

The mediating role of customer relationship management in the relationship between customer loyalty and customer requirements in the customers of the Maskan Bank in Rasht city

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Customer loyalty is one of the most important variables studied in the field of consumer behavior, and researchers have shown particular interest in this area in recent years. Therefore, the main objective of the research is the mediating role of customer relationship management in the relationship between customer loyalty and customer requirements in the customers of the Maskan Bank in Rasht city. This research is applied about the goal and descriptive about data collection. And correlation research about the method. The statistical society of the research is all the customers of the Maskan banks of Rasht city. The sampling method used in this research is available non-probable sampling method and the sample size is 376 customers. Data gathering method is field research and data gathering tool, is a questionnaire In this study, Cranach's alpha coefficient was used to measure reliability and to measure the validity was used the content validity which Values higher than 7.0 are obtained for all variables. All analyzes data collected was done through software SPSS and LISREL. Confirmatory factor analysis and structural equation modeling was used to investigate the hypothesis. The result of the research hypothesis confirms the mediating role of brand image in relationship between the dimensions of customer requirements and customer relationship management. In other hypotheses, the mediating role of customer relationship management has been confirmed in the relationship between the dimensions of customer requirements and customer loyalty. Finally, in the final hypothesis of the research, a positive and significant relationship between customer relationship management and loyalty of

customers in the Rasht Maskan Bank has been confirmed.

Keywords : Key words: customer loyalty, customer requirements, customer relationship management, maskan bank, city of Rasht

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