



# Investigating the Role of Quality and Price of Banking Services on Customer Conservation in the Banking Industry

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**Abstract:** *The banking system, as the main provider of financial and economic activities in countries, plays a major role in the transfer of resources from savers to investor groups. A healthy and profitable banking system can better resist economic shocks and play a more significant role in the stability and stability of the financial system. One of the scenes most often seen in banks is the confusion of customers between terminology and hard-currency banking, as well as the selection of a service from the services provided by the bank. Therefore, this research investigates the role of quality, satisfaction, trust and reasonable price of banking services on customer retention in the banking industry (Case Study Bank City) in 2017 This research is quasi-experimental research in the field of financial management research. In this research, the statistical population consisted of customers of Bank Shahr Branches in Tehran province. Due to its uncertainty, it can be said that the statistical sample of the unlimited society has been selected. The results of the research show that the quality of banking services has a significant effect on the confidence of customers of Bank Shahr Branches and the reasonable price of banking services has a significant effect on the satisfaction of customers of Bank Shahr Branch. It was also revealed that customers' trust has a significant effect on customer loyalty of bank branches of the city. Finally, the results of the research show that customer satisfaction has a significant effect on maintaining and loyalty of customers of bank branches of the city.*

**Keywords:** *Service Quality, Reasonable Price, Customer Retention, City Bank.*

## INTRODUCTION

The issue of the role of the banking system in the economies has become more and more highlighted, and the economy of societies, especially developing countries, has become highly dependent on it. The banking system, as the main provider of financial and economic activities in countries, plays a major role in the transfer of resources from savers to investor groups. A healthy and profitable banking system can better resist economic shocks and play a more significant role in the stability and stability of the financial system. One of the scenes most often seen in banks is the confusion of customers between terminology and hard-currency banking, as well as the selection of a service from the services provided by the bank. So banks need to be customized to move toward customer orientation. The purpose of customization is to provide a diverse range of banking services for each individual. Customizing this promise is that the bank already knows the needs and demands of the customer and tailor-made services to him in a language that matches the level of customer knowledge

in the field of banking services (Cole Ho and Hensler, 2012). In this case, the customer can choose the most suitable service for themselves. Customization also creates and maintains customer loyalty. For more than a decade, management scholars have come to the conclusion that product and service segregation is a factor in creating a competitive advantage.

The central idea of the separation is to identify and identify the profitable sectors of the market and design products and services to optimize the fulfillment of the needs of the target sectors. Production systems require more flexibility than inventory systems, so they have lower efficiency and higher cost. Production for warehouse has a lower variety than production per order. A careful study of the process product matrix and the classification of corn juice, represents two diversity-oriented approaches (production of a variety of products, based on the customer's request (and standardized), the production of products that are identical to those of stock in stock. Over time, with the development of advanced technologies, FMS and JIT processes that simultaneously offer variability and standardization are added (Vidal et al., 2012). Customization is a response to changing the nature of customer demand for greater variety and higher product quality (Cutler, 2010). Customizing products can help to increase customer loyalty. Recent research suggests that most people who make their purchases over the Internet prefer websites that provide personal information and custom products to them. This clearly shows the importance of mass customization in fostering loyalty. Customization is an engagement of the customer actively in the design of your favorite product. Dell, an active company in the computer industry, uses this concept very well and allows its customers to order their computer with their own desires. The active participation of the buyer in designing the product in question will have a significant impact on customer satisfaction and loyalty. As a more remarkable form of separation, the concept of service customization—that is, the extent to which the company's appropriate methods to meet the heterogeneous or different needs of its customers have expanded considerably among companies (Coulho and Hensler 2012). Managing electronic communication with the client is part of the concept of e-business, which describes the use of electronic tools and platforms to guide corporate affairs, enabling enterprises to be faster and more precise, on a timeframe Provides a wide, low cost service, customizing and customizing goods and services. Creating and maintaining customer loyalty is a key element in gaining sustainable competitive advantage for organizations (Cutler, 2010). Hence, it can be seen that the explanation, unlike classic marketing theory, focused on attracting new customers and focusing more on transactions, to interact with others, as well as intensifying competition among companies in attracting customers for products And their services, as well as increasing customer power in today's competitive world, companies must not only seek to attract new customers, but also maintain and maintain their previous customers and establish strong relationships with them. Therefore, considering the importance of the aforementioned issues, this research seeks to answer the question of how the quality, satisfaction, trust and reasonable price of banking services affect customer retention and examine the role of quality, satisfaction, trust and reasonable price of banking services. On Customer Conservation in the Banking Industry (City Bank Case Study).

## **Theoretical and research basis**

### **Service improvement**

Improving effective services is a consequence of satisfaction with complaints and recovery (Ling, 2005). A growing collection of research has not determined that service improvement is a forgotten aspect of the service market, and one that provides a lot of time (Anderson, 1999). Improvement capacity is one of the key responsibilities of the task of operations. Particularly the understanding of the impact of improving service on customer loyalty has important implications for service delivery and improvement systems (Miller, 2000). For example, determining the amount of investment in providing reliable services and (preventing issues) face-to-face provides a great improvement when a problem occurs (Parasuramen, 2006).

