
The Impact of Service quality and price perception on revisit intention (Case Study : Seoah Bank in Guilan Province)

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Banks and financial institutions of are most important service Organizations and have a great impact on the economy. In the banking system, our main focus and studies to identify factors affecting the desire is to see and behaviors of customer. In this regard the purpose of investigating is the impact of service quality and price of its perceived desire to revisit (Case Study: Bank Sepah in Guilan Province). The study of research and the markets in terms of data collection is a descriptive study research. The population study is Sepah Bank customers in Guilan province. The number of samples studied in this research are 379 clients. Given that the population unlimited community Cochran formula is used to the sample. To analyze the data questionnaires distributed structural equation modeling techniques are used with partial least squares approach and in general all data analysis was conducted by SPSS and PLS. consequently, research hypotheses suggests a positive effect on the perception of the monetary value of service quality, perceived value and the behavioral advertising by word of mouth customers. Perception of monetary value on word of mouth and a willingness to revisit the confirmation of receipt. On the other hand a positive impact were also confirmed on the perception of the value of word of mouth behavior and a willingness to revisit. Mouth advertising has a positive impact on the willingness to revisit the customer. Finally, the intermediate assumptions of monetary value perception research was confirmed on the relationship between service quality and behavioral word of mouth and the perception of value in relation Between service quality and customer mouth advertising.

Keywords : Tend to refer, mouth advertising, value of monetary percieved, service quality.
