
Investigate ethical behavior impact on customer satisfaction and customer loyalty in Bank Melli Guilan Province

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Banks optimal performance has a great impact on the economic development of the country create the necessary conditions in order to promote qualitative and quantitative performance of banks in the shade of a healthy competitive environment can play a significant role in achieving the goals they have. One of the most important factors that will ensure optimal performance of banks is loyalty of customers. There are many factors that affect the customer loyalty, But the ethical behavior of employees and customer satisfaction are the most important factors that affect the customer loyalty. So, present research aims to investigate ethical behavior impact on customer satisfaction and customer loyalty in Bank Melli Guilan Province. This research in aim is applied and in collecting data is descriptive. Also in terms of the relationship between variables is correlational survey. The population of this survey is all customers of bank Melli Guilan province. The number of samples studied in this research 355 customers and sampling method is targeted non probability sampling in type of quota. A questionnaire was used to collect research data. For the analysis of collected data were used structural equation modeling and the first order confirmatory factor analysis and LISREL software. Also to reliability was used Cronbach's alpha and to evaluate the validity of the content validity. Result of the research hypotheses indicated a positive impact ethical behavior of employees on the customer satisfaction and loyalty. Also Positive impact of customer loyalty and customer satisfaction was confirmed. Final research hypothesis the mediating role of customer satisfaction in the relationship between the ethical behavior of employees and loyal customers also was approved.

Keywords : -customer loyalty, customer satisfaction, ethical behavior, Bank Melli,

structural equation modeling

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