multiple interactions, in the value that a company and its products or services provide, which leads to continued interactions and purchases overtime" (Oracle Corporation, 2005). However, in the business world, there are still considerable differences of opinion about the specific elements of loyalty (Thompson, 2007).

In a typical company, the rate of customer defection each year runs at about 10 – 30% which means that the business has to recruit same new customers to maintain the customer base. Evidence suggests that here is a consistent relationship between customer retention and long-term profitability. The best performing companies are those that succeed in retaining their existing customers. (Ross B. et al., 2008. P. 151) Customer loyalty is defined by Oliver (1999) as a deeply held commitment to re buy or re patronize a preferred product or service in the future despite there are situational influence and promoting endeavors having the capacity to cause exchanging conduct " (Yim et al.,2008). Customer loyalty focuses on a customer's repeat purchase behavior that is triggered by a marketer's activities (Hennig-Thurau etal., 2002)

2.4 Theoretical Background of the study

In this section presented background theory of the study. In this study based on following two theories. Social exchange theory and commitment-trust theory are involved.

2.4.1 Social Exchange Theory

This study was anchored on Social exchange theory which posits that individuals are willing to maintain relationships because of the expectation that to do so will be rewarding. People intentionally penance their self-benefits and contribute these advantages to others with the assumption for additional future increases. Thibaut and Kelly (1959) recommend that whether a singular holds a relationship with one more depends upon the connection of current relationship, previous experience and likely other options. The steady correlation of social and financial results between a progression of connections with current accomplices and available alternatives determines the degree of an individual's commitment to the current relationship. The basic assumption of Social exchange theory is that parties voluntarily enter and maintain relationships on the expectation that such relationships will pay back both economically and socially (Blau, 1960; Thibaut & Kelley, 1959). Relationship marketing s characterized as all advertising exercises coordinated towards laying out, creating and keeping up with effective social trades (Morgan & Hunt, 1994). Social exchange and Relationship marketing theories emphasize building and maintaining long-term relationship between sellers and buyers for sustainable competitive advantage and sustainable value added products in favour of the firm and its customers respectively (Gronroos, 1990). The critical result of Relationship advertising is client dependability with its specialist productivity and profitability enhancements (Gronroos, 1994; Gummeson, 1994).

2.4.2 Commitment-Trust Theory

Within the academic research, commitment-trust theory is a newer approach that has been widely adopted by those working within marketing and by academics (Hsu, Lin, and Lee, 2010). As recognition of the main sectors of these elements has grown, specific factors believed to influence trust and commitment have been widely developed through the literature on this subject (Hsu, Lin, and Lee, 2010). Commitment and trust according to (Morgan & Hunt, 1994) have been identified to be the key constructs to the success of any RM efforts. The two constructs are important because they help marketers to become high risk takers, more cooperative and resist attractive short-term alternatives in order to build long lasting relationships with their existing customers and also because they believe that their customers will not act opportunistically. As a result, customers develop trust in these businesses and the mutual loyalty which helps both parties to fulfil their needs. This theory

thus informs and guides on two of the study's objectives which are the influence of trust and commitment on consumer loyalty.

Existing examination additionally upholds that while the connection between trust, responsibility, and shopper conduct is plainly corresponded, it is also driven by a variety of influences, some of which are more traceable than others. Van Doom et al. (2010) find that while trust and commitment are significant to consumer behavior, customer engagement behaviors are complex comprised of many factors and influenced by many external elements. The commitment-trust theory guides the study on the possible reasons as to why trust and commitment have yielded positive effect on client dependability in numerous ventures.

2.5   Previous Studies

This section presents previous studies for relationship of marketing practices and relationship quality. Moreover, empirical result of relationship quality such as customer trust and customer satisfaction effect on customer loyalty is presented.

Rahayu (2023) studied the influence of relationship marketing on patient loyalty mediated by the value co-creation behavior of patients at the Dental and Oral Education Hospital in Jakarta. This study aimed to dissect the impact of relationship showcasing on understanding dedication interceded by the worth co-formation of patient way of behaving which is separated into patient support conduct and patient citizenship conduct in patients of the Instructive Dental and Oral Emergency clinic (RSGMP) in Jakarta. The respondents of the concentrate upwards of 310 individuals were patients who had gotten dental and oral consideration no less than twice over the most recent 2 years at the RSGMP in Jakarta.

Figure (2.1) Relationship Marketing on Patient Loyalty
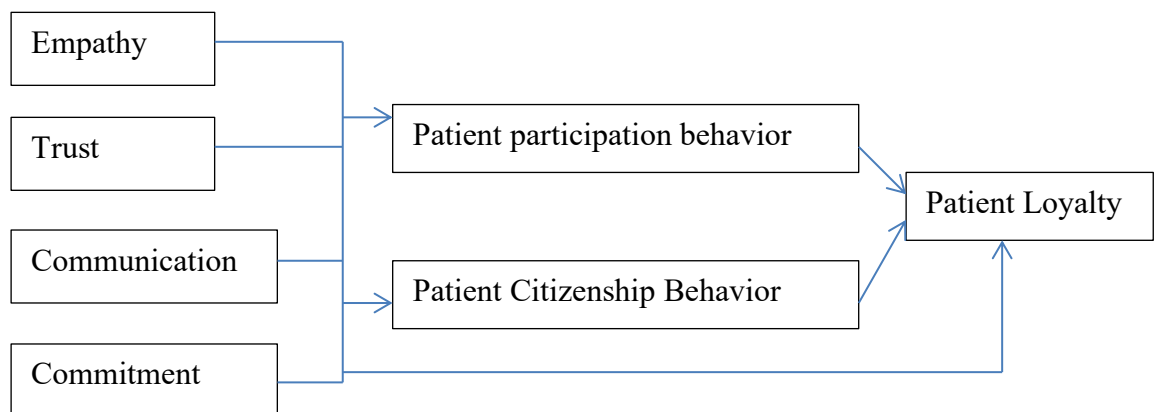
Source: Rahayu (2003).

The outcomes showed that relationship showcasing emphatically affects patient cooperation conduct and patient citizenship conduct. Patient support conduct doesn't emphatically impact patient dedication, yet tolerant citizenship conduct decidedly affects patient dependability. Relationship showcasing impacts patient unwaveringness. What's more, in the intervention variable, it was found that patient support conduct doesn't have an interceding impact between relationship promoting on tolerant devotion, while patient citizenship conduct has a fractional intervention impact.

AL Dmour & Sweidan (2016) determined the impact of relationship showcasing on client unwaveringness in the Jordanian drug industry .The reason for this exploration was to concentrate on the impact of relationship advertising aspects on the client dependability in the Jordanian Drug Industry and to figure out which aspects affects disposition and conduct faithfulness. The calculated model was tried utilizing information gathered through self-administrated poll disseminated to a 286 drug stores in Amman Governorate.

Figure (2.2) The effect of relationship marketing on customer loyalty
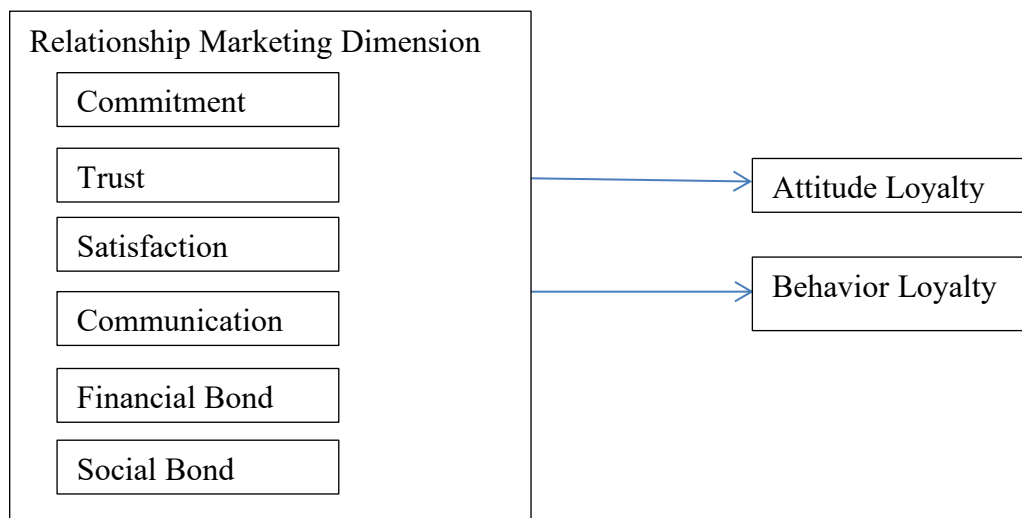
Source: AL Dmour & Sweidan(2016)

The aftereffects of this examination had showed that the relationship promoting aspects which comprise of correspondence, trust, fulfillment, responsibility, social bond and monetary bonds impact on disposition and conduct client reliability. The exploration had additionally observed that the correspondence, fulfillment and monetary bonds are the main aspects that affect disposition and conduct dedication and where the social bonds had found been the most fragile aspect.

Annie Wanjiku Kibeh (2013) was conducted a study focusing on issue and challenges relating to relationship-marketing on consumer trust and customer loyalty. According to the study of Annie wanjiku Kibeh (2013), there were four practices influencing on relationship quality – service quality, price, brand image and value offers. This study has been considered five variables as relationship quality such as commitment, ,communication,customer trust, customer satisfaction, and reciprocity.

