

Investigating the Impact of Marketing Investing on Customer Behavioral Loyalty in Respect to the Mediating Role of City Bank Customers in Guilan Province

Davood Sa'adat*, Dr. mehdi fadaee,

Abstract The purpose of this research is to investigate the effect of marketing investment on loyalty of bank customers in Guilan province. The research model was based on Huang's research (2015). Independent Relational Marketing Investments, Customer Satisfaction, Mediator, and Customer Loyalty are the dependent variable of the research. The statistical population of this research is bank customers in Guilan, whose number is unlimited. The sample size is determined by the Morgan table and the unlimited society, 394 people. The sampling method is also inaccurate. The present study is based on the purpose of the applied type and in terms of data collection method, descriptive research and correlation type. The method of collecting the field information, the data collection tool, the standard questionnaire and the method of data analysis, are used to analyze the structural equation. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research is also measured by Cronbach's alpha method and it is confirmed that the alpha value is higher than 0.7% acceptable. In this research, two SPSS and AMOS software were used. The Kolmogorov-Smirnov test was used to test the normal variables. Since the variables were normal and the purpose of the study was to measure the effect of variables, we used structural equations to test the research model and investigate the effect of research variables on each other. The research results showed that direct email to the customer, tangible rewards, interpersonal communication, preferential behavior, and responsiveness affect customer appreciation. Customer appreciation affects attitudinal loyalty and attitudinal loyalty affects behavioral loyalty.

Keywords : Keywords: customer loyalty, customer appreciation, relational marketing investments.

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