

# **The Impact of Brand Service Dimensions on Brand Loyalty in Rasht Private Hospitals**

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**Strong hospital brands greatly influence the attitude towards intangible products and improve the likelihood of hospital purchases, re-purchase intentions and customer loyalty. The purpose of the present study was to evaluate the impact of brand rumors and dimensions by mediating the variables of brand satisfaction and brand attitude on brand loyalty. In fact, the problem of the research is to explain the patterns of buying different brands by consumers in private hospitals in Rasht. The statistical population is referring to private hospitals in Rasht. Therefore, using Cochran's formula, 326 individuals were ed by non-probability sampling method. In fact, the main question of the research is whether the dimensions of service brand influence brand loyalty? The research hypotheses were tested using structural equation technique and the results showed that brand evidence had a positive effect on brand satisfaction and loyalty. Brand rumors have a positive effect on brand evidence but have no significant effect on brand satisfaction and brand attitude. Also, brand satisfaction has a positive effect on brand attitude, and ultimately, brand attitude has a positive effect on brand loyalty.**

**Keywords : Brand Gossip, Brand Evidence, Brand Satisfaction, Brand Attitude, Brand Loyalty**

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