عنوان مقاله:
The Impact of Service Quality on Customer Satisfaction by Using SERVQUAL Model

محل انتشار:
مجله بین المللی كسب و کار و بازاریابی (سال:3:1)

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خلاصه مقاله:
This study is about the impact of service quality on customer satisfaction by using SERVQUAL model. The purpose of this study is to investigate the effect of the 5 components of service quality (SERVQUAL) on customer satisfaction. All customers of Melli Bank in Tehran city 105 branches are the statistical population. The research method is based on descriptive - survey and data analysis method is by structural equation modeling by using Lisrel software 8.04. The results indicate that the 5 dimensions of SERVQUAL (reliability, trust responsibility, empathy, tangible factors) service quality have a positive impact on customer satisfaction.

کلمات کلیدی:
Quality of service, customer satisfaction, SERVQUAL Model, Melli Bank

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