

# **The Effect Of Connection Between Brand And Service Receiver On Loyalty Intent Of Tejarat Bank Customers In Rasht City**

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**The Effect Of Connection Between Brand And Service Receiver On Loyalty Intent Of Tejarat Bank Customers In Rasht City Abstract** This study aims to investigate the effect of connection between brand and service receiver on loyalty intent of Tejarat Bank customers in Rasht City. The research method is in correlation form. SPSS software was used to analyze the data. The questionnaires of interaction (connection) between brand and service receiver and loyalty intent of customers by Rijonen (2015) were applied to gather the data. The statistical community includes all 460 active customers of Tejarat Banks in Rasht City. The samples were chosen by Morgan Table in 210 customers and simple random sampling was used. The results indicated that the dimensions of connection between brand and service receiver (strength, grace, sacrifice, experience) is effective on loyalty intent of customers.

**Keywords :** Keywords: connection between brand and service receiver, loyalty intent, strength, grace, sacrifice, experience

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