

The effect of relationship on cognitive dissonance, customer satisfaction and customer loyalty (Case Study: Bank Ha and financial institutions city of Rasht)

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Abstract The aim of this study was to investigate the effect of cognitive dissonance Rabth–Mnd marketing, customer satisfaction and customer loyalty. The research method is descriptive and is aimed at applications and field data collection tool is a questionnaire. The population of this study Bank–Ha customers and financial institutions with an unlimited number of Rasht city. A total of 400 questionnaires researcher using a convenient sampling method available and the number of 361 questionnaires distributed were collected. Hypotheses using structural equation modeling was conducted via Software SPSS22 and Amos 22. The data analysis showed a 95% level of communication and trust has a significant negative impact on cognitive dissonance. Cognitive dissonance is a negative and significant impact on customer satisfaction, customer satisfaction is a positive and significant impact on behavioral and attitudinal loyalty. There is a significant relationship between trust and communication. Finally, customer satisfaction and trust through cognitive dissonance, attitude and behavior has a positive effect.

Keywords : Keywords: communication, trust, cognitive dissonance, customer satisfaction, behavioral loyalty and attitudinal loyalty

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