

عنوان مقاله:

Examining the Effectiveness of the Relationship-Oriented Strategy and Market Share in Bank Sepah (Case Study: Tehran Branches)

محل انتشار:

کنفرانس بین المللی مدیریت و علوم اجتماعی (سال: 1394)

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خلاصه مقاله:

purpose of the present research is to determine the effectiveness of the relationship-oriented strategy and market share in Bank Sepah. Its methodology is applicable objectively; it is also a survey type research in terms of method. The research population includes clients of Bank Sepah, Tehran branches with at least 5 years transaction with this bank ($n= 1,180,000$). The research model has been studied using a sample consisting 250 clients of the bank and random sampling method. Independent variables of the research include staff competence development and bank investment. Client share has been considered as the research dependent variable. Client satisfaction from the relationship, client commitment to the bank and client trust to the bank have been considered as mediating variables; while relationship-oriented has been considered as the research mediator variable. The required data for the research was gathered using standard questionnaires. The data was analyzed in LISREL software environment by applying structural equation model and confirmatory factor analysis with respect to the research hypotheses. Results of the research show that relationship quality between bank and client affects client's share. It also shows that client relationship-oriented can increase positive effect of staff competence development and bank investment on clients' satisfaction significantly.

کلمات کلیدی:

relationship-oriented, relationship quality, client loyalty, client share, Bank Sepah

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