

# **Survey Effect of Customer Orientation on satisfaction and customer loyalty through service quality,(A case Study in the Meli Bank branches of GuilanProvince)**

Alireza Safarian\*,

**The purpose of this study was to investigate Survey Effect of Customer Orientation on satisfaction and customer loyalty through service quality (A case Study in the Meli Bank branches of GuilanProvince). The research method is descriptive and its purpose is applications and field data collection tool is a questionnaire. In the present study examined population is Meli Bank branches of GuilanProvince Customer.According to the infinity of the population to calculate the sample size of the sample population used indefinitely. The number 326 samples were ed using available sampling method Ghbrahtmaly were ed as sample. The questionnaire collected data using SPSS 20 and LISREL8.54 software is analyzed. The data analysis revealed 95% customer satisfaction affects the quality of service, Impact of service quality on customer satisfaction and customer loyalty and customer satisfaction affects customer loyalty finally, the effect of customer service quality on customer loyalty and customer satisfaction is mediation**

**Keywords : Customer Orientation, service quality, customer satisfaction and customer loyalty**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)