

Relationship between Brand Equity and Behavioral Intentions of Customers at the Melli Bank of Guilan; due to the Mediation of Customer Satisfaction

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The main objective of the present research is to answer the key question of whether brand equity is related to customers behavioral intentions . Does customer satisfaction play the role of mediator in this relationship? The statistical population of this research includes all customers of Bank Melli of Guilan province that used the services of this bank one year at least. Based on Cochran's unlimited formula, 349 people were ed in convenience method. The measurement tools of this research is a standard questionnaire that has content validity and reliability (Cronbach's alpha). The collected data were analyzed by using structural equation modeling and by SPSS 25 and smart pls3 software. The findings of this study showed that brand equity is related to customer satisfaction, price premium, word of mouth, and repeat purchase, and also customer satisfaction is related to intentions to switch, price premium, word of mouth, and repeat purchase. Accordingly, it can be concluded that the Bank Melli Iran's authorities can change customer behavioral intentions proportional to their needs with more emphasis on the brand equity of Melli Bank and their customers' satisfaction in order to maximize the benefit and minimize loss of bank.

Keywords : customer behavioral intentions, customer satisfaction, brand equity.

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