

# **The Role of Attitude Employees in customer engagement to Saderat Bank of Mazandaran State with Customer Satisfaction**

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**Today, interaction to customer is one of strategic instrument of successful companies in business. This could create interactional relation among company and customer and provide the ground for production satisfactorily and guarantees company's' profit in the long run by customer loyalty. This study aims to determine impact the attitude of front line staff with customer's engagement of Saderat Bank to Mazandaran Province. This study is applied and descriptive-survey. Statistical society includes all customers of Saderat Bank in Mazandaran province on 2016 and the method of sampling is randomly simple and the volume of sample has been determined through Morgan table and unlimited statistical society is about 385 determined. In collection data used of two laboratories and filed method. Questionnaire stability and narration has been examined. In analyzing data, used of analytical static and structural equation model. Findings showed staff attitude has impact on the customer's engagement & satisfaction but customer's satisfaction has not impact on the customer's engagement.**

**Keywords : Attitude of Staff, Customer's Satisfaction, Customer's Engagement, Saderat Bank.**

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