

The aim of the research is to demonstrate the possibility of determining the role of service quality as a tool to achieve marketing in the relationship, and the communication company (Asiacell) has been chosen as one of the organizations most practicing the contents of the service about that the variables and dimensions of the research are more clear and consistent and consistent with the specificity of the subject of the research, while the research sample was from Those who benefited from the services of the Asiacell communication company were formed from the owners of offices and sales representatives of the Asiacell communication company, and the number of individuals who were chosen and distributed to them was the research questionnaire )222( individuals from the owners of offices and sales representatives