The need for a systematic approach to dealing with customer grievances and complaints has been used in the definition of improved service provision, as presented by Bell and Ludenigton (2006). "A planned and revised process for the return of angry customers to a degree of satisfaction with the next organization. Determining whether services or defective goods estimate expectations of "service improvement has a consequence" (Duffy, 2006). What the customer truly receives as part of the company's effort to improve. If dimensions of the service improvement process are "how to" improve, Bunker and Bradley (2007) and Duffy (2006) proved that the outcomes are more important. When the main services are provided, the importance of the process's dimensions is aggravated by the improvement of services. At the same time, this is depending on the services that are considered. According to Cao and Tablet (2006), service improvement includes reaction and interaction between the service provider and the customer. A deficit in the main service inspection, a response from the provider to the service deficit, and the favorable outcome, the customer's return Exit to Satisfaction. A good service improvement system also examines issues, prevents dissatisfaction and encourages complaints.

### **the quality of service**

Everything's quality is part of its age and is naturally a part of it. The exact description of the term "quality" is difficult and vague. For Quality System 2000, all qualities that meet customer needs are qualities, so any product that has the characteristics of customer needs is a quality product. It is not difficult to define and evaluate the quality of goods that are of a physical nature, and they can be determined and evaluated by defining quantitative standards for them. But raising quality in the service sector is difficult, and this is due to the specific characteristics of the service. These features include:

1. Service is intangible and invisible.
2. Service is indivisible; in that sense, its provider is indescribable.
3. The service is variable, that is, it does not come under widespread standards, and even one person at a different time offers his service differently.
4. The service is mortal; that is, it is available as soon as it is available and it can be stored for future use.

When receiving a service, the customer is expected to receive value-added services. In this category, value is defined as a link between what customers obtain against what they lose. Therefore, in the category of service quality, it can be stated that quality services are those that enable a customer to feel that he has received value in a transaction. Therefore, in new management theories, quality is defined in accordance with customer needs, and the customer has a central role in guiding the organization's activities.

Therefore, the basis for defining the quality of service, expectation and perception of the customer is from the service. The expected service is the ideal service, which represents the level of service that the customer hopes to receive, and client perceptions represent the customer's response to the quality of the service it has received. The customer often evaluates the quality of the service by comparing the service (customer perceptions) and the expected service (customer expectations). The goal of improving service quality is to zero the gap between these customer expectations and perceptions. (Mirghafuri et al., 2007).

### **Customer Loyalty**

Marketers have only been thinking about finding a customer until yesterday, and the sales team was hunting for new customers. But in today's perspective, marketing means growing a customer, paying attention to his satisfaction and quality from his point of view. Nowadays, marketing art is that the customers of an organization Inside the colleague and outside the organization, you will be supportive of the organization. Today's commitment to the customer has found a special place. Addressing the loyalty and studying the loyalty of organizational name and customer loyalty by individuals such as Jacobi and colleagues (1987), Gilmour et al. (1987), Di (1999), Oliver (1994), Diss et al. (1978).

Loyalty creates a positive mindset in the minds of the listener. Everyone wants a good friend, wife, or good fellow to stay loyal to him. In most cases, loyalty derives from relationships that both sides are both winners.

However, loyalty is: the existence of a positive attitude to an existing entity (brand, service, shop or seller) and its protective behavior. As can be seen, there are two approaches to the definition of loyalty: attitudinal approach and behavioral approach.

But there is a more complete definition of loyalty posed by Richard Oliver (1999): Loyalty is a strong commitment to re-purchasing a product or a superior service in the future, as the same brand or product, despite the effects and The potential marketing efforts of competitors are to be purchased.

### **Physical Investigation**

Melodyna (2014) said in a study entitled "More use of marketing in the way of loyalty to Arizona Private Banking Customers", the use of new marketing methods has led to increased customer loyalty and increased customer loyalty Banks show a higher degree of investment attraction in banks. Finally, he acknowledged the positive relationship between perceived value, customer satisfaction and loyalty.

In a study in the area of customer loyalty assessment, Blumer and colleagues (2015) surveyed 45 banks in the UK. He argued that in a competitive economic world and increasing distrust of customers, the only way to increase the number of loyal customers is to succeed. In addition to satisfaction, he also considers other factors such as quality and image of the company to affect the loyalty of customers of banks.

Fornell et al. (2016), in their study, acknowledged the positive effect of customization on customer satisfaction using US Customer Satisfaction Index.

O'stram and Lacobuxi (2017), in a study of the impact of banking services and customer engagement, found that customization of services contributed to the formation of customer satisfaction and could increase the satisfaction and attraction of customers in the bank, as well as by isolating the effects Customization of services and service quality have found that the impact of customization is somewhat lower than the quality of service.

In the study, Modita et al. (2017) examined the quality of services offered by the banking industry to maintain and attract customers, and concluded that improving the quality of services had a significant and significant effect on the increase of customer loyalty and increased customer attraction. Gives He also found that this was more visible in private banks.

