

The effect of management commitment and employee interaction on perceived quality of customers' performance (Case Study: Sepah Bank Branches in Guilan Province)

Roza Alizade nargessi*,

The purpose of this study was to investigate the effect of management commitment and employee interaction on perceived quality of customers' performance in Sepah Bank branches in Guilan province. . The purpose of the present study is to evaluate the relationship between the variables and the effect of variables after describing the data. The significance of B coefficients in single and multivariate regression equations will be used. The statistical population has two segments of Sepah Bank customers in Rasht city and its bank employees. Therefore, the type of statistical population is unlimited. Using appropriate sampling method, the research units were reduced, samples were ed using non-probability sampling method, and then the questionnaire distribution process was performed. The sample size is 376, which can be calculated using Cochran formula. All of these analyzes were done by SPSS22 and SMART PLS3 software. The findings also indicate that there is a significant relationship between management commitment to service quality and effective employee participation and customer perception of Sepah Bank service performance in Rasht.

Keywords : Marketing Management, Customer Satisfaction, Organizational Performance, Job Satisfaction, Human Capital

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)