Figure (2.3) Relationship Marketing and Customer Loyalty in Telecommunication Industry
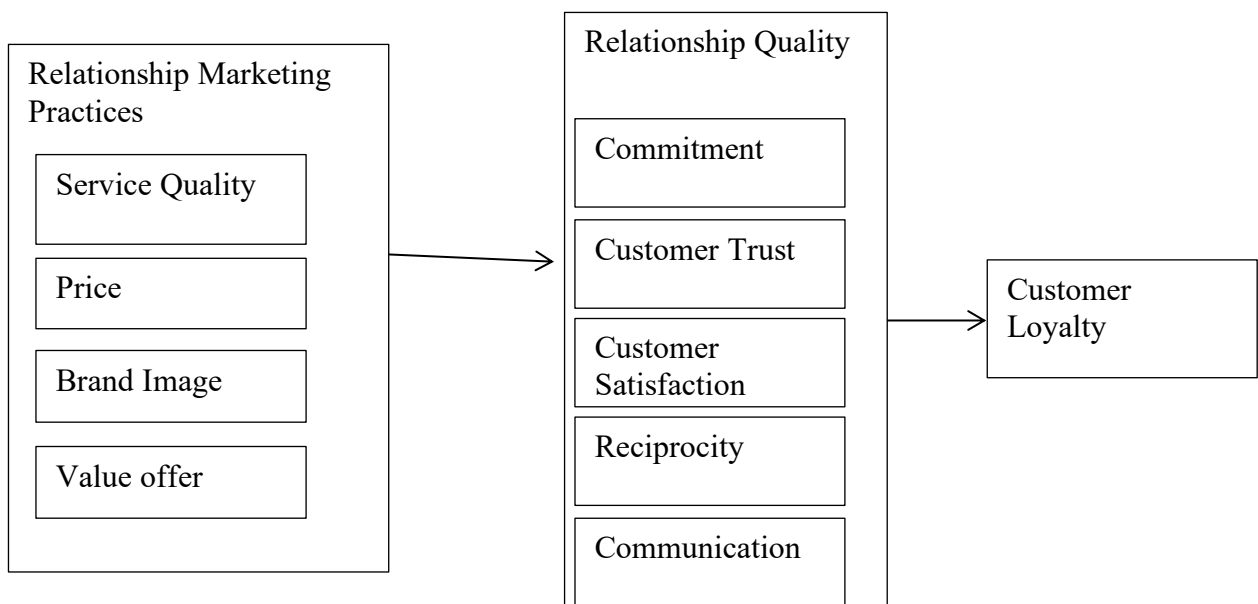
Source: Annie wanjiku Kibeh (2013)

The above Figure 2.2 presented the relationship marketing and customer loyalty in telecommunication Industry.The finding can be concluded as: all the tactics of relationship marketing are positively related to relationship quality and customer loyalty.

Kim & Lee (2010) examined the relationships between corporate image, brand awareness, service price, service quality, customer support services, and customer loyalty, and investigates the key drivers that establish and maintain customer loyalty to portable broadcast communications specialist organizations. 400 and 69 examples, which were gathered from members in an online study in Korea, were broke down utilizing various relapse examination procedures. The consequences of the review showed that corporate picture, brand mindfulness, administration cost, and administration quality are solid precursors for laying out client reliability in versatile correspondences administration markets. In addition, the empirical findings showed that corporate image plays the most important role in establishing and maintaining customer loyalty in the markets.

2.6 Conceptual Framework of the Study

Previous studies clearly indicated that relationship marketing practices affected on the customer loyalty. Based on Rahayu (2003) and Al Dmour & Sweidan (2016), relationship marketing practices are used perceived value of products, service quality, commitment, communication and organization image. Considering the above studies, dimensions of relationship marketing studied. An overview of this study is presented in the conceptual framework which is given in Figure below.

Figure (2.4) Conceptual Framework of the study
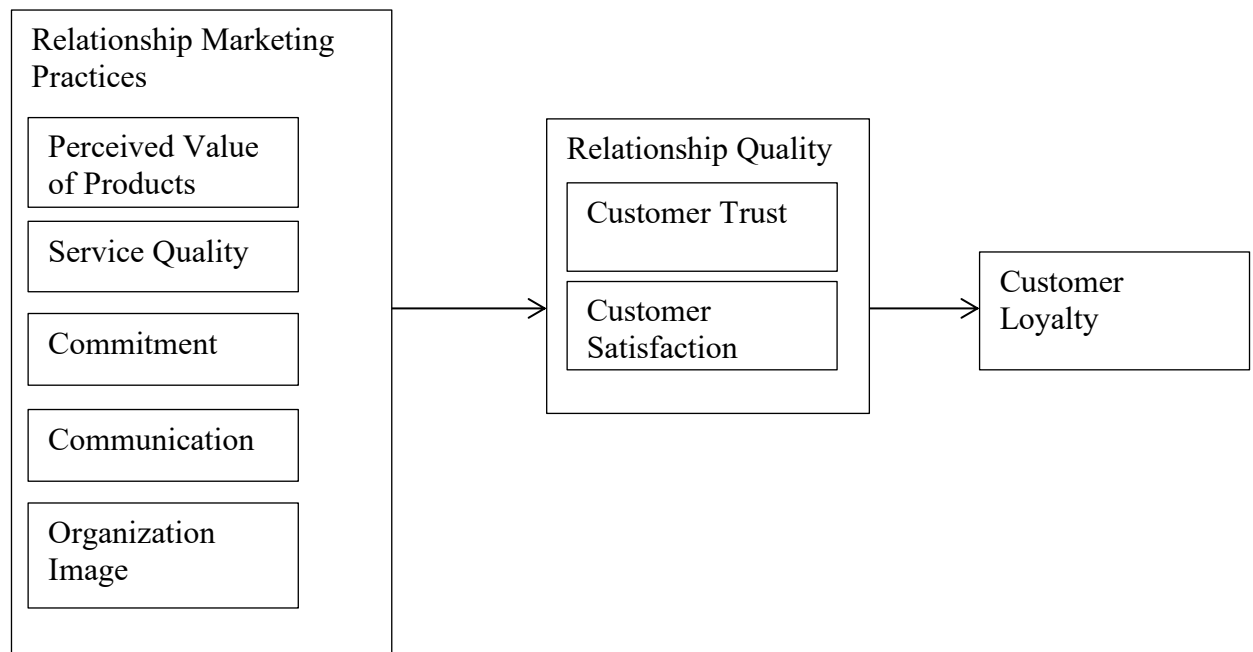
Source : Own Compilation (2023)

The following are working definitions of relationship marketing practices for a distribution business used in this study

Perceived Value of Product: Perceived value refers to the customer's assessment of the benefits they receive from a product or service in relation to its cost. In the distribution business, it involves creating a favorable perception among customers that the products being distributed offer significant advantages or benefits that justify their price.

Service Quality: Service quality pertains to the level of excellence and satisfaction customers experience when interacting with the distribution business. It encompasses aspects like timely delivery, accuracy of orders, responsiveness to inquiries, and overall customer support.

Commitment: Commitment in relationship marketing means to the mutual dedication between the distribution business and its customers to maintaining a long-term partnership. This commitment goes beyond individual transactions and involves building trust, reliability, and loyalty over time.

Communication: Communication involves the trading of data between the dissemination business and its clients. In relationship marketing, effective communication ensures that customers are well-informed about product updates, promotions, changes in operations, and any relevant information that contributes to a transparent and trusting relationship.

Organization Image: Organization image or company image is the overall perception that customers have about the distribution business. It includes factors like reputation, brand identity, values, and how well the business is perceived in the market. A positive organization image can significantly impact customer trust and loyalty.

Chapter III

Profile and Relationship Marketing Practices of
Zeya &Associates Medical Systems

This chapter mainly focuses on the company profile & background of Zeya and Associates and highlights overview of Relationship Marketing practices of Zeya and Associates.

3.1   Background of Zeya &Associates Medical Systems

Zeya and Associates Company from Myanmar is with diverse business interests, having its footprints in Power, HVAC (Heating, Ventilation and Air-Condition), Medical Systems, Electronics, Transport and Environmental. Zeya and Associates (Z&A) started as an Engineering firm in 1996 for the Electric Power Market of Myanmar and has expanded the business with the various opportunities & needs of the Country development and infrastructure.

Vision is "To be a leading healthcare provider with complete solutions"

Mission is "To achieve wealth optimization for our customers by providing the best healthcare products & services"

Motto is "For The Professional By The Professional"

Zeya and Associates Medical Systems established 2011, providing latest technology and wide range of medical products through Government, Public and Private Sectors. Zeya & Associates Medical Systems providing quality medical equipment and advanced technology, Service & Training to Medical Professionals of Myanmar.

The main objectives of the initiative are focused on driving growth and success for the business. Firstly, by increasing sales volume and sales revenue, driving higher profitability and financial success. Secondly, the goal is to expand the customer base, reaching out to new markets and demographics, and building strong and lasting relationships with existing customers. Improving customer services is another core objective, seeking to enhance customer satisfaction and loyalty by providing exceptional support and experiences. Additionally, the initiative aims at capacity development for staff, investing in their skills and knowledge to empower them to excel in their roles and contribute to the company's overall success. Lastly, the objective is to elevate brand

awareness, increasing visibility and recognition in the market, ultimately solidifying the brand's position and attracting more customers. Through the pursuit of these objectives, the organization aims to achieve sustainable growth and become a market leader in its industry.

3.2   Organization Structures of Zeya and Associates Medical Systems
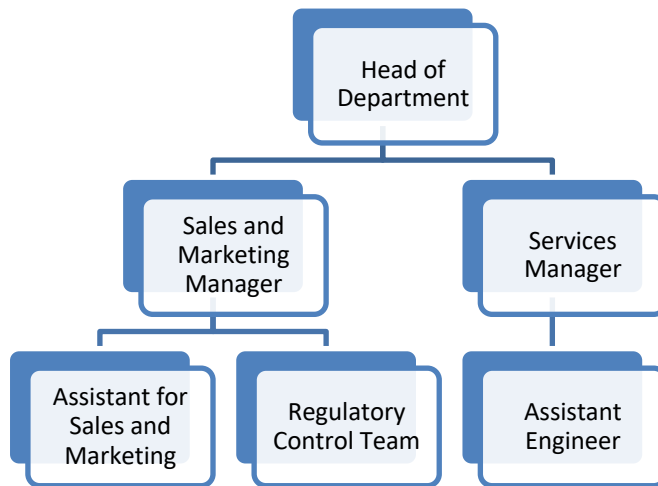
Zeya & Associates Medical Systems (2023)

Z&A Medical Systems distribute a comprehensive range of products, classified into various categories to cater to the diverse needs of the healthcare industry. Z&A Medical Systems offers a wide array of essential hospital equipment and accessories, enabling medical facilities to provide top-notch patient care and services. Disposable & Consumables comprises disposable medical supplies and consumables, ensuring the safe and hygienic use of products for patients and healthcare professionals. Z&A Medical Systems provides cutting-edge radiology equipment and accompanying accessories, facilitating accurate diagnostics and imaging procedures. The company offers advanced laboratory equipment and accessories, supporting medical professionals in conducting precise and efficient diagnostic tests and research. Z&A Medical Systems specializes in providing mobile clinic and hospital units, enabling healthcare services to reach remote areas and emergency situations effectively. In Management Consultancy & Public Healthcare Consultancy category focuses on offering comprehensive healthcare solutions through management consultancy services and public healthcare consultancy by helping healthcare organizations to optimize their operations and strategies. Z&A Medical Systems assists in turnkey designs and project management consulting, providing a one-stop solution for healthcare facilities' construction and renovation needs. With its diverse

product range and commitment to excellence, Z&A Medical Systems plays a important role in enhancing healthcare delivery and improving patient outcomes in the industry.