Mashbaki et al. (2014) In a research entitled "Providing an Impact Model of Consumer Perspective on the Total Perceived Value of Customized Customized Products", the value of customized products from the consumer's perspective is reflected in three dimensions: value Usefulness, Value of Individual Differences and Values Self-Meaning. The results of the research show that people with high value value need a higher value for customized products, as well as customers with high optimization needs to make decisions that increase the expected outputs and high-end users The beauty of the product emphasizes the beauty of the product and customization can be valuable to them. Customization also makes the need for people to be unique.

Dehdashti et al. (2015) in a study on customers of Mellat and Parsian banks have examined the effect of brand reliability on customer loyalty, which results indicate that brand reliability plays a key role in improving behavioral desires Customers play. This means that increasing customer satisfaction makes it possible for the bank to advertise and advise others and their tendency to change the bank.

Basteri et al. (2016) addressed the issue in an article entitled Customer Loyalty through Customizing Banking Services (CASE STUDY: MONEY BANK) at the 4th International Banking Services Marketing Conference and found that the positive effect of customizing banking services on loyalty Customers are Maskan Bank. Of course, customizing with the effect of satisfaction, trust and quality, and the value perceived by the customer increases customer loyalty.

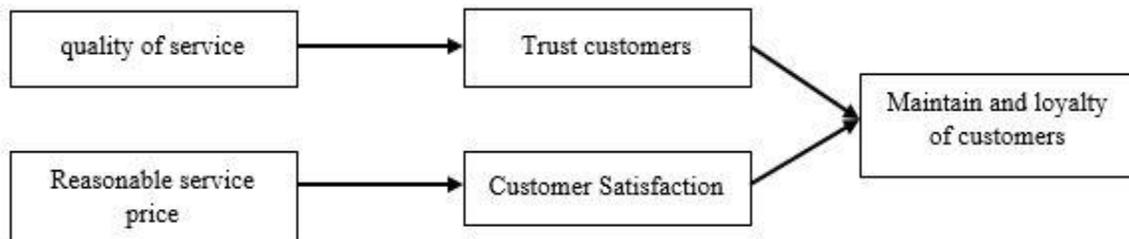
### **Rationale**

1. The quality of banking services has a significant effect on the confidence of customers in Bank Branches.

2. The reasonable price of banking services has a significant effect on the satisfaction of customers of the bank branches of the city.
3. The trust of customers has significant effect on maintaining and loyalty of clients of bank branches of the city.
4. Customer satisfaction has a significant effect on maintaining and loyalty of customers of bank branches in the city.

### Research Method

The research method used in this research is correlation research, a type of research is descriptive (in a descriptive study of correlation type, the researcher studies the relationships between two or more variables) and its method is survey. An analogy is due to the fact that for the theoretical framework and the history of research, the library, articles, and the Internet have been used, and inductive is due to the fact that data collection has been taken from the path of primary data for acceptance or rejection of the hypotheses. According to the purpose of this research, in order to achieve a practical goal in order to be able to use its results in the decision-making process by all the actors in the field of finance, the present study is a type of applied research.



### Society and statistical sample

The statistical society of the research is a real or assumed set of which the results of the research are transmitted (Delaware, 2005). In this research, the statistical population consisted of customers of Bank Shahr Branches in Tehran province. Due to its uncertainty, it can be said that the statistical sample of the unlimited society has been selected.

Sample "is a subset that is selected from the whole community and represents it" (Delaware, 2008, p. 27). To obtain the sample size, we use the formula for determining the unlimited sample size of Cochran. The formula details are visible below:

$$n = \frac{Z^2 pq}{d^2}$$

n = sample size

Z = The value of the normal unit of the standard unit, which at 95% confidence level is 1.96

P = value of the attribute value in the community. If it is not available, it can be considered as 0. 5. In this case, the gravity of the variance reaches its maximum value.

Q = Percentage of people who do not have that attribute in society (q = 1-p)

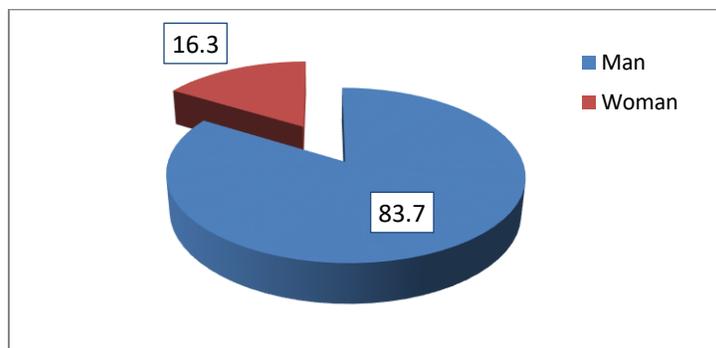
d = The amount of error allowed

**Results of the Research**

**Demographic variables**

**Table 1:** Frequency distribution and percentage of respondents' gender

Variables \ Number	observed frequency	observed percentage
Man	328	83.7
Woman	64	16.3
Total	329	100

