

# **Investigating the Influence of Information Technology Customer Relationship Management System on the Relationship Between Quality of Service and Trust with Satisfaction of Sepah Bank Customers in Guilan Province**

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**Customer Relationship Management is a marketing strategy that integrates all customer-related activities and one of its main goals is to boost customer satisfaction. The purpose of this study is to investigate the effectiveness of information technology of customer relationship management system on the relationship between service quality and trust with customer satisfaction of Sepah Bank in Guilan province. In terms of the purpose, this study is considered an applied research, it is categorized as a descriptive causal research in terms of the research design. The statistical population of the research consists of all customers of Sepah Bank in Guilan province. Considering the fact that the size of the statistical population is unlimited, by means of Cochran formula, a sample of 161 people has been ed based on non-probability convenience sampling. The research instrument is the questionnaire, whose validity is authenticated by testing and utilizing experts' opinion, and its reliability is confirmed by the Cronbach's alpha method. In order to analyze the data, multiple regression method has been used. The results demonstrated that trust and service quality had a significant relationship with customer satisfaction. In addition, the results showed that information technology, as a moderator, have had a positive effect on trust and services quality.**

**Keywords : Information Technology, Customer Relationship Management System**

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**(CRM), Service Quality, Trust, Customer Satisfaction.**

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