



Effect relationship marketing on customer loyalty to the brand, the Agricultural Bank in of Kohgiluyeh and Boyer

Mehrzaad Safaei Sisakht¹ and Yaghoub Ansari^{2*}

¹Department of Management, Yasooj Branch, Islamic azad University, Yasooj, Iran

²Department of Management, Yasooj Branch, Islamic azad University, Yasooj, Iran

Original Article:

Received 15 Jan. 2017 Accepted 05 Feb. 2017 Published 3 March. 2017

ABSTRACT

By using relationship marketing approach in addition to establishing long-term relationship with the customer, value-generating activities that are important for them Identify, strengthen and improve the organization and attract more customers and build brand loyalty. The purpose of this research study was to investigate the effect of relationship marketing on customer loyalty to the brand in the Agricultural Bank of Kohgiluyeh and Boyer-Ahmad is in 1394. This research is descriptive survey was conducted. The study population Agricultural Bank customers are of Kohgiluyeh and Boyer Due to the high number of population, By using Morgan table Grjsy 300 customers was selected as the sample size And 30-item questionnaire was distributed among the clients of the Agricultural Bank. The reliability by Cronbach's alpha 89/0 is calculated. Information collected by descriptive and inferential statistics in the form of Pearson correlation and regression coefficients were analyzed using spss software. The results showed that the contacts view, factors such as trust, commitment, communication, social relationships, customer loyalty to the brand needs significant relationship with Agricultural Bank of Kohgiluyeh and Boyer had.

Keyword:

Relationship marketing, customer loyalty, brand, Agricultural Bank

* Corresponding author: Yaghoub Ansari

Peer review under responsibility of UCT Journal of Management and Accounting Studies