

Impact of customer brand engagement on the Brand loyalty According to online brand experience and brand satisfaction (Case study: Mellat bank customers)

Sanaz Askari Masoule*, Hadi Moazen Jamshidi,

Today, customer loyalty is a key element in the long-term survival of organizations, helping an organization overcome the uncertainty in a competitive market and provide long-term survival areas for the organization. In this regard, this study sought to examine the Impact of customer brand engagement on the Brand loyalty According to online brand experience and brand satisfaction the perspective of Mellat bank customers in the city of Rasht. The statistical population of this research is the statistical population of the research of customers of Mellat Bank in Rasht city And non-probability sampling method in this study. The sample of 357 customers was ed the statistical community of the present research. The method of collecting information in this field research and its tool is a questionnaire. Content validity was used to prove the validity of the questionnaire and Cronbach's alpha coefficient was used to determine the reliability. In order to test the research hypotheses, structural equation modeling was used using Smart pls 2 software. The results showed that customer brand engagement, online brand experience and brand satisfaction have a positive role in defining brand loyalty, So that about 58.9% of brand loyalty variables are explained by the model.

Keywords : customer brand engagement, brand loyalty , online brand experience, brand satisfaction

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)