Among these various product categories, Zeya and Associates Medical systems corporate with AHL (Advance Healthcare Limited) from United Kingdom as Authorized Distributor of AHL dental material in Myanmar Country since 26th Feb 2015 for sales ,distribution and educational program. AHL has a long and pleased history. Laid out by 5 previous workers of Dentsply in 1986, in the a long time since send off we have developed to turn into the UK's driving maker of glass ionomer restoratives and cement

3.3 Relationship Marketing Practices of Zeya & Associates Medical Systems

Zeya and Associates Medical Systems is one of the leading Dental Materials distribution company in Myanmar, and customer loyalty is critical to their success. AHL Dental Materials has a strong presence in the dental material distribution market in Myanmar, with a focus on providing high-quality products and excellent customer service to dental clinics and practitioners.

Perceived Value : Zeya and Associates Medical systems implementing to improve the perceived value of dental materials for sale on end users.

1. Highlight the Benefits: Clearly communicate the benefits of AHL dental materials to customers compare with the other brands such as improve oral health, enhance treatment outcomes and provide greater convenience. Effective in promoting healing and reducing inflammation is the advantages that most dentist satisfied AHL materials over competitors' products.

2. Provide Demonstrations: Zeya and Associates Medical systems allow customers to see and experience the quality and effectiveness of AHL dental materials through demonstrations and training. This can help build trust and confidence in the value they offer.

3. Share Testimonials: Zeya and Associates Medical systems share testimonials or case studies from satisfied customers who have used AHL dental materials. Highlight their positive experiences, successful treatments, and improved patient outcomes. This social proof can also significantly enhance the perceived value towards the customer.

4. Offer Guarantees: Zeya and Associates Medical systems provide 5 years warranties for AHL dental materials. They assure customers that if they are not satisfied with the products,

they can return them or get a refund. So, they can reduces the perceived risk and increases confidence in the value of AHL dental materials.

5. Educate Customers: Zeya and Associates Medical systems educate customers about the importance of using high-quality dental materials and how they can impact treatment outcomes. They share information about the latest advancements in AHL dental materials and their benefits. When customers understand the value, they are more likely to appreciate it.

6. Provide Excellent Customer Service: Zeya and Associates Medical systems customer service is exceptional. They respond promptly to inquiries, address concerns, and provide guidance on selecting the right dental materials type for specific needs. Excellent customer service builds trust and enhances the overall perceived value of AHL dental materials products.

7. Offer Competitive Pricing: Zeya and Associates Medical Systems offering competitive pricing can still positively impact the perceived value. Conduct market research to ensure pricing aligns with industry standards and offers a fair value proposition.

8. Continuous Improvement: Zeya and Associates Medical systems maintain a commitment to continuous improvement. Remain refreshed with the most recent examination, headways, and client criticism in the dental materials field. They continuously refine AHL dental materials to meet customer needs and exceed their expectations.

Service Quality: The population of the dental clinics who are using AHL dental materials distributed by Zeya and Associates Medical Systems in Yangon are (600) dental clinics in Yangon at 2023 according to sale report (2022) of Zeya & Associates Medical Systems.

Zeya and Associates customer satisfaction procedure purpose is to know customers perception on Zeya and Associates service and to get high customer satisfaction by fulfilling their needs and expectations.

All Office Supervisors are resolved to be continually receptive to the client's necessities, and simultaneously to be mindful so as to keep up with moral principles. The client's needs may be changing, and the Zeya and Associates personnel should attentively monitor these changes and be flexible enough to change with them. Approach customers in suitable way and gathers information from customer as much as possible, relating to their perception on Zeya and Associates products and services. Zeya and Associates personnel should stress the need for innovation in the services and always search for ways to improve the standards. Enhancement of the Zeya and Associates goodwill should also be a priority,

and it should be remembered that such minor things as common courtesy towards the clients and the payment of attention to even the smallest details in their work can go a long way in this regard.

Zeya and Associates care clients' complaints not as a problem to be handled but as an opportunity to improve quality of services. Zeya and Associates Medical systems offered personalized services to meet customer needs and were always willing to help if any new services. Zeya and Associates medical systems is consistent in providing good quality services. Improvements in services can always be made in order to increase the satisfaction to the clients, but it is the individual and joint responsibility of all employees of the Zeya and Associates Co., Ltd. to achieve them.

Zeya and Associates Co., Ltd carry out service provision under controlled condition, which includes but not limited to;

- availability of information that describes product characteristics
- availability of work instruction, as necessary
- use of suitable equipment/ monitoring and measuring devices
- implementation of monitoring and measurement
- implementation of release, delivery and post-delivery activities

Any information from customer shall be considered as confidential and is not released to third party unless expressly authorized in writing by customer.

To control proper execution of business activities, relevant procedure and work instruction (as necessary) are established to ensure quality service performance relating to;

• Time response to the client's inquiries;
• Accurate results
• Expertise
• Compliance with requirements.
• Appropriate verification of the service process, personnel performance and equipment shall be documented and maintained.

For those processes which cannot be verified by subsequent monitoring shall be validated by approval of qualification of personnel, equipment, method to ensure

compliance with service requirement. It can be made in the form of service report or as appropriate and shall be approved by authorized personnel. Revalidation shall be done after corrective action has been taken against previous validation.

Zeya and Associates shall properly identify, verify, protect, safeguard and well maintain the customer property for the whole process and record accordingly. In case of lost or damage, it will be reported to customer and record shall be maintained for further action taken.

Respective Managers or authorized personnel are responsible to ensure the conformity of products and its constituent part for clear identification, handling, tracking, storage and protection starting from internal processing till delivery to the intended destination.

Commitment: Improving the commitment of customers to purchase dental materials requires building trust, demonstrating value, and providing excellent service.

1. Build Trust: Zeya and Associates Medical Systems establishing a trustworthy reputation by being transparent, reliable, and hones interactions with customers. They provide accurate product information, honor commitments, and deliver on promise and maintain a high level of professionalism and ethical standards in all dealings.

2. Provide Product Education: Zeya and Associates Medical Systems provide academic education to customers about the features, benefits, and proper usage of AHL dental materials. They Oofer training sessions, webinars, or informative materials that empower customers to make informed decisions. When customers understand the value and potential of AHL dental materials, they are more likely to commit to the next purchase.

3. Demonstrate Value: Zeya and Associates Medical systems clearly communicate to dental surgeon about AHL dental materials that can solve specific restoration of posterior and also anterior filling. They offer product samples or trial periods to give customers a firsthand experience of the value AHL denta materials materials provide.

4. Offer Customized Solutions: Zeya and Associates Medical systems understanding the individual needs of customers and recommend dental materials that align with their requirements such as shading of teeth. Provide personalized suggestions and solutions

tailored to their specific cases or daily practices of dental surgeon. This demonstrates their commitment to their success and fosters a stronger relationship.

5. Provide Exceptional Customer Service: Zeya and Associates Medical systems offer prompt, friendly, and knowledgeable customer service at all times. They respond quickly to inquiries, address concerns, and offer guidance throughout the purchasing process. Anticipate customer needs and go above and beyond to exceed their expectations.

6. Foster Long-Term Relationships: Zeya and Associates Medical systems focus on building long-term relationships with customers rather than focusing solely on the sale. They maintain regular communication, offer after-sales support, and provide updates on new products or advancements in dental materials. By nurturing these relationships, they increase the commitment and loyalty of customers.

7. Implement Loyalty Programs: Zeya and Associates Medical systems implement loyalty programs or incentives to reward repeat customers. They offer discounts, exclusive offers, or special promotions to encourage ongoing commitment and repeat purchases.

Communication Practices: Zeya and Associates Medical systems improving communication practices when selling dental materials to customers is essential for building trust, understanding their needs, and effectively conveying the value of AHL dental materials. Following are far to improve their correspondence rehearses:

1. Active Listening: They practice active listening to understand their customers' needs, concerns, and preferences. They being provided full attention, paraphrase their statements to ensure understanding, and ask clarifying questions. This demonstrates that their value their input and are attentive to their requirements.

2. Clear and Concise Messaging: Using simple language and communicate the benefits of AHL dental materials in a way that is easy for customers to understand.

3. Customize Communication: They tailoring their communication approach to each customer's individual needs. Some customers may prefer face-to-face interactions, while others may prefer email or phone conversations. Adaptation of communication style to match their preferences and provide information in a format that is most convenient for them.

4. Visual Aids: Zeya and Associates medical systems utilize visual aids such as brochures, product catalogs, or online presentations to enhance their communication. Visuals can help customers better understand the features and benefits of AHL dental materials. They use high-quality images and graphics to showcase AHL dental materials effectively.

5. Product Demonstrations: When possible, offer product demonstrations to customers. This allows them to see how AHL dental materials work and experience their benefits firsthand. Demonstrations can be conducted in person or through video presentations to effectively showcase the value and effectiveness of their AHL dental products.

6. Effective Follow-Up: Follow up with customers after initial communications to address any additional questions or concerns they may have. Promptly respond to inquiries and provide the necessary information to help customers make informed decisions. This demonstrates thei commitment to excellent customer service and builds trust.

7. Use Case Studies and Testimonials: Zeya and Associates medical systems share case studies and testimonials from satisfied customers who have used AHL dental materials. Highlight successful treatment outcomes and positive experiences they have had with AHL products. This social proof can significantly enhance credibility and reinforce the value of AHL dental materials.

8. Continuous Education: They stay refreshed with the most recent headways in dental materials and convey this data to clients. Provide educational resources, such as newsletters or online articles, to keep them informed about industry trends and best practices. This establishes them as a reliable source of information and builds trust in your expertise.

By implementing these communication practices, you can effectively convey the value of your dental materials, address customer concerns, and build strong relationships with your customers. Clear, personalized, and informative communication is key to successful sales and customer satisfaction.

Organization Image: To improve the organizational image of dental materials sales on customers, Zeya and Associates medical systems focus on enhancing various aspects of dental business. Following are some strategies to consider:

1. Quality Assurance: Zeya and Associates medical systems ensure that AHL dental materials are of high quality and meet industry standards. They conduct thorough quality control checks and certifications such CE , USFDA and Myanmar FDA to provide customers with confidence in the reliability and effectiveness of AHL dental materials.

2. Professional Packaging and Branding: Zeya and Associates medical invest in professional packaging and branding that reflects the quality and value of AHL dental materials. They use cohesive branding elements such as logos, color schemes, and design aesthetics to create a professional and recognizable image.