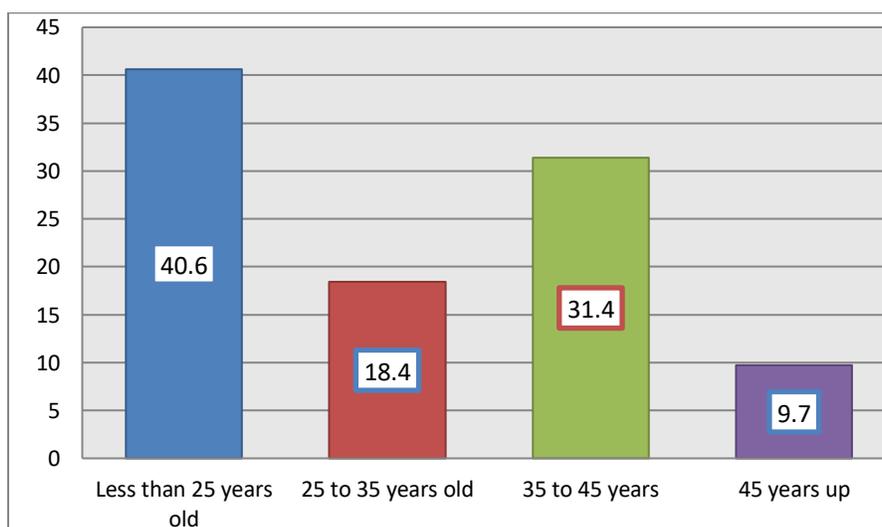


**Figure 1:** Frequency distribution of respondents' gender

Based on the table and diagram, 392 of the total sample, 328 people (7.83%) were male respondents and 64 were female (16.3%). The data show that the highest sample size is male.

**Table 2:** Frequency and percentage distribution of respondents based on age

Number \ age categories	observed frequency	observed percentage
Less than 25 years old	159	40.6
25 to 35 years old	72	18.4
35 to 45 years	123	31.4
45 years up	38	9.7
Total	392	100

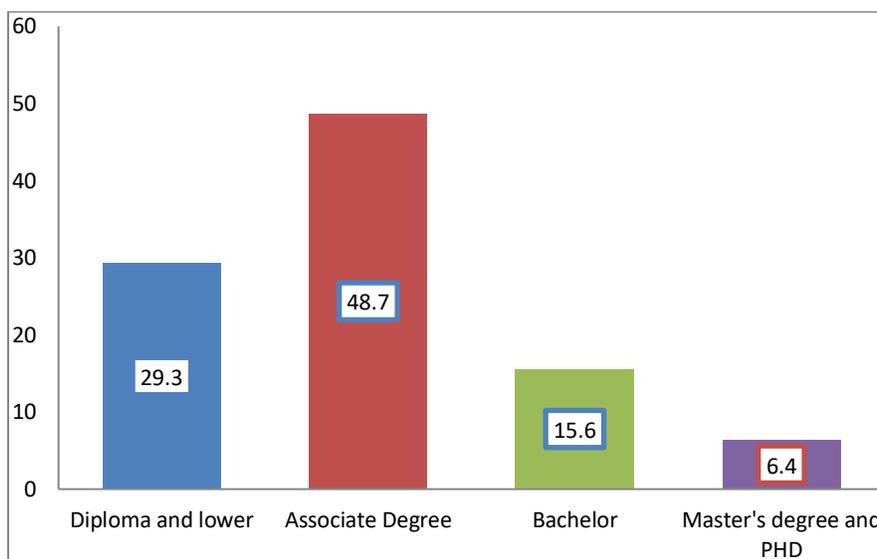


**Figure 2:** Frequency and percentage distribution of respondents based on age

According to the table and chart above, from 392 total samples, 159 (40.6%) were under 25 years of age, 72 persons (18.4%) were between the age groups 25 to 35 years old, 123 were the same (31.4%) Between the ages of 35 and 45, the number of 38 people (9.7%) was 45 years and older. Data show that the highest average age is in groups under the age of 25, with the lowest average age ranging from 45 to over.

**Table 3:** Frequency and percentage distribution of respondents based on the degree of education

Literacy \ Number	observed frequency	observed percentage
Diploma and lower	115	29.3
Associate Degree	191	48.7
Bachelor	61	15.6
Master's degree and PHD	25	6.4
Total	392	100



**Figure 3:** Frequency and percentage distribution of respondents based on the degree of education

According to the table and diagram, from the total number of 392 individuals, 115 (29.3%) had a diploma or lower, 191 persons (48.7%) had a postgraduate degree, 61 The equivalent (15.6%) of the bachelor degree and the equivalent of 25 (6.4%) had a masters degree and higher. The results show that the holders of the postgraduate diploma had the highest sample size and holders of the master's degree and above the minimum sample size.

**Table 4:** Frequency and percentage distribution of respondents based on occupation

Job \ Number	observed frequency	observed percentage
Free	180	45.9
Employee	117	29.8
Others	89	22.7
Did not respond	6	1.5
Total	392	100



**Figure 4:** Frequency and percentage distribution of respondents based on occupation

According to the table and diagram, from the total number of 392 individuals, 180 persons (45.9%) have free jobs, 117 people are equivalent (29.8%), 89 people (7.7%), 89 The jobs and the number of 6 people (1.5%) did not answer the above question. The results show that free-occupancy, the largest sample size and the unanswered individuals make up the smallest sample size.

