

The Effect of Factors Affecting Customer Loyalty through Quality of Customer Relationship Management in Private Hospitals of Arya and Golsar City in Rasht

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Hospitals and military centers that have a major mission in providing physical and mental health to their employees and their families can provide a significant role in improving the morale of the staff as well as improving combat and defense readiness by providing appropriate health and medical services. Therefore, in this research, the effect of effective factors on customer loyalty through customer relationship management quality in private hospitals of Arya and Golsar city of Rasht has been investigated. The statistical population of this research is customers of private hospitals of Arya and Golsar city of Rasht. In order to calculate the statistical sample size, the Cochran formula was used for unlimited societies, which ultimately determined the sample size of 314 people. The present research is based on the purpose of the applied type and in terms of data collection method, descriptive research and correlation type. Data gathering method was a standard questionnaire and data were analyzed using SPSS and PLS software. The results of the research showed that the quality of customer relationship management is positively related to customer loyalty. On the other hand, the quality of service, customer satisfaction and customer value positively affects customer loyalty through the intermediate role of customer relationship management. Regarding the role of moderating a better brand image, the results also showed that a better brand image would enhance the impact of customer satisfaction and customer value on customer loyalty through the quality of customer relationship management, but the impact of service quality on customer loyalty through the quality of communication management It does not get stronger with the customer, and only in this case its moderating role has been ruled out.

Keywords : customer loyalty, customer relationship management quality, brand image better, customer satisfaction, customer value, service quality

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