

# **The effect of reputation on use intend and word of mouch advertisement with emphasis on role of satisfaction, commitment and customer identity (case study: Ayandeh Bank Customers)**

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**Abstract:** The banking industry of Iran dates back to more than 80 years and during last 3 decades, it has changed a lot. After governmental banking experience, in the first 2 decades after the revolution, activity of private banking again started 1380. As the private banking developed, democracy of banks decreased gradually; and the customers have had more choices for doing their banking and financial affairs. Thus according to this fact, customers' aim of using , is considered as one of the factors affecting success of banks. In this regard, the main purpose of study is to survey the effect of reputation of organization and word of mouth advertising, with an emphasis on the role of customers' satisfaction , commitment and sense of identity of Ayandeh bank in Rasht. The following study is a kind of applied study; in terms of data collecting methods, it's a descriptive study and in relation to the techniques , it's a correlative study. The statistics in study of all Ayandeh bank customers in Rasht and the numbers of cases studied in this research, were 372 customers. The sampling method in this study is a kind of available impossible sampling. To analyze the data obtained questionnaires, structural equation modeling techniques with least partial squares approach is used. And in general, all data analysis was done through SPSS and PLS. the results of hypothesis suggest that bank reputation perceived by customers, have positive effect on customers' satisfaction, sense of identity and commitment. Customers' satisfaction bank, has a positive influence on the customers' sense of identity , purpose of using and word of mouth advertising. And this fact was confirmed. Finally, the positive effect of customers' commitment to bank

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on word of mouth advertising was confirmed. Key words: purpose of using, word of word advertising, reputation of organization, customer's satisfaction, commitment

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