

Impact of Service Quality, Satisfaction and Customer Loyalty with Mediating Role of Customer Relationship Management Quality and Moderating Role of Brand Image (Case Study: Customers of Manufacturing Companies in Guilan)

elina mohammadinezhad rashti*,

The purpose of this research is to investigate the effect of service quality, customer satisfaction and value on loyalty with the role of mediation in customer relationship management quality and the role of brand image modification in active manufacturing companies in Guilan province. The drop in customers and the high cost of attracting new customers and the difficulty of persuading them to buy company products has increased the need to maintain customer loyalty. This is a major challenge for companies, including active manufacturing companies in Guilan province. This research is an applied research in terms of purpose, and in terms of collecting and analyzing data, a structural correlation-based correlation descriptor. For this purpose, seven hypotheses were developed. To collect the information necessary for testing the hypotheses, a standard questionnaire containing 34 questions in 10 dimensions was used and distributed among 384 customers of the manufacturing companies in Guilan as the population of the research. At first, the normalization of the data was done using the Kolmogorov-Smirnov test and then, using the structural equation technique, we evaluated the research hypotheses in the SMARTPLS software environment. The results of the analysis confirmed all the research hypotheses, except for the role of moderating the brand image. The findings reveal that customer service quality, customer satisfaction, and customer value affects customer relationship management and affects customer loyalty.

Keywords : Key words: loyalty, service quality, satisfaction, customer relationship management, brand image.

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