

---

# **The impact of bank employee satisfaction and customer satisfaction (Case Study of Tejarat Bank)**

Alireza Hosseini sarab bargh\*,

**Abstract** Today, the customer is the most important asset of organizations, so that customer focus are the main concerns of organizations that are trying to attract and retain customers. Competition among banks continues to be tightened and state banks and many private banks and credit institutions, each trying to gain a larger share of the market. After looking approach and methods to provide more diversified services to attract more customers and increase their profitability mouth. The purpose of the present study was the relationship between employee satisfaction, customer loyalty and satisfaction their jobs it is. The population in this study sample are employees of bank .The sample of this study consisted of the employees of Commercial Bank of Gilan, Iran. In the present study, 176 questionnaires were used to analyze the data that using descriptive statistics, each of the variables were described and were analyzed using structural equations. This study was a descriptive study and regarding the purpose, was functional and regarding data collection, was field study. The results indicated that there is a positive relationship between employee satisfaction and customer satisfaction and loyalty there. **Keywords:** Loyalty, Customer satisfaction , Staff

**Keywords :** Loyalty, Customer satisfaction , Staff

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