

عنوان مقاله:

Investigating the impact of customer orientation on the quality of customer relationship management and customer loyalty

محل انتشار:

هشتمین کنفرانس بین المللی مدیریت، تجارت جهانی، اقتصاد، دارایی و علوم اجتماعی (سال: 1400)

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نویسنده:

Arash Soltani - *Management business administration, Networking, Master Student, Islamic Azad University central Tehran branch, Iran*

خلاصه مقاله:

The purpose of this study was to investigate the effect of customer orientation on customer loyalty through the mediating variable of customer relationship management quality. The research was applied in terms of purpose and survey-descriptive in terms of data collection method. The statistical population of the present study included Parsian Bank customers in Tehran. Statistical sample was obtained based on Cochran's formula ۳۸۴ and finally ۳۸۹ questionnaires were used for analysis. Sampling method was available. A researcher-made questionnaire with ۴۱ items was used to collect data. The validity of the questionnaire was confirmed by content validity and the validity of confirmatory factor analysis and also the reliability of the questionnaire was confirmed by Cronbach's alpha (۰.۸۹۱). SPSS۱۹ and LISREL۸.۸ software were used to analyze the data. Based on the obtained results, the positive and direct effect of service quality (۰.۵۲; ۹.۳۷), customer satisfaction (۰.۵۸; ۸.۵۴) and customer value (۰.۵۱; ۶.۷۸) on the quality of customer relationship management Confirmed. Also, a positive and direct effect of service quality (۰.۶۹; ۱۵.۸۴), customer satisfaction (۰.۶۲; ۸.۹۹) and customer value (۰.۴۸; ۱۰.۲۷) was obtained on customer loyalty. If the officials of Parsian Bank want to attract and retain more customers, they should take quality services, respond to and handle customer complaints, gain customer trust and also create a customer relationship management team and take effective steps in this regard. Take action

کلمات کلیدی:

Customer Orientation, Customer Satisfaction, Customer Loyalty, Service Quality

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