

# **The Effect of Relationship Quality on Customer Loyalty through Relationship Commitment (Case Study: High-Speed Internet Users, Shuttle Company, Gilan Province)**

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**Customer loyalty makes proceeds the sale, contribute to the sales, help to company's profitability, develop and sustain them in business. In addition, customer loyalty is a prerequisite for the competitiveness and profitability of the company. For this reason, every company tends to have a brand of high loyalty. The current study is investigated the effect of relationship commitment on high-speed internet users of Shuttle company in Gilan Province. It is an applied and field study. Data were collected by the questionnaire. The population insisted of high-speed internet users of Shuttle Company in Gilan Province. 371 users were obtained as samples through Cochran's formula for infinite population. In this study, convenience non-probability sampling was used. Cronbach's alpha also used to test reliability which was higher than 0.7 for all variables. In order to analyze the data were used structural equation modeling via SPSS and PLS softwares. All the hypotheses were confirmed but involuntary continuance emotional commitment has a negative effect on survival of the company, involuntary continuance emotional commitment has a negative effect on users' intentions to recommend the brand, price changes have a positive impact on involuntary continuance commitment. The results indicated that continuance emotional commitment has the most strongly influence on customers' retention and sharing intention, and involuntary continuance commitment has the lowest influence on maintaining customer relationships.**

**Keywords : Key Words: Relationship Commitment, Alternative Attractiveness, Fame, Relationship Quality, Switching costs , Loyalty**

