

Investigating the effect of customers trust to staff and creating their loyalty in Maskan banks (case study: Maskan bank branches in Gilan Province)

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Many researchers in the field of marketing have studied customer loyalty and fundamental concepts related to. In fact, loyalty is a key element in the success of an organization. Thus, the employees are the key elements to success in this field, because the employees especially in service companies and organizations are the last link to customers and the responsibility to meet customer expectations by providing qualified services is their job. Hence, the present study investigate the impact of customer trust to staff and creating loyalty in Maskan bank branches in Gilan. Statistical population of the study are consumers in Maskan bank branches in Gilan Province. By using The available sampling and Cochran formula, statistical sample of 367 people the community were chosen. This research as purpose is a kind of applied research. The design of the research is descriptive- Analytic as a kind of correlation. Also The standard questionnaire was used for data collection. To analyze the data the Kolmogorov-Smirnov test was used to determine the type of data distribution. structural equation modeling approach and Path analysis for overall fit of the model is used to test the hypothesis. The results indicate that there is positive and significant impact of consumer trust to staff and organization on their loyalty.

Keywords : customer trust, the trust of customers to staff, customers trust to organization, loyalty

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