

Effect of Emotional Dependency of Brand on Customer Loyalty in Branches of Keshavarzi Bank of Rasht

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Given the importance of the issue of loyalty to organizations, it is imperative that managers try to identify, by studying and conducting research, methods that stimulate customer loyalty. And, considering factors affecting loyalty, they will add to the treasure of their loyal customers. The main purpose of this research is to investigate the effect of affective affinity on brand loyalty among customers in branches of Keshavarzi Bank in Rasht city, considering the role of mediation of service quality variables, trust and customer satisfaction. Thus, 342 bank customers were ed were ed by non-probable method. A questionnaire was used to collect data. Validity of the questionnaire was confirmed by using face validity and factor analysis (0.973) and its reliability was confirmed by Cronbach's alpha coefficient (0.956). To test the hypotheses, structural equation technique has been used. According to the results, customer satisfaction has the most impact on their loyalty. While the least impact on service quality. It was also found that customer satisfaction has a mediating role in the relationship between service quality and trust with brand loyalty and increased the impact of service quality and trust with a coefficient of 1.03. Finally, emotional attachment has a mediating role in the relationship between trust and service quality with brand loyalty.

Keywords : Quality of Service, Trust, Emotional Dependency, Customer Satisfaction, Brand Loyalty.

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