

# **Assessment Impact Service quality, Satisfaction, Trust and Commitment serve as Precursors Customer Loyalty in Melat Bank Branches of Guilan province**

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**Abstract** The total purpose of this study was Survey Assessment Impact Service quality, Satisfaction, Trust and Commitment serve as Precursors Customer Loyalty in Melat Bank Branches of Guilan province data collection method is descriptive and Correlation. Data collection tool is questionnaire. The population studied in the present investigation is employee of Melat Bank Branches of Guilan province According to the infinity of the population To calculate the sample size Cochran formula used unlimited community. The number of 412 people was chosen as Using convenient non-probability sampling were ed as sample. The data analysis showed that the 95% level of There is significant effects Customer Commitment on Customer Loyalty. There are significant effects Customer Trust on Customer Commitment and Customer Loyalty. The is significant effects Customer Satisfaction on Customer Trust and Customer Commitment and Finally There is significant effects service Quality on Customer Satisfaction **Keywords:**Customer Commitment, Customer Loyalty, Customer Trust, Customer Satisfaction and service Quality

**Keywords :** Keywords:Customer Commitment, Customer Loyalty, Customer Trust, Customer Satisfaction and service Quality

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