

Investigating the effect of export relationship quality on export performance (case study: exporters in Tehran province)

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Abstract In the development process of countries, export phenomenon is quite influential. This phenomenon is effective in deepening, accelerating, and disseminating the development in all aspects, particularly in economic aspect. The aim of this study was to investigate the quality relationship between the export relationships and export performance in exporting companies of Tehran. The present study is applied, and it is descriptive in terms of the data collection. The population of this study included Tehran exporting companies. The total number of exporting companies is 279 companies. Preliminary sample was taken and preliminary sample variance was obtained 0.50, which sample size was calculated to be 162 companies. The results of the tests carried out showed that the independent variable of relationship quality has significant and positive correlation with financial performance and strategic performance. Financial performance and strategic performance also affect the satisfaction of exporter and the exporter satisfaction has positive and significant correlation with continuity of relationship. Then, all hypotheses were confirmed.

Keywords : Keywords: quality of relationships, export performance, satisfaction of exporter, expecting the continuation of the relationship

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