3. Clear and Informative Product Information: They provide clear and detailed product information to customers. This includes specifications, usage instructions, safety precautions, and any relevant certifications. Transparency in product information helps build trust and establishes organization as knowledgeable and reliable.

4. Engage in Continuous Research and Development: Zeya and Associates Medical Systems demonstrate a commitment to innovation and improvement by investing in research and development of new dental materials. They stay refreshed with the most recent headways in the field and ceaselessly endeavor to offer items that are at the cutting edge of mechanical progressions.

5. Provide Exceptional Customer Service: They foster a customer-centric culture within their organization. They train and empower dental materials sales team to deliver excellent customer service, promptly address inquiries and concerns, and offer guidance throughout the purchasing process. A positive customer experience will enhance organization's image.

6. Develop and Maintain Relationships: Zeya and Associates medical systems cultivate strong relationships with dental professionals, institutions, and key opinion leaders in the field. They participate in dental conferences, workshops, and events to network and establish organization as a trusted partner in the industry.

7. Social Responsibility and Sustainability: Zeya and Associates Medical Systems commitment to social responsibility and sustainability. They participate in environmental initiatives, support dental access programs, or contribute to dental education and research. These efforts demonstrate organization's values and contribute to a positive image.

8. Collect and Showcase Customer Testimonials: Zeya and Associates Medical Systems encourage satisfied customers to provide testimonials or reviews about their experience with AHL dental materials. They display these testimonials on Zeya & Associates website, social media platforms, or promotional materials. Positive feedback from satisfied customers can greatly enhance organization's reputation.

9. Embrace Transparency: Zeya and Associates Medical Systems transparent about their organization's policies, processes, and values. They communicate openly about any relevant certifications, manufacturing practices, or quality control measures. Transparency builds trust and helps customers feel confident in their decision to purchase from Zeya and Associates organization.

10. Support Continuing Education: Zeya and Associates Medical Systems offer educational resources, webinars, or workshops on the proper use and benefits of AHL dental materials. Position organization as a trusted source of knowledge and expertise in the field.

Zeya and Associates Medical systems improve the organizational image of AHL dental materials sales on customers. Building a reputation for quality, professionalism, customer-centricity, and social responsibility will contribute to customer trust, loyalty, and positive brand perception.

CHAPTER IV

ANALYSIS OF RELATIONSHIP MARKETING PRACTICES, RELATIONSHIP QUALITY AND CUSTOMER LOYALTY

This chapter presents the analysis of customer relationship marketing practices, relationship quality and customer loyalty that consists of research design, demographic characteristics of respondents, reliability analysis, analytical methods and tools used in this research, and relationship between variables.

Research Design

This study analyzed effect of relationship marketing practices on relationship quality and effect of relationship quality on customer loyalty of AHL Dental Materials distributed by Zeya and Associates Medical Systems in Yangon. There are four main parts in research design: research variables used in this research, random sampling technique, unit of analysis, and multiple linear regressions. In this research both primary and secondary data are used.Total 153 dental clinics who are using AHL dental materials distributed by Zeya and Associates Medical Systems in Yangon are selected and given structured questionnaires. Based on data, the analysis is performed by using descriptive statistics

The survey questionnaires are essential for the research design of the study and for the analysis of effect of relationship marketing practices on relationship quality and effect of relationship quality on customer loyalty of Zeya & Associates Medical Systems in Yangon. In this study, relationship quality was considered with two variables, customer satisfaction and customer loyalty. There were two sections in the questionnaire. The respondent's profile was in the first section, and the second section was the survey item. Five-point Likert scale is used in the survey questionnaire for measuring the strength of a respondent's opinion. Which are given numerical values ranging from strongly disagree to strongly agree (raring are on 5-point scale; strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, and strongly agree = 5). The Likert Scale interpretation is shown in following Table (4.1).

Table (4.1) Likert Scale Score Interpretation

No	Mean Score between	Interpretation
1	1.00 -1.80	Strongly disagree
2	1.81 – 2.60	Disagree
3	2.61 – 3.40	Neutral
4	3.41 – 4.20	Agree
5	4.21 – 5.00	Strongly agree

Source: Google

Mean values were calculated based on the results of respondents' answers. The means value is categorized into the three levels. Means value of less than 2 are as low level, means value between 2 and less than 3.5 are as moderate level and means value of 3.5 or higher are as high level of perception towards a particular variable (Sekaran, 2003).

In a sampling technique, each member of a population has an equal chance of being chosen, through the use of an unbiased selection method (Simkus, 2022). The population of interest for this study are dental clinics who are using AHL dental materials distributed by Zeya and Associates Medical Systems in Yangon. The total population categoriesed as (600) dental clinics in Yangon at 2023 according to sale report (2023) of Zeya and Associates Medical Systems. By using simple random sample method this study analyzed 153 clinics are selected. In collecting data process, the survey questionnaires were used to collect primary data. Secondary data were gathered from sale reports of Zeya and Associates Medical Systems, previous studies and textbook. The collected data were then analyzed by SPSS statistical tool. Multiple Regression analysis was used to analyze the relationship between relationship marketing practices and customer loyalty of AHL Dental Materials distributed by Zeya and Associates Medical Systems.

4.1 Demographic Profile of Respondents

The demographic characteristics of 153 respondents using AHL dental materials distributed by Zeya and Associates Medical Systems in Yangon are analyzed in this survey to identify the customer satisfaction, customer trust and customer loyalty. This section includes profiles of the respondents such as position role in clinic, age, education and service experience.

Table (4.1)   Profile of Respondents

Items	Demographic	No of Respondents	Percent
Position role in clinic	• Doctor • Owner • Management	129 4 20	84.3 2.6 13.1
Total		**153**	**100.0**
Age (Year)	• 25 years to 30 years • 31 years to 35 years • 36 years to 40 years • 41 years to 45 years • 46 years to 50 years	3 30 51 29 28 12	2.0 19.6 33.3 19 18.3 7.8
Total		**153**	**100.0**
Education	• B.D.S • Master • PhD	62 62 29	40.5 40.5 19.0
Total		**153**	**100.0**
Service Experience	• 1 to 3 years • 4 to 6 years • 7 to 9 years • Above 10 years	10 39 51 53	6.5 25.5 33.3 34.6
Total		**153**	**100.0**

Source: Survey data (2023)

Table (4.1) shows the profile of respondent and includes position of the respondents in clinics. In selected respondents, doctors include (84.3%), owner include (2.6%) and management include (13.1%) . It is showing that doctors the most dominance respondents among position.

According to the Table (4.1), the age of the respondents in selected respondents are 2%, 19.6%, 33.3%, 19%, 18.3% and 7.8% of respondents are within the age range of 25 years to 30 years, 31 years to 35 years, 36 years to 40 years, 41 years to 45 years and 46 years to 50 years respectively. This indicates clearly more than 33% of the respondents are middle aged people.

Table (4.1) reveals the number of respondents by education level as well. This indicates that 40.5% of the respondents are B.D.S and Master degree, 19% of respondents are PhD holder. And then table (4.1) indicate the service experience of the respondents. In selected respondents, the majority of (34.6%) has above 10 years service experience and the lowest group has 1 to 3 years service experience and occupied (6.5%).

Figure (4.2) Customer Behavior for using AHL Dental Materials

Demographic	No. of Respondents	Percent
Total	**75**	**100**
Frequency of Daily Case using AHL Dental Materials	**Number of Respondents**	**Percent**
• 1 to 3 times	34	22.2
• 4 to 6 times	30	19.6
• 7 to 9 times	29	19.0
• Above 10 times	60	39.2
Which source had you known from?	**Number of Respondents**	**Percent**
• Marketer of Zeya & Associates Medical Systems	80	52.3
• Reference of seniors	15	9.8
• Popularity of AHL Dental Materials in medical field	58	37.9
How long have you been using AHL Dental Materials?	**Number of Respondents**	**Percent**
• 1 to 3 years	24	15.7
• 4 to 6 years	32	20.9
• 7 to 9 years	30	19.6
• Above 10 years	67	43.8
For how long have you been a customer of Zeya & Associates Medical Systems?	**Number of Respondents**	**Percent**
• 1 to 3 years	23	15.0
• 4 to 6 years	35	22.9
• 7 to 9 years	35	22.9
• Above 10 years	60	39.2

Source: Survey Data, 2023

There can also be seen how often the customer use AHL Dental Materials in daily case by screening the frequency (numbers of time) usage result, most portion yielding 39.2 percent of major AHL Dental Materials users often used AHL Dental Materials above 10 times, while 19 percent may use AHL Dental Materials 7 to 9 times. The most portions, 52.3 percent of respondents know about AHL Dental Materials form Marketer of Zeya & Associates Medical Systems while 9.8 percent may know about AHL Dental Materials form references of seniors.

In the aspect of AHL Dental Materials duration, majority group yielding 43.8 percent of respondents have been used AHL Dental Materials for the period of more than 10 years long while 15.7 percent of respondents have been used AHL Dental Materials within 1 and 3 years long. There can also be seen for the duration of being a customer of Zeya & Associates Medical Systems, majority group yielding 39.2 percent of respondents have been being a customer of Zeya & Associates Medical Systems for the period of more than 10 years long while 15 percent of respondents have been being a customer of Zeya & Associates Medical Systems within 1 and 3 years long.

4.2 Reliability Test of the Study

Reliability testis important for analysis of the study. Reliability refers to the degree to which measures are free from random error and therefore yield consistent results (Zikmund 1997). The study uses Cronbach's Alpha as a measure of internal consistency. Cronbach's Alpha is a reliabilitycoefficient that indicates how well items in a set are positively correlated to one another (Sekaran, 2003). A rule of thumb for interpretingCronbach's alpha for Five-Likert Question is;

Table (4.3)   Rule of Thumb on Cronbach's alpha

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Rule of thumb on cronbach alpha. resarchgate.net

Based on the survey data, the reliability or the internal consistency among the variables was checked with the Cronbach's alphaas per table (4.4).

