

The impact of Customer Satisfaction and Personnel Capability by Moderator Gender (Case Study: Meli Bank Customers in Guilan Province)

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Due to the highly competitive environment among banks, customer retention is one of the most important pillars of marketing. Based on this, customer retention methods are one of the things that managers are interested in. This study examines the effect of customer satisfaction and employee ability on customer retention with gender adjustment at the customers of the National Bank. The present research was based on the type of applied target and field data gathering method. A questionnaire was used to collect data. The statistical population of the research is customers of Branches of the National Bank of Guilan Province 412. The sample was obtained through the Cochran formula for an unlimited society. The sampling method was available in the present study. The researcher for the convenience of working in the relevant branches in Rasht, Astaneh, Anzali and Fouman and his questionnaire among current customers Has distributed to the National Bank. Structural equations and SPSS and SMART PLS2 software were used to analyze the data. Of the seven hypotheses presented in this study, four hypotheses were approved and three hypotheses were not approved. Confirmed hypotheses include the effect of employee capability on customer retention, the impact of employee capability on customer satisfaction, the effect of customer satisfaction on customer retention, the impact of employee capability on customer retention by mediating customer satisfaction. However, the effect of studying the role of gender moderator on the relationship between research variables was not significant. The greatest impact is the impact of employee capability on customer retention and the lowest impact of employee empowerment on customer satisfaction. Key words: customer retention, customer satisfaction, Personnel capability

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