
The moderating impact of emotions on customer equity drivers and loyalty intentions with customers (Case Study: Parsian Bank Branches in Rasht City)

Samira Khosrovani*,

Abstract Parsian bank is one of active private banks in the banking industry that due to having a huge number of customers, it's very important for this bank to keep customers loyal. The aim of this study was to assess the moderating impact of emotions on customer equity drivers and loyalty intentions with customers in Parsian Bank Branches in Rasht City. The methods of this research was descriptive and functional. The population of this research were customers of parsian bank branches in Rasht city and the number of samples with using Cochran formula of unlimited considered 357 people. To gathering information and data questionnaire was used field and analyzed by SPSS and SmartPLS 3 software. According to the results of the data analysis, four hypotheses of the research were confirmed and three hypotheses were rejected. That is, the test of hypotheses showed that the positive and negative emotional and brand equity and the value equity had effect on the loyalty intentions of the customers, and the effect of the relationship equity on the loyalty intentions of the customers was not significant. Also, the results of the role of the moderating impact of emotions on customer equity drivers and loyalty intentions did not endorse.

Keywords : Keywords: Value equity, Brand equity, Relationship equity, Emotions, Loyalty intentions

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