Describe the variables of research

**Table 5:** Describing customer trust questions

Average	deviation	Items
3.07	1.32	.Altogether, I totally trust the City Bank .1
2.94	1.45	.I trust the City Bank to use new services .2
3.00	1.34	.The City Bank's management and staff are honest with me .3

**Table 6:** Describing Customer Satisfaction Questions

Average	deviation	Items
3.13	1.18	.Overall, I am satisfied with the Bank's services
3.15	1.25	.In general, this bank meets my expectations .
3.38	1.23	.I think that the bank's distance with a favorable bank is low

**Table 7:** Describing Trust Questions - Customer Loyalty

Average	deviation	Items
3.02	1.42	.Likelihood of choosing a city bank to use new products or services is huge
3.05	1.35	.In general, I recommend the City Bank to other friends and colleagues
3.06	1.06	.Bank City permanently supports customers
3.04	1.12	.My confidence in the Bank of the City has made all financial transactions with this bank

**Table 8:** Describing Price Issues - Customer Loyalty

Average	deviation	Items
2.74	1.31	Due to the low cost of operations in this bank, financial activity with other banks is not reasonable
3.31	0.87	Having some services at the City Bank free of charge has caused me to introduce these services to others
3.32	1.10	Reducing banking costs in the City Bank increases the willingness to continue working in the City Bank

**Table 9:** Tests used in data analysis

Test used	Row
Fitness Indices (Validity and Model Reliability)	1
Route analysis (Minor partial squares)	2

**General Test of Statistical Assumptions**

**Step 1:** Defining the statistical hypotheses H0 and H1: Based on the rule that if the research hypothesis has a specific boundary, H0 represents the claim, otherwise its violation in H1, the research hypothesis will be defined in the form of the statistical symbol H1. What is certain is assumption H0 and H1 complement each other.

**Stage Two:** Determining the distribution of statistical sampling and type of test statistic. The distribution of sampling depends on the estimated condition of the claimed parameter. Depending on which type of parameter the research idea describes, the distribution of sampling, statistics, and test statistics will change.

**Step 3:** Determine the surface area under the curves H0 and H1 and calculate the critical value. The surface below the curve curve H0, H1 depends on the sampling distribution and the amount of  $\alpha$ . A sequence or two sequences of the test also has a direct effect on the surface under the curve of the statistical hypotheses. The rule is that H0, which contains a confidence level, and H1, has a surface equal to  $\alpha$ . The calculation of the standard value that the H0, H1 separator, in the form and value of  $\alpha$ , is extracted from the existing table, is called a critical value with respect to its sign. The standard value and statistical model required for its extraction are determined by the statistics.

**Stage 4:** Decision Stage: At this stage, the amount of test statistic calculated in the second stage is compared with the critical value in the third stage, if the test statistic is in the acceptance zone H0, it is said to be at the level of confidence There is sufficient reason to accept H0. Otherwise, H0 is rejected, and H1 is accepted at the error level of  $\alpha$ . In general, the hypothesis test never proves the hypothesis; it only interfere with the assumption that the hypotheses are approved or rejected. Therefore, if the hypothesis is not rejected, this is not because the hypothesis is a valid hypothesis, but it can be said that the hypothesis is now possible. After confirming or rejecting H0, the analyst must clearly state whether the research hypothesis has been accepted or rejected, and the researcher has never claimed the research hypothesis or statistical hypotheses, but in his analysis of the inductive Will take caution.

- **Normal test data**

Initially, we test the normality of the data by examining the Smearoff colomography test:

**Table 10:** Normality of the data

Variable	Significance level	result
trust	0.012	Distribution is not normal
Satisfaction	0.017	Distribution is not normal
Trust - Loyalty	0.001	Distribution is not normal
Satisfaction - loyalty	0.004	Distribution is not normal

Since the significance level for all test variables is greater than 0.05, it can be said that the data do not follow the normal distribution. Therefore, for testing the hypotheses, Smartpls software is used for the following reasons.

1. The PLS method (partial least squares) includes a set of sequential regressions of OLS, and there is no need for normal distribution of observations (no Kolmogorov-Smirnov test).
2. The use of the OLS method indicates that the least squares method is compatible with small instances. While at least 200 samples are required in the CBSEM-based ML or GLS approach.

3. Given that PLS assumes that all the blocks are linear combinations of their representations, common problems such as confusing solutions and uncertain factors that sometimes occur in CBSEM techniques (Hanafi Zade and Rawasan, 2012).

- **Study hypotheses**

To investigate the hypotheses of the research, we first create the research variables and then implement the general model in Smartpls software. Based on the results obtained from the Pls algorithm and the regression test and the beta coefficients of the relationships between the variables, we decide.

