

Effect of Marketing Orientation on Business Performance: A study Maskan Bank in Guilan

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Abstract The present study aimed to investigate assessing the Effect of Marketing Orientation on Business Performance: A study Maskan Bank in Guilan, Study in terms of purpose, as a method of data collection survey in nature-based descriptive causal and structural equation is considered. The data collection tool in this study is a reference questionnaire. The statistical population of the research is branchesh of Maskan Bank of Guilan which by using the Cochran sampling formula, the sample size was determined 50. The questionnaires were distributed randomly among Managers, deputy of the bank and knowledgeable experts. This study was conducted to test the hypothesis of SPSS 20 software and smart pls 2 were used. The results of the research indicate that Market orientation has a positive and significant impact on employee commitment, customer satisfaction, increased market share, improved sales volume, increased return on investment and return on assets. In fact, the results indicate that market orientation has a significant effect on the business performance of branches of Maskan Bank in Guilan province.

Keywords : Keywords: Market Orientation, Employee Commitment, Customer Satisfaction, Market Share, Sales Volume, Return on Investment, Return on Assets

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