The Role of Commitment in The Relationship between Customer Satisfaction and Customer Loyalty

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Abstract

The customer satisfaction towards the bank products or service just a starting point in the building of long-term relationship with the banks. The major factors that determine the success of the relationship marketing are the customer loyalty. This research focuses on the factors that determine success in relationship marketing in the retail banking market in Qazvin, Iran. The conceptual model showing the relations among the variables, which the hypothesis are developed based on that and reviewed literature. The questionnaire was distributed to retail customers in five different banks of Qazvin, and 81 of them were Usable. We applied Smart-PLS method to analysis the data. The findings indicated that the three hypotheses are supported, and the rest are not supported. Affective commitment has a positive impact on customer loyalty, but continuance commitment has not positive impact on customer loyalty

Keywords: Commitment, Customer Satisfaction, Customer Loyalty, Service quality, Banking Industry

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