

Explaining Customer Loyalty with Emphasis on Customer Relationship Quality and Brand Image (Case Study: National Bank Customers in Rasht)

Neda Pourmojarab*,

Building customer loyalty in their brand and products is one of the most decisive purposes of industry owners. The aim of this descriptive applied study is to determine customer loyalty with respect to contact management system and brand image. The statistical population of the study is the customers of National Bank of Iran (Bank Melli) in Rasht city, Guilan province using the non-probability convenience sampling technique. The data is collected utilizing a researcher made questionnaire which validity and stability is tested using Cronbach's alpha and content validity methods. Data is analyzed using the structural equation modeling (SEM) with smartPLS2 software. The results revealed that the quality of service (QoS), customer perception of the brand and customer satisfaction have positive effects on contact management system. These parameters also defined 55.7 percent of the customer loyalty metrics. The results also resolved brand image as a positive moderator variable between quality of service, customer perception of the brand, customer satisfaction and contact management system.

Keywords : quality of service, perception of brand, customer satisfaction, contact management system, loyalty, brand image

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)