

# **The Impact of the standardization and customization on retention customer due to the moderating role Dimensions service quality & customer satisfaction (Case Study: Branches of Saderat Bank of Guilan province)**

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Today, banks with superior performance are moving towards retaining customers and attracting loyalty, as they have found that attracting a new customer is very costly, also they need loyal customers to maintain their place in a highly competitive environment. So it's important to identify the factors that affect customer retention and loyalty. Therefore, the present study examines the effects of standardization and customization on customers' preservation with attention to the mediating role of service quality dimensions and customer satisfaction among the branches of Saderat Bank in Guilan province. This research applied about the goal and descriptive about data collection, and the method of data collection is a field and its tool is a questionnaire. In this research, the statistical population of this study is all customers of branches of Sadegard Bank in Guilan province. Considering the total number of statistical population and according to the Cochran formula, the sample size is 386 people. And available non-probabilistic sampling method was used. Data were analyzed using SPSS software version 20 and smart pls 2. The results of this study showed that the main model of research is well-fitted. And the results of the hypothesis show that standardization affects the quality and technical quality. The results also show that customization has an impact on quality and technical quality. The results show that functional quality and technical quality affect customer satisfaction. The results also showed that customer satisfaction affects customer

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loyalty. On the other hand, results indicate that the quality of technical and technical quality on customer loyalty is influenced by the mediating role of customer satisfaction. Finally, the results show that customer loyalty has an impact on customer retention. Finally, every ten research hypotheses are confirmed.

**Keywords :** Keywords: standardization, customization, functional quality, technical quality, customer retention, customer satisfaction

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