

# **The relationship between Mobile Banking Service Quality and Relationship Quality with customers (Case Study: Parsian Bank Branches in Rasht City)**

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**Abstract** Today, competition for loyal customers is recognized as a key strategic issue for organizations operating in the service sector. In this regard, banks have tried to improve the quality of their services. The aim of this study was to assess the relationship between mobile banking service quality and relationship quality 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 160 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, eight hypotheses of the research were confirmed and nine hypotheses were rejected. That is, the test of hypotheses showed that the website security affects customer satisfaction, trust and commitment. Also, the effect of design and the enjoyment of using the Web site was confirmed by customer satisfaction. The relationship between sociality and customer trust was also significant. The results also indicate the relationship between the dimensions of the relationship quality, including the satisfaction, trust, and commitment of the customers.

**Keywords :** **Keywords:** Service quality, Relationship quality, Satisfaction, Trust, Commitment, Mobile Banking

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