
Factors influencing customer loyalty National Bank Mobile Banking Gilan Province

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The use of mobile phones for banking, it is clear that both sides of the client and the bank benefits and new technologies once again showed its role in facilitating the affairs of human life. This article examines the factors affecting mobile banking is customer loyalty. Based on the model, the important variables for further study by the Melli Bank branches in Gilan province, were extracted. 384 questionnaires in Melli Bank branches in Gilan province were distributed between customers using mobile banking services. First results were reported based on information available descriptive statistics. Then, using inferential statistics, hypothesis using SPSS and LISREL with the help of regression method was evaluated on the basis of all hypotheses, including 7 hypotheses were confirmed.

Keywords : Keywords: Mobile Banking, Customer loyalty , Customer Satisfaction, Trust

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