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# The Impact of Leadership Style on Service Quality - Customer Satisfaction

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**Abstract** Customer satisfaction is one of the important aspects of building and maintaining long-term relationships with customers that is essential for the survival of banks. Based on this, the present research studies whether the quality of services with a moderating role of leadership style can have a significant effect on customer satisfaction in branches of the SADERAT bank in Guilan province. This research is based on the type of applied target. The data gathering method was fieldwork. A questionnaire tool was used to collect information. The statistical population of this research is 90 Branches of Saderat Bank in Guilan Province. 67 branches were obtained through the Cochran formula for a limited community. The random sampling method was also simple. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. SPSS and PLS software were used to analyze the data. The results show that both of the two hypotheses presented in this study were confirmed by both hypotheses and the effect of service quality on customer satisfaction over the impact of service quality on customer satisfaction was through the role of moderator of leadership style.

**Keywords :** Keywords: customer satisfaction, leadership style, service quality

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