- **Evolution of the Reliability and Validity Scale of the Research Model**

Firstly, in order to study the fitness and development of the scale, the reliability and validity of the conceptual model of the research, a number of major scale models fitted the model using the smart pls software, the results are as follows:

**Table 11:** Reliability and Validity

Composite reliability	(AVE)	Variable
0.894	0.661	trust
0.881	0.702	Satisfaction
0.864	0.631	Trust · Loyalty
0.821	0.689	Satisfaction · loyalty

According to the results obtained in the output of the smart pls software shown in the table above and the description of the values required in the next table, all the indicators obtained confirm the fitting of the model. Therefore, we conclude that the model is suitable for fitting. Therefore, the final model has been able to properly describe the relationships between variable descriptive questions.

**Table 12:** Relationships between variable

Description	Indicator type
Given that Cronbach's alpha provides a more rigorous estimate of the internal consistency of the algebraic variables (alpha), pls route models use another version called (composite reliability). When the Dillon-Goldstein value is greater than 0.70. It is a single-dimensional block (Azar et al., 2012).	$\rho$ Dillon-Goldstein: Reliability measurement by pls method
Convergent validity means that the set of reagents explains the main constituents. Fornell and Larker (1981) suggest the use of extracted mean variance (AVE) as a criterion for convergent validity. The minimum (AVE) of 0. 5 represents the convergence credence, which means that a given variable can account for more than half of the dispersion of its reagents (Hanafizadeh and Zare Rawasan, 2012).	Convergent Validity :(AVE)

- **Model output in meaningful state**

The following figure shows the significance of the paths in the path analysis model. In a meaningful state at a confidence level of 95%, it is possible to decide on the coefficients of the paths based on the value of t. If the value of t is greater than 1, 96, then that path is significant and otherwise this path is not significant (Azar et al., 2012).

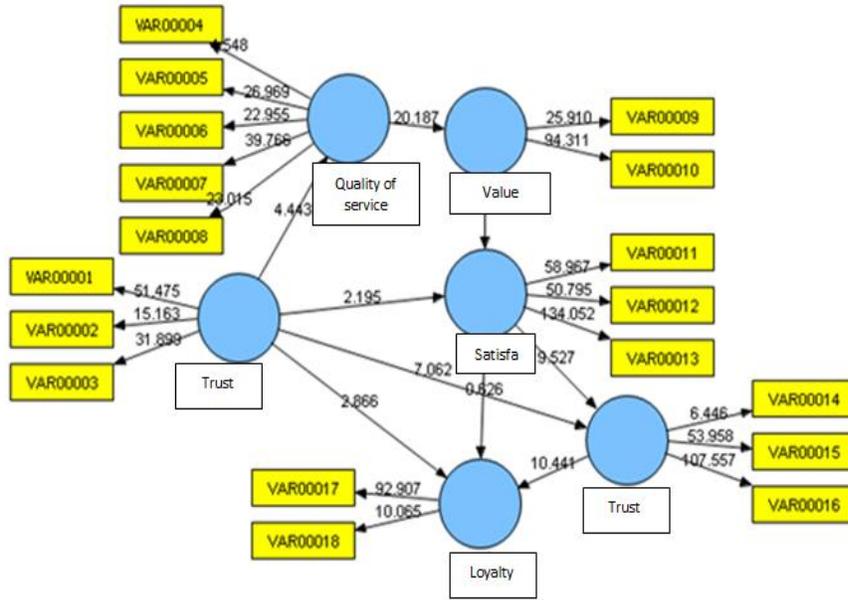


Figure 5: Initial output of the model in a meaningful state

- **Model output in standard mode**

In this section, the outputs of the model plotted by SmartPLS software are displayed. The MySQL contains the PLS algorithm in which the path coefficients are shown. The numbers shown on the path between the structures are called path coefficients. These numbers represent the standardized beta in the regression or correlation coefficient of the two structures. The numbers inside the circle also represent the coefficient of determination ( $r^2$ ) of the original construct and its value always changes between zero and one. The higher the coefficient of determination, the better the regression line has been able to attribute the variation of the dependent variable to the independent variable (Azar et al., 2012).

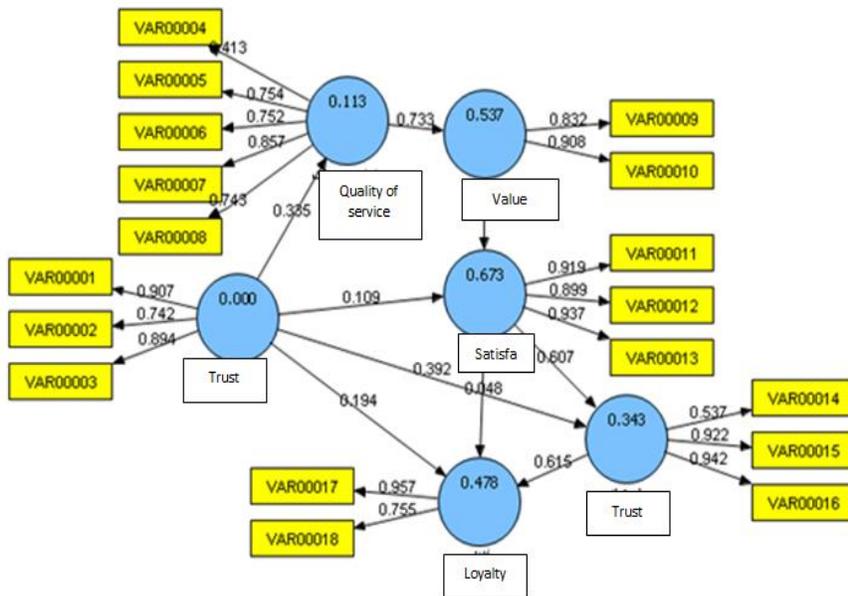


Figure 6: Initial output of the model in standard mode

**Study hypotheses**

- **The first hypothesis of the research**

- ✓ H0: The quality of banking services does not have a significant effect on the confidence of customers in the bank branches of the city.
- ✓ H1: The quality of banking services has a significant effect on the confidence of customers in Bank Branches.

