

عنوان مقاله:

The role of customer's experience in developing loyalty towards increasing investments in financial institutes

محل انتشار:

چهارمین کنفرانس ملی در حسابداری، مدیریت و مهندسی مالی با تاکید در پارادایم های منطقه و جهان (سال: 1398)

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خلاصه مقاله:

Noting the competitive atmosphere existing among today's banks, focusing on customers' needs has become a priority and is known to be a major key in succeeding in different businesses. In such competitive having experienced and loyal customers could help banks to survive in the industry and considered as a competitive merit. Generally, this survey aims to study the effect of customers' experience and loyalty on how much they would invest in Kowsar Financial Credit Institute. The number of samples was determined to be 384 people using Cronbach's Table. The reliability of questionnaires was confirmed by experts and the validity of those was calculated to be 0.958 using Cronbach's Alpha coefficient. To analyze the data we used SPSS 22 and SMARTPLS 2.0. The results showed that there is a positive and meaningful relationship between customers' experience and loyalty, and the amount of capital they invest in Kowsar Financial Credit institute. Customer's experience has a meaningful effect on attitudinal loyalty of the customers of Kowsar Financial Credit institute of Isfahan. It also has a meaningful effect on behavioral loyalty of the institute. The attitudinal loyalty, behavioral loyalty, and customers' experience, all have a meaningful effect on the investment by customers.

کلمات کلیدی:

Customer's Experience, Attitudinal Loyalty, Behavioral Loyalty, Customer's Investment, Kowsar Financial Institute of Isfahan.

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