

# **Study the role of customer commitment in the relationship between quality of service and attitudinal loyalty (Case Study: Customers of Bank of Sanat va Madan)**

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**Loyalty is defined as a deep commitment of the customer to a brand. Customer loyalty today is considered as the key to business success. With the increase loyalty, market share and profitability of the enterprise increases. Market understanding and planning the right strategy for making loyal customers and increase purchase rate, creates long-term benefits for the enterprise. With advances in technology and competitive market conditions, particularly in service industries loyal customer is as the main asset of any company. Present research aims to investigate. Is customer commitment in the relationship between the guarantee and reliability with attitudinal loyalty can be effective? Also, verify or reject hypothesis posed, according to the model deals. Present research in aim is descriptive. Data collecting method is field. To collect data was used questinaare. The study sample is Sanat va Madan bank customers in the country. 344 customers have chosen in this study, sampling method is available non-probability sampling. To test reliability Cronbach's alpha was exploiting higher than 7.0 were obtained for all variables. To analyze the data, SPSS and LISREL structural equation modeling software was used. All hypotheses were confirmed. Results indicate that most strongly associated. Results indicate most strongly associated between customer commitment and loyalty attitude. And the low intensity of relationship has been between attitudinal loyalty and service assurance.**

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