

The effect of Brand Credibility on the continues commitment via Customer Loyalty based Commitment and satisfaction in Guilan Shar Bank

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Abstract The present study aimed to investigate the impact the reliability of the brand's Continuance Commitment with the Loyalty Commitment and customer satisfaction in Shahr Bank of Gilan province. Study in terms of purpose, as a method of data collection is considered to be descriptive of the causal hypothesis are 6. The data in this study is measuring a standard questionnaire. The study populations are bank customers, Gilan. Using sampling formula of 465 questionnaires among the population and haphazard use of sampling, distributed and then returned to the researcher. In this study was to test the hypothesis of the software SPSS 19 and LISREL 8.54. The results of the research indicate that brand trust has a significant and positive impact on customer satisfaction and and Loyalty Commitment, but brand trust dose not have a significant influence on continuous commitment of the bank's clients. As well as customer satisfaction has a significant and positive impact on Loyalty Commitment. The results also showed that brand trust have a psitive and meaningful impact on continuous commitnemt through Customer satisfaction and loyalty commitment.

Keywords : **Keywords:** Continuous Commitment, Loyalty Commitment, Customer Satisfaction, Brand Trust

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