
The Effects of Service Innovation on Customer Loyalty in Mellat Bank

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Abstract In today's widespread market, the success or failure of an organization depends on the behavior of the customer, who values items such as quality, quality, etc. according to his abilities and his talent, and finally chooses. Preserving customers and increasing customer loyalty in this competitive atmosphere is becoming more difficult in the field of day-to-day services. Therefore, the main purpose of this study is to investigate the effect of service innovation on customer loyalty of Mellat bank branches in Guilan province. This is a descriptive research and applied method is used. The statistical population is all customers of Mellat Bank Branches in Guilan province. Using random sampling method, 384 were ed and data were collected using a Likert scale questionnaire. The collected data were analyzed using SPSS software. The results of this research show that service innovation, service customization and service innovation management have a significant effect on customer loyalty of Mellat Bank customers in Guilan province.

Keywords : Keyword: Customization of services, Innovation services, Innovation management, Customer loyalty

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