

عنوان مقاله:

The effects of relationship quality and commitment on customer loyalty Case Study in iran

محل انتشار:

چهارمین کنفرانس بین المللی بازاریابی خدمات بانکی (سال: 1391)

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خلاصه مقاله:

With regard to the importance of customers in bank industry, this research explores how relationship quality and commitment influence customer loyalty .Relationship quality consists of two aspects :satisfaction and trust .So, along with how the above mentioned variables from loyalty in an insurance industry environment, the managers of the branches of private bank industry are given the chance to design and perform effective and proper strategies leading to customer loyalty .The statistical populations of the research are the customers of private bank industry and the data was collected using the questionnaire and also the data has been analyzed using SPSS software .The results of the research show the positive effect of the abovementioned variables on loyalty

کلمات کلیدی:

Customer loyalty, relationship quality, commitment, bank industry service

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