

عنوان مقاله:

Identification Of Factors Influencing Loyalty Of Customers To Using Internet Bank (Across Banks Of Kermanshah Province)

محل انتشار:

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خلاصه مقاله:

The Main Aim Of Present Research Is To Identify Factors Influencing Loyalty Of Customers To Making Use Of Internet Bank Across The Banks Of Kermanshah Province. This Research Is Descriptive_Analytical and of Survey (Ground Finding) Type. Statistical Population Of The Research Includes 289 Persons Specialized In The Field Of Internet Banking In Kermanshah Province, Who Were Selected By Class Random Sampling Method. This Research Studied Relationship Between Factors Influencing Customer Loyalty With Loyalty Of Customers To Using Internet Bank . To Collect Information ,A Questionnaire Was Used ,Reliability Of Which Was Confirmed By Using Cronbachs Alpha Coefficient Being 845 For Said Questionnaire .Data Was Analyzed Statistically With Spss Software ,For Which Person Correlation Test An Multiple Regression Analysis Were Employed In Order To Test Hypotheses .On The Basis Of Statistical Analysis Performed ,It Was Found That Aspects Of Using Internet Bank Are Correlated To Customer Loyalty Significantly .For The Rate Of Using Internet Bank ,Factor Of reputation Had The Highest Share . Followed By Factors Of Trust , Habit , Usefulness , Easy Use ,Service Quality And Perceived Value In Order

کلمات کلیدی:

Internet Bank, Customer Loyalty, reputation

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