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# **Effect of relationship marketing tactics on behavioral loyalty with emphasis on customer mediation and customer satisfaction (Case study: customers of branches of Agricultural Bank of Rasht)**

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The aim of performing relationship marketing tactics in organizations is to maximize the customers` loyalty. In this study the impacts of relationship marketing techniques on customers` behavior loyalty through customer loyalty mediator and customer satisfaction have been studied. The current research design is applied in terms of purpose and data gathering is descriptive-survey method. The statistical population of the study consisted of customers of Keshavarzi bank of Rasht branch, which was ed by random method in the sample of 115 available people. The research tool is a standard questionnaire with 28 questions. The validity of the questionnaire was confirmed using content validity and structure validity method, and the reliability coefficient for behavior loyalty variables, relationship marketing tactics, customer satisfaction and customer gratitude. The structural equation method have been used to analyze the data. The findings have shown that the impacts of relationship marketing tactics on behavior loyalty, customer gratitude and customer satisfaction were 0.706, 0.628, and 0.731, respectively. The impact of customer gratitude on satisfaction is 0.533 and satisfaction on behavior loyalty is 0.583. And also the impacts of relationship marketing tactics dimensions including: direct post on customer gratitude, tangible reward on customer gratitude, interpersonal communication on customer gratitude and preferential treatment on customer gratitude are 0.533, 0.583, 0.320, 0.331, 0.539, and 0.415. And finally the role of the variable mediator of customer gratitude and customer satisfaction has been confirmed

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**Keywords : relationship marketing tactics, behavior loyalty, customer gratitude, customer satisfaction**

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