

# **The Impact of Customer Relationship Management Dimensions on Competitive Advantage With The mediation Customer Loyalty (Case Study: Tejarat Bank branches in Guilan)**

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**Abstract:** Competitive advantage is an important issue in recent years has been emphasized in the literature of strategic management and marketing. Therefore, this study is done with aimed investigate the impact of dimension of customer relationship management on competitive advantage with mediation customer loyalty. The research objective terms is practical, and in terms of the nature and method of application, descriptive and is causes. The study population was considered all institutional clients of Tejarat bank branches in Guilan province. Sample using Cochran's formula was 110, each of the 4 questionnaires were distributed at the level of directors and a total of 440 questionnaires and finally 369 questionnaires were collected and perfect fit. The questionnaire consisted of 31 closed questions and is taken research Bhat and Darzi (2016). Validity of the questionnaire to three method, Content validity, convergent validity by using the criteria AVE and divergent validity was confirmed by Fornell and Larkr review. Its reliability was evaluated through three factors, standard factor loadings coefficients, and Cronbach's alpha and composite reliability. In order to analyze the data in SPSS software descriptive statistics and inferential statistics data, structural equation modeling approach based on partial least squares Smart PLS software is used. five hypotheses, three hypotheses were confirmed. So that the results show that among the aspects of customer relationship management, customer-oriented and customer knowledge has a significant positive impact on customer loyalty. Customer loyalty is also a significant positive impact on competitive advantage.

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**Keywords : customer relationship management, customer knowledge, customer orientation, customer loyalty, competitive advantage**

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