

Impact of customer relationship management on customer attitudes by emphasizing the role of mediator communication quality (Case Study: Refah bank branches Mazandaran Province)

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The purpose of this study was to investigate the effect of customer relationship management on customers' attitudes with emphasis on the role of the intermediary quality of the relationship between the branches of the Bank of Rafah in Mazandaran province. The present study is descriptive in terms of its purpose. The statistical population of this research includes all customers of branches of the bank of the city of Mazandaran. 384 people were distributed using cluster sampling using Krejcie and Morgan tables. The data measurement tool in this research is Ladan & Beata Customer Attitude Questionnaire (2004), customer relationship management (Tahrpour et al., 2010) and the quality of communication between Saivorax et al. (2014). In this research, structural equation modeling with SPSS and Lisrel software was used to test the hypotheses. The results of hypothesis testing indicate that customer relationship management and quality of communication have a positive and significant impact on customer attitudes. The results also indicate that customer relationship management has a positive and significant impact on the quality of communication. The mediating role of communication quality in the impact of customer relationship management and attitude of customers also has a positive and significant impact.

Keywords : Customer Relationship Management, Customer Attitude, Communication Quality

