

عنوان مقاله:

(The Influence Quality of Service on Satisfaction with Customers Case Study:(National bank of Iran

محل انتشار:

کنفرانس بین المللی چالش های تجارت و علوم اجتماعی (سال: 1396)

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خلاصه مقاله:

The importance of quality and its influence on the sale of companies products is increasingly expanding and awareness of service quality and its dimensions is important because of the impact on customer satisfaction for companies. The present study is an applied and descriptive method in a descriptive and surveyed manner. The purpose of this study was to identify the effect of quality of service on customer satisfaction National Bank of Iran Branches. To achieve the above goal, a major hypothesis and five sub-hypotheses have been raised. The statistical population of this research includes all clients of branches of National Bank of Iran. The results of the study have confirmed the effect of service quality indices on customer satisfaction, but only the indicators of tangible factors, accountability and security have a direct significant relationship with satisfaction and empathy and reliability are not statistically correlated with the dependent variable.

کلمات کلیدی:

Service quality, sensible factors, Reliability, Accountability, Security

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