Table (4.4)   Reliability Test for Relationship Marketing Practices, Relationship Quality and Customer Loyalty

Sr. No.	Factors	No. of items	Cronbach's Alpha	KMO	Bartlett's Test of Sphericity (Sig)
1	Perceived Value	8	0.979	0.907	0.000
2	Service Quality	5	0.971	0.846	0.000
3	Company Brand Image	4	0.972	0.850	0.000
4	Commitment	6	0.980	0.878	0.000
5	Communication	9	0.985	0.943	0.000
6	Customer Satisfaction	6	0.977	0.895	0.000
7	Customer Trust	8	0.984	0.949	0.000
8	Customer Loyalty	9	0.981	0.935	0.000

Source : Survey data (2023)

As per the outcome of table (4.4), all the alpha value are above 0.9. Therefore, the research data for this survey are excellent and it's reliable. KMO measures the proportion of variance in the variables and all the results of KMO value were > 0.6. The significance value of Bartlett's test of Sphericity were .000 that is <0.05 and significant. Thus, the above results indicated good internal accuracy and this sample for the size was reliable.

4.3 Descriptive analysis on the relationship marketing practices, relationship quality and customer loyalty

The conceptual model of the study was based on five independent variables namely perceived value, service quality, company brand image, commitment and communication. Moreover, there are more independent variable of customer satisfaction and customer trust as well. Customer satisfaction and customer trust are considered as relationship quality in

this study. The findings under this section seek to measure how each of the relationship marketing practices variables effect on the relationship quality and customer loyalty of AHL Dental Materials distributed by Zeya & Associates Medical Systems in Yangon.

4.3.1 Customer Perception of Perceived Value Factors

Regarding the perceived value factors, the respondents are required to respond total eight questions. Under table (4.5), data are reported about perceived value of AHL Dental Materials distributed by Zeya & Associates Medical Systems in Yangon

Table (4.5) Customer Perception of Perceived Value Factors

Sr. No.	Items	Mean	Standard Deviation
1	I feel that I am getting AHL dental materials provided Zeya & Associates Medical Systemsas quality material and brand reputation	4.18	.901
2	AHL dental materials provided Zeya & Associates Medical Systems have been getting as reasonable price.	4.19	.937
3	I think that given quality is good value formoney	4.29	.938
4	The company offers flexible pricing forvarious AHL dental materials that meet my needs.	4.15	.937
5	There is a high probability that I will achieve theproposed reward for using the AHL products provided by Zeya &Associates as I have used it at my clinic.	4.26	.965
6	The proposed rewards and values by Zeya & Associates were what I wanted.	4.30	.953
7	It was easy to get benefits from the promotionaloffers.	4.25	.861
8	AHL dental materials provided Zeya & Associates Medical Systemsgive a good turn to My customers.	4.18	.877
Overall Mean		4.25	

Source : Survey data (2022)

Table (4.5) is reported the individual mean score of eight questions for perceived value factors. The range of mean value ranged from 4.15 to 4.30. It indicated that respondents agreed the perceived value factors which influence the customer trust and satisfaction since the overall mean value is 4.25 which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.3.2 Customer Perception of Service Quality Factor

Regarding with the service quality factors, the respondents are required to respond total five questions. Under table (4.6), data are presented about current customer perception on the service quality factors.

Table (4.6)   Customer Perception of Service Quality Factor

Sr. No.	Items	Mean	Standard Deviation
1	This Zeya & Associates Medical Systemsfollows up in a timely manner to customer requests.	4.08	.912
2	The frontline employees of Zeya & Associates Medical Systemsare always willing to help me.	4.22	.921
3	The response to consumers' complaints is always taken quickly.	4.28	.948
4	This Zeya & Associates Medical Systems is consistent in providing good quality service.	4.38	.993
5	This Zeya & Associates Medical Systemsprovides timely information when there are new services.	4.22	.857
Overall Mean		4.24	

Source : Survey data (2022)

Table (4.6) is reported the individual mean score of five questions for the service quality factors. According to the result, all the mean value are higher than the neutral value 3 and therefore it can be concluded that the customer perception on the service quality factors are very good. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.3.3 Customer Perception of Company Brand Image Factors

Regarding with the Company Brand Image factors, the customers are required to respond total four questions. Under table (4.7), data are presented about current customer perception on the company brand image factors.

Table (4.7)   Customer Perception of Company Brand Image Factor

Sr. No.	Items	Mean	Standard Deviation
1	Consider that this Zeya & Associates Medical Systems' reputation is high in medical supplies distribution.	4.17	.923
2	There is good feeling about the Zeya & Associates Medical Systems' social responsibility.	4.17	.923
3	The Zeya & Associates Medical Systems delivered a good brand image to its customers.	4.25	.984
4	The Zeya & Associates Medical Systems is stable and firmly established	4.24	.972
Overall Mean		**4.21**	

Source : Survey data (2023)

Table (4.7) is reported the individual mean score of four questions for company brand image factors. The range of mean value ranged from 4.17 to 4.25. It indicated that respondents agreed the company brand image factors which influence the customer trust and satisfaction since the overall mean value is 4.21 which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.3.4 Customer Perception of Commitment Factors

Regarding with the commitment factors, the customers are required to respond total six qestions. Under table (4.8), data are presented about current customer perception on the commitment factors.

Table (4.8)   Customer Perception of Commitment Factors

Sr. No.	Items	Mean	Standard Deviation
1	Zeya & Associates Medical Systems. Commits time and resources to meet relationships management goals.	4.09	.943
2	You feels that commitment by both management and employees of Zeya & Associates Medical Systems to achieve your satisfaction and loyalty is a policy in Zeya & Associates Medical Systems.	4.15	.934
Sr. No.	Items	Mean	Standard Deviation
3	Zeya & Associates Medical Systems strongly value you and processes that create useful change	4.25	.936
4	Zeya & Associates Medical Systems makes adjustments to meet your needs.	4.25	.865
5	Zeya & Associates Medical Systems is very committed to continue relationship with you	4.25	.855
6	The staff of Zeya & Associates Medical Systems have commitment towards your needs.	4.29	.932
Overall Mean			4.22

Source : Survey data (2023)

Table (4.8) is reported the individual mean score of six questions for commitment factors. The range of mean value ranged from 4.09 to 4.29. It indicated that respondents agreed the commitment factors which influence the customer trust and satisfaction since the overall mean value is 4.22 . Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.3.5 Customer Perception of Communication Factors

Regarding with the communication factors, the customers are required to respond total nine questions. Under table (4.9), data are presented about current customer perception on the communication factors.

Table (4.9)   Customer Perception of Commitment Factors

Sr. No.	Items	Mean	Standard Deviation
1	Zeya & Associates Medical Systems provides accurate and reliable information.	4.20	.870
2	Zeya & Associates Medical Systems. provides timely information as you want.	4.18	.835
3	Zeya & Associates Medical Systems uses information from you todesign or improve its products or services.	4.16	.907
4	Zeya & Associates Medical Systems periodically sale call to remind them on their personalized services	4.19	.899
5	Zeya & Associates Medical Systems periodically send email and newsletter to you to inform them about services provided and new products	4.15	.923
6	Through regular contacts with you, Zeya & Associates Medical Systems work with individual key customer to customize its offerings	4.17	.946
7	Freely express opinions to the staff of Zeya & Associates Medical Systems	4.16	.860
8	Staffs of Zeya & Associates Medical Systems provided electronic-information to you.	4.13	.886
9	Relationships with you are managed effectively and supported by top management and staffs	4.20	.890
Overall Mean		4.17	

Source : Survey data (2023)

Table (4.9) is reported the individual mean score of nine questions for communication factors. The range of mean value ranged from 4.15 to 4.20. It indicated that respondents agreed the communication factors which influence the customer trust and satisfaction since the overall mean value is 4.22 which are greater than the statistical average 3. Standard deviations are lower than 1 that means data are less deviate from the mean and the result of survey data were more acceptable.

4.3.6   Customer Perception of Customer Satisfaction

Regarding with the customer satisfaction factors, the respondents are required to respond total six questions. Under table (4.10), data are presented about current customer perception on customer satisfaction.

Table (4.10)   Customer Perception of Customer Satisfaction

Sr. No.	Items	Mean	Standard Deviation
1	Customers of Zeya & Associates Medical Systems are always happy with the front-line staff services	4.29	.900
2	Customers of Zeya & Associates Medical Systems are happy with company response time	4.31	.859
3	Zeya & Associates Medical Systems uses customer satisfaction surveys for understanding customer needs and what satisfies and dissatisfies customers	4.20	.895
Sr. No.	Items	Mean	Standard Deviation
4	In Zeya & Associates Medical Systems, customers are treated with respect.	4.24	.912
5	Employees of Zeya & Associates Medical Systems give follow up to customer requests well in time.	4.22	.870
6	Zeya & Associates Medical Systems has convenient opening and closing time /Working time that make customers happy	4.27	.864
Overall Mean		4.25	

Source : Survey data (2023)

From the findings on Table (4.10), the value of means ranged from 4.20 to 4.31. The respondents showed their satisfaction of AHL Dental Materials distributed by Zeya & Associates Medical Systems since the overall mean was 4.25. The values of standard deviation were less than 1. There was a little variable and no effect on the result.

4.3.7 Customer Perception of Customer Trust

Regarding with the customer trust factors, the respondents are required to respond total eight questions. Under table (4.11), data are presented about current customer perception on customer trust.

Table (4.11)   Customer Perception of Customer Trust

Sr. No.	Items	Mean	Standard Deviation
1	The policies and relationship practices of Zeya & Associates Medical Systems are trustworthy.	4.21	.916
2	The frontline employees of Zeya & Associates Medical Systems are always willing to help customers	4.25	.921
3	Feel secured in all of their transactions with Zeya & Associates Medical Systems	4.27	.908
4	Confident on the financial status of Zeya & Associates Medical Systems	4.27	.913
5	Zeya & Associates Medical Systemsstaffs respond to customers in constructive and caring manner	4.29	.966
6	Zeya & Associates Medical Systems. is consistent in providing quality product and service.	4.25	.902
7	Zeya & Associates Medical Systemsmakes an effort to find out what the customer needs are and accordingly provide	4.20	.876
8	Zeya & Associates Medical Systems staff are competent in handling customer concerns	4.23	.854
Overall Mean		4.25	

Source : Survey data (2023)

From the findings on Table (4.11), the mean values ranged from 4.20 to 4.29. The respondents agreed they trust about the usage of AHL Dental Materials distributed by Zeya & Associates Medical Systems since overall mean was 4.25 which are greater than the statistical average 3. The standard deviations were less than 1 that mean there were a little variable but not important.

4.3.8 Customer Perception of Customer Loyalty

Regarding with the customer loyalty factors, the respondents are required to respond total nine questions. Under table (4.12), data are presented about current customer perception on customer loyalty.

