

# **The effect on organizational performance and customer-oriented banks and financial credit institutions Guilan proviance**

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**Organizational performance is one of the factors that has been special significance for all organizations, regardless of service or production. The Banks are one of the most important service organizations in each country that the organizational performance directly affects their economy. Therefore, the performance of banks has always been crucial for the economy and any problems in the banks functioning economy will cause many problems. The main objective of the study is to investigate the factors affecting organizational performance in Guilan banks and financial institutions with regard to the dimensions of the customer Current research is applied research and in category are data collection and research method is descriptive and correlational research. The population study of all the banks and financial institutions is Guilan province. In this study, each bank branch chief and deputy branch are responsible for answering the questions of organizational performance and questions the independent variable is completed by customers. To collect the data in the survey questionnaire. To review the research hypotheses are used, Pearson correlation coefficient and simple linear regression. As a result , the hypothesis of the research indicate a positive impact customer confidence, dependence, quality of communication, shared values, commitment to customer, service quality and organizational performance.**

**Keywords : Keywords: Organizational performance, Services quality, Confidence, Shared values, Communications quality, Commitment to customers, Guilan province.**

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