**Table 13:** Coefficient of service custom quality structures and perceived quality

Significance / absence of routes	Path coefficient (β)	Statistics (t)	Route
<i>Confirmation (positive or direct)</i>	0.335	4.443	Quality of Banking Services * Customer Confidence

\* P <0/05 \*\* P <0/01

Based on the output of the model and the path analysis of the model in the standard and significant coefficient of the model, given the fact that the t-statistic on the service customization pathway and perceived quality (t 4.443) is greater than 2.576, it can be stated Which has a 99% confidence level and a 0.01 error level of quality of banking services affects the confidence of customers in Bank Branches. Also, according to the above table, the value of the path coefficient obtained for the two structures is positive (P <0.01). The quality of banking services has had a positive and significant effect on the confidence of customers in Bank Branches. This means that if other environmental factors are fixed and one unit incremented in the independent variable, the service customization will increase 0.335 units in the dependent variable of confidence of customers of Bank branches.

- **The second point**

- ✓ H0: The reasonable price of banking services does not have a significant effect on the satisfaction of clients of the bank branches of the city.
- ✓ H1: The reasonable price of banking services has a significant effect on the satisfaction of customers in the bank branches of the city.

**Table 14:** Routine Coefficient of Service Customization Structures and Customer Satisfaction

Significance / absence of routes	Path coefficient (β)	Statistics (t)	Route
<i>Confirmation (positive or direct)</i>	0.109	2.195	Reasonable pricing of banking services * customer satisfaction

\* P <0/05 \*\* P <0/01

Based on the output of the model and the path analysis of the model in the standard and significant coefficient of the model, given that the t-value of t in the path of service customization and customer satisfaction (t 2.195) is greater than 1.96, it can be stated that at 95% confidence level and 0.05, the reasonable price of banking services affects customer satisfaction of branches. Also, according to the above table, the value of the path coefficient obtained for the two structures is positive (P0.059, P0.109 = β), that is, the customization of the service has a positive and significant effect on customer satisfaction, meaning If other environmental factors are fixed and one unit incremented in the independent variable, the reasonable price of the banking services will increase by 0.109 units in the dependent variable of customer satisfaction of the bank branches.

- **Third Session**

- ✓ H0: Customer trust does not have a significant effect on maintaining and loyalty of customers of bank branches of the city.
- ✓ H1: Customer trust has a significant effect on maintaining and loyalty of customers of bank branches in the city.

**Table 15:** Coefficient of Customization Structure and Customer Trust

Significance / absence of routes	Path coefficient (β)	Statistics (t)	Route
<i>Confirmation (positive or direct)</i>	0.392	7.602	Customer Confidence * Customer Loyalty

\* P < 0/05 \*\* P < 0/01

Based on the output of the model and the path analysis of the model in the standard and significant coefficient of the model, given that the t-statistic in the path of customization of services on customer trust (t = 7.602) is greater than 2.576, it can be stated that at 99% confidence level and 0.01 level of confidence, customers' confidence in maintaining and loyalty of customers of bank branches of the city is affected. Also, according to the above table, the value of the path coefficient obtained for two structures is positive (P < 0.01, p = 0.392), which means that customers' trust has a positive and significant effect on the customer loyalty of bank branches of the city. It means that if other environmental factors are fixed and an increase in one unit in the independent variable of customer confidence, we will see a rise of 0.392 units in the dependent variable of customer loyalty of Bank branches.

- **The fourth issue**

- ✓ H0: Customer satisfaction does not have a significant effect on maintaining and loyalty of customers of bank branches in the city.
- ✓ H1: Customer satisfaction has a significant effect on maintaining and loyalty of customers of bank branches in the city.

**Table 16:** Coefficient of Customization Structure and Customer Loyalty Structures

Significance / absence of routes	Path coefficient (β)	Statistics (t)	Route
<i>Confirmation (positive or direct)</i>	0.194	2.866	Customer Satisfaction * Customer Loyalty

\* P < 0/05 \*\* P < 0/01

Based on the output of the model and the path analysis of the model in the standard and significant coefficient of the model, given the fact that the t-value of t on the customer satisfaction path to maintain customer loyalty (t 2.866) is greater than 2.576, it can be stated Which has a 99% confidence level and a 0.01 error level of customer satisfaction on the preservation and loyalty of customers of branches of the Bank of the city. Also, according to the above table, the value of path coefficient obtained for two structures is positive (P < 0.01). Customer satisfaction has a positive and significant effect on customers' preservation and bank customer loyalty. It means that if other environmental factors are fixed and one unit increase in the independent variable of customer satisfaction, we will see an increase of 0.194 units in the dependent variable of customer loyalty and customer loyalty.