Table (4.12)   Customer Perception of Customer Loyalty

Sr. No.	Items	Mean	Standard Deviation
1	Encourage my friends and relatives to use the AHL dental material offered by Zeya & Associates Medical Systems	4.23	.921
2	Stimulated the AHL dental material provided Zeya & Associates Medical Systems to buy repeatedly.	4.27	.915
3	Positive word of mouth witnesses to other about AHL dental material provided Zeya & Associates Medical Systems confidently.	4.37	.993
4	Assess the level of repeat purchase with valuable customers in its business processes	4.24	.985
5	Reward loyal customers through its business architecture	4.25	.921
6	Customer retention issues are discussed by staff at meetings and appropriate motivation given.	4.20	.928
7	Manage to increase its profitability because of loyal customers as a result of its relationship policy	4.16	.946
8	I am loyal customer of Zeya & Associates Medical Systems as a result of having policies and practices that make customer trust them.	4.25	.921
9	I become a loyal customer of Zeya & Associates Medical Systems as a result of their consistent service for all the customers	4.25	.948
Overall Mean		4.25	

Source : Survey data (2023)

From the findings on Table (4.12), the mean values ranged from 4.16 to 4.37. The respondents agreed they are loyal about the usage of AHL Dental Materials distributed by Zeya & Associates Medical Systems since overall mean was 4.25 which are greater than the statistical average 3. The standard deviations were less than 1 that mean there were a little variable but not important.

4.4 Relationship between Relationship Marketing Practices and Relationship Quality

To analyze the relationship between independent factors and dependent factors, correlation and regression analysis will be made. Correlation is a measure of the relationship between two variables; statistical value (-1 to 1) is given by the correlation coefficient for measuring direction and intensity of the linear relationship between two variables. For this analysis, the correlation coefficients of the individual were determined

by bivariate regression. Bivariate correlations, which test the strength of the relationship between two variables without taking into account some other variable to the intervention, may trigger the relationship between the two variables being tested. Relationship between each factor such as perceived value, service quality, company brand image, commitment, communication and relationship quality are conducted. The average scale scores were determined for each scale to perform the study and determine the studied objective and to find the correlation coefficient for each sets of factors. Table (4.13) and Table (4.14) show the relationship between average scores of usage of relationship marketing practices, relationship quality and customer loyalty are conducted.

Table (4.13) Correlation between Independent Factors and Relationship Quality

No	Factors	Correlation Coefficient	P-value
1	Perceived Value	.816**	.000
2	Service Quality	.842**	.000
3	Company Brand Image	.909**	.000
4	Commitment	.914**	.000
5	Communication	.934**	.000
6	Relationship Quality	1	
7	Customer Loyalty	.974**	.000
** Correlation is significant at the 0.01 level (2 tailed)			

Source: SPSS Output, 2023

Table (4.13) showed the values of the correlation coefficient and p-value that described how correlate between relationship quality and its determining factors. The highest correlation coefficient was .934 that existed between customer relationship quality and communication. The remaining correlation among four independent factors and relationship quality ranged from .816 to .934. These correlations indicate that multicollinearity was not a serious problem in the proposed model. All factors were also significant at 1% level (2 tailed). This can be seen the relationship marketing practices of cand relationship quality factors are positively correlated.

Moreover, the results of correlation between relationship quality and customer loyalty was .974 and showed correlation is high. Therefore, customer loyalty and relationship quality are positively correlated.

4.5   Analysis of Relationship Marketing Practices Effect on Relationship Quality

To analyze the relationship marketing practices effect on relationship quality, the numerous relapse examination is finished up, and the outcomes are displayed in Table(4.13).

Table (4.13) Influencing Factors Effect on Customer Satisfaction

Dependent Variable: Relationship Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	SE	Beta			
(Constant)	.318	.117		2.717	.007	
Perceived Value	.012	.059	.011	.200	.842	4.995
Service Quality	-.075	.065	-.075	-1.149	.252	6.650
Company Brand Image	.229	.070	.234	3.243	.001	8.119
Commitment	.269	.083	.280	3.241	.001	11.616
Communication	.504	.063	.526	8.013	.000	6.715
R^2	0.906					
Adjusted R^2	0.903					
F statistics	282.416***					
Statistically significant indicate ***at 1%, ** at 5%, * at 10% level respectively						

Source: SPSS Output, 2023

The above results show that coefficient of communication, commitment and company brand image in the model are significant at 1% level, which is indicated by the value of F-statistic (p-value=0.000), (p-value=0.001) and (p-value=0.001). The result of adjusted R square was 0.906 (90.6%), indicated it was a good model. Therefore, it can be concluding that 90.6% of independent factors that actually effect on relationship quality. The result of multi collinearity statistics by using variance inflation factors (VIF) were > 1. The value of F is 282.416 and significant. The significant level is at 1% (p-value = 0.000). It can be seen that the relationship marketing practices of commitment, communication and company brand image were moderately correlated with relationship quality of AHL Dental Materials distributed by Zeya & Associates Medical Systems.

4.6   The Effect of Relationship Quality on Customer Loyalty of using of AHL Dental Materials Distributed by Zeya & Associates Medical Systems

To identify the relationship between relationship quality and loyalty the linear regression was made. The linear regression results of the relationship between the relationship quality and customer loyalty are presented in the following Table (4.14).

Table (4.14) Linear Regression Analysis of Relationship Quality and Loyalty

Dependent Variable: Customer Loyalty	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	ßeta			
(Constant)	.264	.078		3.383	.001	
Relationship Quality	.938	.018	.974	52.506	.000	1.000
R Square	.948					
Adjusted R Square	.948					
F Value	2756.876***					
Statistically significant indicate *** at 1%, ** at 5%, and * at 10% level						

Source: SPSS Output, 2023

In this table, the F-statistics is 2756.876 and the overall significance of the model is highly significant at 1% level (p value= 0.000). The specified models explain that the variation of loyalty is predicted by relationship quality as the value of adjusted R square is 94.8 % (adjusted R2> 90%). Therefore, it can be concluding that the 94.8% of the variation of loyalty factor is explained by the variation of the respondents' relationship quality in usage of AHL Dental Materials distributed by Zeya & Associates Medical Systems. The multicollinearity statistics by using variance inflation factors (VIF) are also checked, indicating that there are as the value of VIF=1. It can be seen that the relationship quality were moderately correlated with loyalty of users while using of AHL Dental Materials distributed by Zeya & Associates Medical Systems.

Chapter (5)

Conclusion

Based on the results of the data analysis, this last chapter is devoted to draw the conclusion on the results of this study. In this chapter the finding from the effect of relationship marketing practices on relationship quality and this quality effect on customer loyalty of dental distribution of Zeya & Associates Medical Systems in Yangon are presented. At first, discussion on the finding results and its consequencesare stated. In the later part, suggestions and recommendations for conducting furtherstudy are presented.

5.1   Findings and Discussion

The main objective of this study is effect of relationship marketing practices on relationship quality. Moreover, this study analyzes the relationship quality effect on customer loyalty. In this study, most of the respondents are dental surgeon, at the age of 36years to 40 years are highest and most are having master degree of science. The majority of the respondents 's service experience is more than 4-6 years.However, the relationship between demographic factors and customer trust and satisfaction and customer loyalty are not study in this research.

This also show in the result data analysis where most of the respondents have been using AHL Dental Materials above10 times in their daily case. They know about AHL Dental Materials from marketers of Zeya & Associates Medical Systems. Most of the respondents have been using AHL Dental Materials over 10 years and they have been a customer of Zeya & Associates Medical Systems over 10 years.

The respondents agree the perceived value from AHL Dental Materials distributed by Zeya & Associates Medical Systems were quite trustworthy and satisfy since the proposed rewards and values by Zeya & Associates were what they wanted. Regarding from the questions, the company offers flexible pricing forvarious AHL dental materials that meet the respondents' needs, the respondent's satisfaction level to the company was a quite low. According to correlation coefficient result, perceived value was closely correlated to relationship quality factors but the correlation between perceived value (independent factor) and relationship quality (dependent factors) was not significant.

The overall mean result of service quality showed AHL Dental Materials user mostly agreed AHL Dental Materials distributed by Zeya & Associates Medical Systems

provide good service quality. Regarding to service quality, the study found that the user perception of considering this Zeya & Associates Medical Systems is consistent in providing good quality service has the highest mean score but the user perception regarding with this Zeya & Associates Medical Systems follows up in a timely manner to customer requests has the lowest mean score. According to correlation coefficient result, service quality was correlated to relationship quality. According to F-test, correlation between system quality (independent factor) and relationship quality (dependent factors) were not significant. That may be the result of timely delivery and users might encounter unexpected problems while using AHL Dental Materials.

Users' relationship quality to Zeya & Associates Medical Systems was the highest while the company delivered a good brand image to its customers. But the users do not have a good feeling about the Zeya & Associates Medical Systems' social responsibility was high enough to get the users' satisfaction and trust. That result showed users hope Zeya & Associates Medical Systems provides to be more socially responsible in medical supplies distribution. According to correlation coefficient result, company's brand image was closely correlated to relationship quality. According to F-test, p-value result, the correlation between company's brand image (independent factor) and relationship quality (dependent factors) were strongly significant.

Regarding the commitment factors, the study found that the users perception of thestaff of Zeya & Associates Medical Systems have commitment towards their needs has the highest mean score and perception about Zeya & Associates Medical Systems. Commits time and resources to meet relationships management goals has the lowest mean score. According to correlation coefficient result, commitment factors was closely correlated to relationship quality factors and the correlation between commitment (independent factor) and relationship quality (dependent factors) was strongly significant.

According to the data result, the overall mean of communication factor of AHL Dental Materials user mostly agreed clear and reliable communication. The users are trust and satisfy while Zeya & Associates Medical Systems provides accurate and reliable information to them. According to correlation coefficient result, communication was correlated to relationship quality factors. According to F-test, correlation between communication (independent factor) and relationship quality (dependent factors) were totally significant.

Regarding second objective , analyzing the relationship quality effect on customer loyalty, it is found that relationship quality has the positive effect on customer loyalty at

Zeya and Associates Medical Systems. The respondents agreed AHL Dental Materials distributed by Zeya and Associates Medical Systems were quite trustworthy and satisfy since Zeya and Associates Medical Systems respond to customers in constructive and caring manner and they are happy with company response time. Therefore, the users became loyal and they give positive word of mouth witnesses to other about AHL dental material provided by Zeya & Associates Medical Systems confidently.

From the above findings, it very well may be presumed that three relationship promoting rehearses; organization brand picture. responsibility and correspondence impact on relationship quality. It can be also concluded relationship quality effect on customer loyalty of AHL dental materials provided by Zeya and Associates Medical Systems.

