# Effect of trust, service quality on customer loyalty and emotional attachment in the banking industry (Case Study: Customers National Bank branches in Gilan province)

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**Abstract: Loyalty to a brand is defined as a deep commitment to the customer. Customer loyalty, loyalty is key to business success is to increase market share and profitability of the enterprise increases. Market perception of the planning and the right strategy for loyal customers and increase their purchase rate, long-term benefits for enterprise creates. With advances in technology and competitive market conditions, particularly in service industries, customer loyalty is the main asset of any company. R Hazrdrsd response to the question related factors customer loyalty National Bank in Gilan province due to the mediating role of emotional attachment which is, thus confirming the hypothesis raised with respect to the proposed model, which is the research hypotheses are: emotional attachment clients positively associated with customer loyalty, and customer satisfaction is positively related to customer loyalty is emotional attachment clients positively related to customer satisfaction, service quality is positively related to customer loyalty, and quality of service is positively related to emotional attachment consumers, quality of service a positive relationship with satisfaction Camel, service quality is positively related to consumer confidence, consumer confidence is positively related to customer loyalty, customer trust is positively related to emotional attachment clients, customers' trust is positively related to customer satisfaction. will pay. The study is based on practical purpose. The data is field. A questionnaire was used to collect data. The population of this study are customers of National Bank in Gilan province were ed as sample client 0.384. In this study, sampling, non-probability sampling is available. To test reliability of operation Cronbach's alpha for all variables that were higher than 7/0. To analyze**

the data, SPSS and PLS structural equation modeling software was used. All hypotheses were already approved but positively related to customer satisfaction, customer confidence. Results indicate that the most intense relationship between service quality and confidence. And the lowest is the correlation between trust and loyalty. Keywords: Atmadmshtry, emotional attachment, customer satisfaction, service quality, customer loyalty