

# **The effect of customer satisfaction and loyalty on organizational profitability (case study: Bank Saderat-Guilan branch)**

Behzad Heidari\*,soleiman mirzaei,

**Abstract** Customer satisfaction is supposed to be positively related to profitability. This link between satisfaction and profitability is perceived to be so self evident that the relationship is taken for granted. Therefore this conception may be called the paradigm of customer satisfaction. Nevertheless only a few studies have examined this fundamental relationship. Thus, evidence for this much talked about relationship is questioned. In this research the focus is on the individual customer with respect to the relationship between customer satisfaction, customer loyalty and customer profitability. Three hypotheses were tested in this concept. The results showed strong support for the hypotheses.

**Keywords :** Keyword: Satisfaction, Loyalty, Profitability.

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