**Summary of research results**

**Table 17:** Summary of paths Standard (β) statistics (t) in the research model

Significance / absence of routes	Path coefficient(β)	Statistics (t)	Route
<i>Confirmation (positive or direct)</i>	0.335	4.43	Quality of Banking Services * Customer Confidence
<i>Confirmation (positive or direct)</i>	0.109	2.195	Reasonable pricing of banking services * customer satisfaction
<i>Confirmation (positive or direct)</i>	0.395	7.602	Customer Confidence * Customer Loyalty
<i>Confirmation (positive or direct)</i>	0.194	2.866	Customer Satisfaction * Customer Loyalty

\* P < 0/05 \*\* P < 0/01

As can be seen in the above table if the value of t is greater than 1.96 ( $05/0 > P^*$ ) or its significance level is 0.05. Also, for t values greater than 2.576 ( $01/0 > P^{**}$ ) is 0.01 significance level (Hanafizadeh and farmer Ravasan, 2012).

## **Conclusion**

Management think tanks have highlighted customer satisfaction as one of the most important tasks and priorities of management of organizations, and the need to maintain a steady and consistent commitment by senior executives to satisfy their customers is a prerequisite for success. Full customer recognition, prioritizing it and providing quality services are among the key to ensuring success in today's business market. The interpretation that comes from the customer today is completely different from what was used in the past. This means that another customer is not a consumer of goods or services, but an active and influential member of all business activities. Therefore, having a new strategy, paying attention to important points in communicating, maintaining and expanding relationships with the customer, and trying to satisfy his satisfaction at all stages, increases the efficiency and effectiveness of an organization in the realization of customer-centric goals, and at high A long base of loyal customers will bring.

Loyalty to maintaining deep loyalty is reciprocated in the future by repossessing or backing up a production or service (Oliver, 1997). A loyal customer has a sense of commitment to continuing with personal relationships at all times (Arnold, 2000). The main plan that runs through customer loyalty is the ratio of the victim's costs in a particular label or shop (Jay et al., 2008). In other words, customer loyalty is a situation that repeats the behavior of the buyer, which is associated with a physical link and a repeat of the behavior and intention of buying. Establishing business references, providing referrals or supervisory boards on services (Richkel, 2003). In addition, a loyal customer acts as an interesting purchasing force by providing orders, these collaborative activities are the best advertised one company can get. The company can identify economic benefits from positive behaviors and loyalty to the company's growth process and the outcome of the provision of services. They include situations where services can not meet customer expectations (Michel et al., 2009).

Satisfaction and loyalty are related, although they are distinctly apparent. Morrison and Hopertz (2010) and Sasa (2009) in their research have different basis for illustrating this difference, but in general, they offer higher satisfaction to communicate with higher loyalty. As concluded in previous studies, trust in relationships is a logical, empirical, and critical factor. Those who are not happy to trust a vendor in a competitive shopping mall are unlikely to remain loyal to him. The importance of trust in explaining loyalty by Holbrooke (2001) Has also been supported by Singh (2000) and Reid (2010) Keep the two elements is received. As Achilles and Reid have pointed out: credible performance and goodwill trust in the context of business have a strong influence on loyalty relationships. He proved that this is because of the commercial basis of their buying and selling decisions that are very high on the subject. Clearly, credible or functional trust in the business relationship with the customer is very important, and also showed that there is an effect on credible trust in loyalty.

## **Research proposals**

1. Despite the potential and capacity for providing custom services, e-banking is still pursuing a massive and standardized service approach. In this sense, e-banking services are a standardized service without any distinction. While customizing services for each customer is one of the solutions that are applicable in e-banking, which can have a positive and significant impact on customer perceived quality.
2. Identification of tailor-made services and designing their workflow in the electronic environment and implementing them in the context of the infrastructure available at the City Bank's portals can affect the satisfaction of Bank City customers.

3. Increasing the quality of customized services through the implementation of a comprehensive quality management system and transparency for customers in the bank to increase trust
4. Providing distinct services to specific customers in order to increase their trust in the bank and to enhance the services to enhance customer confidence.
5. It is suggested that, in order to analyze and analyze all the needs of the bank's customers and collect the basic information needed to customize the service, by means of in-person meetings or through electronic tools with key and active customers, they will communicate in the process of customizing the comments They take them to increase their customers' trust in their services.
6. Based on the results of this research, the City Bank has developed a comprehensive plan for the provision of customized services to customers, as well as a database of specific customers and localized it according to each region. This way it can cover all areas.
7. Providing customers with desirable services through various channels, including ATMs, sales terminals, telephone numbers, internet and mobile phones in order to increase customer confidence.
8. The commitment of managers to the customer is a guarantee of increasing the quality of services in the bank, which provides them with satisfactory conditions by meeting the requirements and expectations of the customers. Appropriate conditions in the form of customer due diligence in quality, timely performance of demand, as well as paying close attention to customer respect and honest encounter with its true meaning.

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