

عنوان مقاله:

A Comparative Study of the Customer's Loyalty Factors between the State and Private Sections of Iran's Banking
(System (Case Studies: Sepah Bank And Persian Bank

محل انتشار:

اولین کنفرانس بین المللی مدیریت در قرن ۲۱ (سال: ۱۳۹۳)

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خلاصه مقاله:

This research is practical since it deals with an actual, objective and dynamic phenomenon and its results are effectively useful. This is a survey research. Population includes all the clients at Sepah and Parsain banks in city of Isfahan. The sample size was calculated using Cochran formula. For Bank Sepah 278 persons and for bank parsian 265 persons obtained. Data collection was done using questionnaires whose reliability and validity had been confirmed. Cronbach's alpha was used to test the reliability of the questionnaire. Results indicate that Bank Sepah, 0/95, parsian Bank 0/88 was obtained. Data analysis was done by using SPSS software in which tests like Friedman, One Sample T-Test and Independent Sample T-Test were performed. Finally, the comparison indicates that Sepah bank has better attracted loyalty in terms of five factors (e-banking, brand, communications, trust, image). These banks did not differ in terms of the remaining factors. The clients at Parsian bank regarded prestige as the most important and price as the least important. The clients at Sepah bank regarded service quality as the most important and advertisement as the least important.

کلمات کلیدی:

customer, customer loyalty, bank services, sephah bank, parsian bank

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