5.2   Suggestions and Recommendations

Based on the above study results, suggestions are proposed to help improve the customer loyalty while using AHL dental materials provided by Zeya & Associates Medical Systems and building deep relationship between Zeya & Associates Medical Systems and its AHL dental materials users. The following recommendations are made in highlighting the research findings.

One of the important issues in this study is the role of relationship marketing practices of Zeya & Associates Medical Systems (perceived value, service quality company brand image, commitment, communication) plays in assessing the degree of relationship quality of AHL dental materials users. Consequently, the relationship quality (satisfaction and trust) affect the degree of customer loyalty Zeya & Associates Medical Systems. These results suggest that not only satisfaction but also trust are important variables in customer loyalty for the dental distribution environment. Zeya & Associates Medical Systems, thus, should provide high-quality service in any time anyway that meets or exceeds customer expectations because it can lead to a more loyal customer base for a dental distribution company.

Another point of interest in this study is how the marketing practices of Zeya & Associates Medical Systems affects relationship quality. As mentioned earlier, this study found that three relationship marketing practices factors have significant effects on relationship quality. Firstly, to improve relationship quality of Zeya & Associates Medical Systems, the firm should consider flexible pricing for various AHL dental materials that meet my needs since that point is having the lowest mean score regarding to perceived value factors. Therefore, Zeya & Associates Medical Systems should focus to provide high-

value products to build relationship quality among customers. Additionally, they can conduct studies to understand customer perceptions of their products and services to identify areas for improvement and strengthen customer relationship. Secondly, to improve the service quality, Zeya & Associates Medical Systems should focus on ensuring that their service delivery processes are efficient, effective and tailored to meet each customer's needs and then building trust with customers by offering reliable and consistent services over time, and addressing any issues in a timely and effective manner.

Based on the findings, the result indicated Zeya & Associates Medical Systems should more careful in their company's brand image. Third, establishing a strong brand identity through consistent messaging and visual branding can help differentiate Zeya & Associates Medical Systems from competitors and build relationship quality with customers. Zeya & Associates Medical Systems need to make sure to build more customer satisfaction and trust and that will cause their reputation high among its customers.

In a dental distribution company, commitment refers to the willingness of the company to ensure that its customers are satisfied with its products and services. Fourth, according to the findings, this study showed that commitment has a significant impact on relationship quality as customers are more likely to become loyal to Zeya & Associates Medical Systems that is committed to meeting their needs. Furthermore, Zeya & Associates Medical Systems can demonstrate its commitment to customers by being transparent about its products and services, respecting customer privacy and continuously improving its processes and procedures to meet changing customer needs.

Fifth, effective communication is essential in building and maintaining relationships with customers. In this study result, communication had a significant impact on relationship quality, as customers are more likely to become loyal to Zeya & Associates Medical Systems that communicates effectively and transparently with them. Clear and timely communication can make customers feel valued and reduce anxiety about product delivery times or delays. Moreover, good communication can help customers understand the products and services being offered, leading to a better customer experience and ultimately higher satisfaction levels.

On conclusion, the stronger relationship quality in Zeya & Associates Medical Systems, the more customer will use dental materials distributed by Zeya & Associates Medical Systems Thus, Zeya & Associates Medical Systems should more emphasize in quality of independent factors like perceived value, service quality to build relationship

quality with the users of AHL dental material distributed by Zeya & Associates Medical Systems and will remain loyal even in the face of competition.

5.3   Limitations and Needs for Further Research

The study focus on the influence of relationship marketing on customer loyalty of AHL Dental Materials distributed by Zeya and Associates Medical Systems in Yangon. This study is only focusing on 153 clinics who are using AHL dental materials distributed by Zeya and Associates Medical Systems in Yangon.This is a very small scale analysis, so further study should analyze the cross-country of the Myanmar to obtain more accurate data. There was limited time available to conduct there search. Changes in customer usage cannot be measured over time, and also the thesisis limited by the due date.

This study center exclusively around the effect of relationship showcasing on client steadfastness, to give relationship advertising practices to dental material wholesalers in Myanmar to improve their customer retention rates, increase profitability, and strengthen their competitive position in the market.Therefore, further study should find out the possible factors thatcould affect customer loyalty such as emotional attachment, convenience, switching costs by analyzingthe whole dental distribution industry in Myanmar. Moreover, demographic data of the customers can also affect on customer's perception, hence, the further studies should focusdemographic data such as age, position, income as the moderating variables.In order to monitor improvements, more research is required. In different situations,customers have different expectations, so this test could be applied differently in the future.

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Frequency Table

Position

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doctor	129	84.3	84.3	84.3
	Owner	4	2.6	2.6	86.9
	Management	20	13.1	13.1	100.0
	Total	153	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25years to 30years	3	2.0	2.0	2.0
	31years to 35years	30	19.6	19.6	21.6
	36years to 40years	51	33.3	33.3	54.9
	41years to 45years	29	19.0	19.0	73.9
	46years to 50years	28	18.3	18.3	92.2
	above 51years	12	7.8	7.8	100.0
	Total	153	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B.D.S	62	40.5	40.5	40.5
	Master	62	40.5	40.5	81.0
	Ph.D	29	19.0	19.0	100.0
	Total	153	100.0	100.0	

ServiceExp

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1year to 3years	10	6.5	6.5	6.5
	4years to 6years	39	25.5	25.5	32.0
	7years to 9years	51	33.3	33.3	65.4
	above 10years	53	34.6	34.6	100.0
	Total	153	100.0	100.0	

Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 3times	34	22.2	22.2	22.2
	4 to 6times	30	19.6	19.6	41.8
	7 to 9times	29	19.0	19.0	60.8
	above 10times	60	39.2	39.2	100.0
	Total	153	100.0	100.0	

Source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marketer of Zeya & Associates Medical Systems	80	52.3	52.3	52.3
	Reference of seniors	15	9.8	9.8	62.1
	Popularity of AHL Dental Materials in medical field	58	37.9	37.9	100.0
	Total	153	100.0	100.0	

Length Of Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 3years	24	15.7	15.7	15.7
	4 to 6years	32	20.9	20.9	36.6
	7 to 9years	30	19.6	19.6	56.2
	above 10years	67	43.8	43.8	100.0
	Total	153	100.0	100.0	

Customer Lifetime

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 3years	23	15.0	15.0	15.0
	4 to 6years	35	22.9	22.9	37.9
	7 to 9years	35	22.9	22.9	60.8
	above 10years	60	39.2	39.2	100.0
	Total	153	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV1	153	1	5	4.18	.901
PV2	153	1	5	4.19	.937
PV3	153	1	5	4.29	.938
PV4	153	1	5	4.15	.937
PV5	153	1	5	4.26	.965
PV6	153	1	5	4.30	.953
PV7	153	1	5	4.25	.861
PV8	153	1	5	4.18	.877
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SQ1	153	1	5	4.08	.912
SQ2	153	1	5	4.22	.921
SQ3	153	1	5	4.28	.948
SQ4	153	1	5	4.38	.993
SQ5	153	1	5	4.22	.857
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CBI1	153	1	5	4.17	.923
CBI2	153	1	5	4.17	.923
CBI3	153	1	5	4.25	.984
CBI4	153	1	5	4.24	.972
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CO1	153	1	5	4.09	.943
CO2	153	1	5	4.15	.934
CO3	153	1	5	4.25	.936
CO4	153	1	5	4.25	.865
CO5	153	1	5	4.25	.855
CO6	153	1	5	4.29	.932
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
COM1	153	1	5	4.20	.870
COM2	153	1	5	4.18	.835
COM3	153	1	5	4.16	.907
COM4	153	1	5	4.19	.899
COM5	153	1	5	4.15	.923
COM6	153	1	5	4.17	.946
COM7	153	1	5	4.16	.860
COM8	153	1	5	4.13	.886
COM9	153	1	5	4.20	.890
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	153	1	5	4.29	.900
CS2	153	1	5	4.31	.859
CS3	153	1	5	4.20	.895
CS4	153	1	5	4.24	.912
CS5	153	1	5	4.22	.870
CS6	153	1	5	4.27	.864
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CL1	153	1	5	4.23	.921
CL2	153	1	5	4.27	.915
CL3	153	1	5	4.37	.993
CL4	153	1	5	4.24	.985
CL5	153	1	5	4.25	.921
CL6	153	1	5	4.20	.928
CL7	153	1	5	4.16	.946
CL8	153	1	5	4.25	.921
CL9	153	1	5	4.25	.948
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CT1	153	1	5	4.21	.916
CT2	153	1	5	4.25	.921
CT3	153	1	5	4.27	.908
CT4	153	1	5	4.27	.913
CT5	153	1	5	4.29	.966
CT6	153	1	5	4.25	.902
CT7	153	1	5	4.20	.876
CT8	153	1	5	4.23	.854
Valid N (listwise)	153				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV	153	1.00	5.00	4.2255	.95521
SQ	153	1.00	5.00	4.2366	.99086
CBI	153	1.00	5.00	4.2075	.91177
CO	153	1.00	5.00	4.2157	.92916
COM	153	1.00	5.00	4.1714	.93032
CS	153	1.00	5.00	4.2538	.82492
CL	153	1.00	5.00	4.2476	.95168
CT	153	1.25	5.00	4.2459	.97895
Valid N (listwise)	153				

Validity Test

PV

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	2020.677
	df	28
	Sig.	.000

SQ

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett's Test of Sphericity	Approx. Chi-Square	1074.828
	df	10
	Sig.	.000

CBI

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	886.577
	df	6
	Sig.	.000

CO

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	1577.097
	df	15
	Sig.	.000

COM

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.943
Bartlett's Test of Sphericity	Approx. Chi-Square	2428.035
	df	36
	Sig.	.000

CS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.895
Bartlett's Test of Sphericity	Approx. Chi-Square	1443.590
	df	15
	Sig.	.000

CT

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.949
Bartlett's Test of Sphericity	Approx. Chi-Square	2088.880
	df	28
	Sig.	.000

CL

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.935
Bartlett's Test of Sphericity	Approx. Chi-Square	2162.145
	df	36
	Sig.	.000

