

The role of Service evaluation variables in customer loyalty with CRM quality moderation and brand image mediation (Case study: The branches of Tosee Taavon bank in Guilan province (

sedighe alipoor*,

Abstract This study examines the mediating role of Customer Relationship Management (CRM) quality in order to better describe the effect of service evaluation variables (service quality, customer satisfaction and customer value) on customer loyalty as well as the moderating effect of brand image on modified relationships. The statistical populations are customers of Tose'e Ta'avon bank branches in Guilan province. According to unlimited population, using simple random sampling method by means of Cochran formula 384 customers were ed as samples and the questionnaires were distributed among them. The results of data analysis using structural equation modeling with LISREL software revealed that the mediating role of customer relationship management quality on the relationship between service evaluation variables is supported. Furthermore, it is recognized that the indirect impact of service evaluation variables on customer loyalty through customer relationship management quality will be stronger in case of high brand perceived image. These results will be useful for relations managers of the bank, brand managers and researchers who use relationship and service evaluation criteria in order to predict customer loyalty. **Keywords:** service quality, customer satisfaction, customer value, customer relationship management, brand image, customer loyalty.

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