

The Effect of Relationship Marketing intend to Acceptance of Bank Services regarding to Brand Equity (Customers of Guilan Saderat Bank)

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Willingness to accept services is introduced as one of the most important elements admission model and this factor has been used in many studies. There are many factors that have an impact on the willingness to accept service, but brand equity directly and trust, unity, quality of communication, shared values; empathy and commitment to the customer through mediator role brand equity have an effect on the willingness to accept service. Therefore, present research aims to investigate effect of relationship on willingness to accept banking services: the role of mediator brand equity in customers of Bank Saderat Guilan. This study in aim is applied and in collecting data method is descriptive study. The population is all customers in branches of Bank Saderat Guilan Province. Sampling method in this study is random and available non-possible. Gathering data method is field and data collecting tool is questionnaire. In this study, to measure the validity of the content validity and reliability of Cronbach's alpha coefficient was used that values higher than 0.7 were obtained for all variables. All analyzes data collected through software SPSS and LISREL done. To investigate the hypothesis of confirmatory factor analysis and structural equation modeling was used. result of the hypothesis of the research indicate a significant and positive impact confidence, unity, quality of communication, shared values, empathy and customer commitment on brand equity Bank Saderat among customers.

Keywords : Key words: Willingness to accept banking services, relationship marketing, brand equity, Bank Saderat, Guilan province

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