Reliability Test

PV

Reliability Statistics

Cronbach's Alpha	N of Items
.979	8

SQ

Reliability Statistics

Cronbach's Alpha	N of Items
.971	5

CBI

Reliability Statistics

Cronbach's Alpha	N of Items
.972	4

CO

Reliability Statistics

Cronbach's Alpha	N of Items
.980	6

COM

Reliability Statistics

Cronbach's Alpha	N of Items
.985	9

CS

Reliability Statistics

Cronbach's Alpha	N of Items
.977	6

CT

Reliability Statistics

Cronbach's Alpha	N of Items
.984	8

CL

Reliability Statistics

Cronbach's Alpha	N of Items
.981	9

Correlations

		PV	SQ	CBI	CO	COM	CS	CL	CT
PV	Pearson Correlation	1	.867**	.820**	.875**	.824**	.790**	.837**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153
SQ	Pearson Correlation	.867**	1	.869**	.903**	.858**	.820**	.847**	.844**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153
CBI	Pearson Correlation	.820**	.869**	1	.923**	.898**	.883**	.895**	.912**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153
CO	Pearson Correlation	.875**	.903**	.923**	1	.905**	.893**	.907**	.914**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	153	153	153	153	153	153	153	153
COM	Pearson Correlation	.824**	.858**	.898**	.905**	1	.926**	.931**	.923**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	153	153	153	153	153	153	153	153
CS	Pearson Correlation	.790**	.820**	.883**	.893**	.926**	1	.963**	.958**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	153	153	153	153	153	153	153	153
CL	Pearson Correlation	.837**	.847**	.895**	.907**	.931**	.963**	1	.964**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	153	153	153	153	153	153	153	153
CT	Pearson Correlation	.822**	.844**	.912**	.914**	.923**	.958**	.964**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	153	153	153	153	153	153	153	153

**. Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

Independent variables and customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937[a]	.878	.874	.36342

a. Predictors: (Constant), COM, PV, SQ, CBI, CO

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140.256	5	28.051	212.385	.000[b]
	Residual	19.415	147	.132		
	Total	159.671	152			

a. Dependent Variable: CS

b. Predictors: (Constant), COM, PV, SQ, CBI, CO

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.300	.138		2.177	.031		
	PV	-.031	.069	-.029	-.453	.651	.200	4.995
	SQ	-.082	.077	-.079	-1.066	.288	.150	6.650
	CBI	.156	.083	.154	1.880	.062	.123	8.119
	CO	.280	.098	.282	2.873	.005	.086	11.616
	COM	.622	.074	.625	8.385	.000	.149	6.715

a. Dependent Variable: CS

Independent variables and customer trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947[a]	.897	.893	.31958

a. Predictors: (Constant), COM, PV, SQ, CBI, CO

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.656	5	26.131	255.850	.000[b]
	Residual	15.014	147	.102		
	Total	145.669	152			

a. Dependent Variable: CT

b. Predictors: (Constant), COM, PV, SQ, CBI, CO

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.332	.121		2.734	.007		
	PV	.044	.061	.043	.725	.470	.200	4.995
	SQ	-.070	.067	-.071	-1.033	.303	.150	6.650
	CBI	.283	.073	.293	3.877	.000	.123	8.119
	CO	.260	.086	.273	3.026	.003	.086	11.616
	COM	.417	.065	.438	6.389	.000	.149	6.715

a. Dependent Variable: CT

Customer satisfaction, customer trust and customer loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974[a]	.948	.948	.21798

a. Predictors: (Constant), CT, CS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.539	2	65.270	1373.599	.000[b]
	Residual	7.128	150	.048		
	Total	137.667	152			

a. Dependent Variable: CL

b. Predictors: (Constant), CT, CS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.270	.079		3.435	.001		
	CS	.442	.060	.476	7.325	.000	.082	12.223
	CT	.494	.063	.508	7.826	.000	.082	12.223

a. Dependent Variable: CL

APPENDIX-B

QUESTIONNARIES

I am an MMM student in conducting analysis study on the influence of relationship marketing practices on customer loyalty (Dental materials distribution of Zeya and Associates medical systems.) I will keep your personal information & collected results securely. This won't be utilized secondary for some other purposes. Kindly co-operate in filling the following questionnaire. Thank you.

Part I

1. Position Role in Dental Clinic

   o   Doctor
   o   Owner
   o   Management

2. Age
   o   25 years to 30 years
   o   31 years to 35 years
   o   36 years to 40 years
   o   41 years to 45 years
   o   46 years to 50 years
   o   Above 51 years

3. Education
   o   B.D.S
   o   Master
   o   PhD

4. Service Experience
   o   1 to 3 years
   o   4 to 6 years
   o   7 to 9 years
   o   Above 10 years

5. Frequency of Daily Case using AHL Dental Materials

    o   1 to 3 times

    o   4 to 6 times

    o   7 to 9 times

    o   Above 10 times

6. How long have you been using AHL Dental Materials?

    o   1 to 3 years

    o   4 to 6 years

    o   7 to 9 years

    o   Above 10 years

7. Which source had you known it?

    o   Marketer of Zeya & Associates Medical Systems

    o   Reference of seniors

    o   Popularity of AHL Dental Materials in medical field

8. For how long have you been a customer of Zeya & Associates Medical Systems?

    o   1 to 3 years

    o   4 to 6 years

    o   7 to 9 years

    o   Above 10 years

Part II

Influencing factors for customer loyalty of dental material distribution of Zeya & Associates Medical Systems.

(5 likert Questions)

1.Strongly disagreed, 2. Disagreed, 3. Neutral, 4. Agreed, 5. Strongly Agreed

Sr. No.	Statement	1	2	3	4	5
Perceived Value						
1	AHL dental materials provided Zeya & Associates Medical Systems as quality material and brand reputation					
2	AHL dental materials provided Zeya & Associates Medical Systems have been getting as reasonable price.					
3	Given quality is good value for money					
4	The company offers flexible pricing for various AHL dental materials that meet customers need.					
5	There is a high probability that will achieve the proposed reward for using the AHL products provided by Zeya & Associates as customer have used it at clinic.					
6	The proposed rewards and values by Zeya & Associates were what customers wanted.					
7	It was easy to get benefits from the promotional offers.					
8	AHL dental materials provided Zeya & Associates Medical Systems give a good turn to customers.					

Sr. No.	Statement	1	2	3	4	5
Service Quality						
1	This Zeya & Associates Medical Systems follows up in a timely manner to customer requests.					
2	The frontline employees of Zeya & Associates Medical Systems are always willing to help me.					
3	The response to consumers' complaints is always taken quickly.					
4	This Zeya & Associates Medical Systems is consistent in providing good quality service.					
5	This Zeya & Associates Medical Systems provides timely information when there are new services.					

Sr. No.	Statement	1	2	3	4	5
Organization Image						
1	Consider that this Zeya & Associates Medical Systems' reputation is high in medical supplies distribution.					
2	Good feeling about the Zeya & Associates Medical Systems' social responsibility.					
3	The Zeya & Associates Medical Systems delivered a good brand image to its customers.					
4	The Zeya & Associates Medical Systems is stable and firmly established					

Sr. No.	Statement	1	2	3	4	5
Commitment						
1	Zeya & Associates Medical Systems. commits time and resources to meet relationships management goals.					
2	Commitment by both management and employees of Zeya & Associates Medical Systems to achieve customers satisfaction and loyalty is a policy in Zeya & Associates Medical Systems.					
3	Zeya & Associates Medical Systems strongly value end users and processes that create useful change					
4	Zeya & Associates Medical Systems makes adjustments to meet customers need.					
5	Zeya & Associates Medical Systems is very committed to continue relationship with customer.					
6	The staff of Zeya & Associates Medical Systems have commitment towards consumer need.					

Sr. No.	Statement	1	2	3	4	5
Communication						
1	Zeya & Associates Medical Systems provides accurate and reliable information to end user.					
2	Zeya & Associates Medical Systems. provides timely information as customer want.					
3	Zeya & Associates Medical Systems uses information from customer to design or improve its products or services.					
4	Zeya & Associates Medical Systems periodically call end user to reminder them on their personalized services.					
5	Zeya & Associates Medical Systems periodically send email and newsletter to End user to inform them about services provided and new products.					
6	Through regular contacts with customers, Zeya & Associates Medical Systems work with individual key customer to customize its offerings.					
7	Express opinions to the staff of Zeya & Associates Medical Systems.					
8	Staffs of Zeya & Associates Medical Systems. provided electronic-information to customer.					
9	Relationships with customer are managed effectively and supported by top management and staffs.					

Sr. No.	Statement	1	2	3	4	5
Customer Satisfaction						
1	Customers of Zeya & Associates Medical Systems are always happy with the front-line staff services					
2	Customers of Zeya & Associates Medical Systems are happy with company response time.					
3	Zeya & Associates Medical Systems uses customer satisfaction surveys for understanding customer needs and what satisfies and dissatisfies customers.					
4	In Zeya & Associates Medical Systems. Customers are treated with respect.					
5	Employees of Zeya & Associates Medical Systems give follow up to customer requests well in time.					
6	Zeya & Associates Medical Systems has convenient opening and closing time /Working time that make customers happy.					
Sr. No.	**Statement**	**1**	**2**	**3**	**4**	**5**
Customer Loyalty						
1	Encourage my friends and relatives to use the AHL dental material offered by Zeya & Associates Medical Systems.					

2	Stimulated the AHL dental material provided Zeya & Associates Medical Systems to buy repeatedly.					
3	Positive word of mouth witnesses to other about AHL dental material provided Zeya & Associates Medical Systems confidently.					
4	Zeya & Associates Medical Systems assess the level of repeat purchase with valuable customers in its business processes.					
5	Zeya & Associates Medical Systems. reward loyal customers through its business architecture.					
6	Customer retention issues are discussed by staff at meetings and appropriate motivation given.					
7	Observed, Zeya & Associates Medical Systems have managed to increase its profitability because of loyal customers as a result of its relationship policy .					
8	Loyal customer of Zeya & Associates Medical Systems as a result of having policies and practices that make customer trust them.					
9	Become a loyal customer of Zeya & Associates Medical Systems as a result of their consistent service for all the customers.					

Sr. No.	Statement	1	2	3	4	5
Customer Trust						
1	The policies and relationship practices of Zeya & Associates Medical Systems are trustworthy.					
2	The frontline employees of Zeya & Associates Medical Systems are always willing to help customers.					
3	Feel secured in all of their transactions with Zeya & Associates Medical Systems.					
4	Confident on the financial status of Zeya & Associates Medical Systems.					
5	Zeya & Associates Medical Systems staffs respond to customers in constructive and caring manner.					
6	Zeya & Associates Medical Systems is consistent in providing quality product and service.					
7	Zeya & Associates Medical Systems makes an effort to find out what the customer needs are and accordingly provide.					
8	Zeya & Associates Medical Systems staff are competent in handling customer concerns.					