

The Factors effective to customer loyalty due to the quality of services, emotional satisfaction and company image (Case Study: Ghavamin Bank of Rasht)

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Abstract: This study aimed to determine the antecedents of customer loyalty in Ghavamin Bank customer in Rasht, Iran. To address that issue, this article examines the effects of service quality, Emotional satisfaction and corporate image on customer loyalty. This study is applicable and descriptive & analytic survey. A questionnaire was used to collect data. Confirmatory factor analysis and Correlation coefficient test used to assess validity. In this regard, questionnaires were sent to 386 respondents. Structural equation modeling was used to test the model. Finding revealed that Perceptual quality has a significant positive impact on customer loyalty, Emotional satisfaction and corporate image. On the other hand, Technical quality has a significant positive impact on customer loyalty, Emotional satisfaction and corporate image in this case study. **Keywords:** Customer Loyalty, Services Quality, Emotional satisfaction and corporate image

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