The effect of relationship marketing based on customer loyalty in the banking system of the country
(The Case of Iranian Hekmat Bank)

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Abstract
Today, marketers and managers are trying to learn the value of customers’ needs and develop long-term relationships with them, provide grounds for customer loyalty. Many factors such as quality, price, relationship marketing and customer loyalty are caused. In this study, relationship marketing foundation (trust, commitment, communication, conflict management) is considered on customer loyalty. Based on the results obtained from the research that has been conducted on the marketing services, it is recognized that in order to gain and maintain a competitive advantage for service organizations should develop long-term relationships with customers. In this study, the relationship marketing strategies explained. And the foundations that are needed to underpin marketing relationship (trust, commitment, communication and conflict management). And leads to customer loyalty, they will be considered. Following the study of loyalty and the concept and its benefits to business and the banks surveyed. And the impact of relationship marketing based on customer loyalty in the banking system with a case study of wisdom Iranian banks has been explained. The results show that the dimensions of relationship marketing on customer loyalty and positive impact on the banking system. Loyalty in the banking system has significant positive relationship with its customers. There is a significant relationship between customer loyalty, commitment and competence. Finally, the fourth sub-hypothesis result showed that there is a significant relationship between conflict management and customer loyalty.

Keywords: relationship marketing, loyalty, trust, commitment, conflict management, satisfaction, marketing exchange

Introduction and Statement of Problem
Marketing relationship banking services for two reasons yet to place and find real value in our banking system. These reasons include:
• understand the misconception that includes understanding later or incomplete, superficial and false marketing.
• Bad management, including management, marketing management is desperate and sometimes abuse and banking services and get to know. Exclusive and limited banking services in Iran during the long years of desperation and inevitable to accept what the banks offer their customers, a situation was created. Call it a seller’s market. In these circumstances, it is usually dictated by the banks for their services to the customer. And many of the tools and competitive behavior are ignored. But with the changes that took place in the banking system and the emergence of a private bank, little by little the customers more choice and more diverse services, better attitudes and readiness for change and increased competition. And "market" alternative seller’s market ”. In this transformation, the attitude and approach of the bankers of the country changed somewhat. And gradually the words and concepts such as competitiveness, market orientation, customer focus and relationship marketing and marketing recently and its foundation were common. Most companies in the competitive global business environment, customer loyalty tested today understand the importance of a place. Customer loyalty is mainly related to the welfare of customers. (AuhandMenguc, 2007, 1022-1034) listening to customers and providing the best products and services tailored to customer needs and best interests and in this regard is (Deshpande et al, 1989,3-15; Deshpande et al, 1993,23-37 ; Slater and Narver, 1994,46-55; Shapiro, 1988, 119-125) earned the loyalty of customers primarily through priority setting based on the allocation of resources to provide superior value and customer satisfaction reveals
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continuous (Narver and Slater, 1990, 20-35; Noble et al, 2002,25-39). Researchers in the field of marketing, customer loyalty look from two perspectives: an element of organizational culture (Deshpande et al, 1993, 23-37) and behavior/strategic approach (Gatignon and Xuereb, 1997, 77-90; Jaworski and Kohli, 1993, 53-70). Noble et al (2002) suggested approach competitive culture. Customer orientation as a strategic approach under study is further organizational culture (Noble et al, 2002, 25-39). In the meantime, the foundation of marketing knowledge related banking services and how to use each of the related parameters, including the type, variety, quality and size of banking services, rates and terms of loans and credits, distribution coverage, time, place The banking system is regarded as the modern marketing. And by the professional and support senior executives are employed. And a competitive force banks to strengthen their competitive advantage and brings merit. Now the question that arises is whether the Bank Iranian philosophy of relationship marketing and its founder is considered or not? Is a wisdom Iranian bank, relationship marketing actions performing or not? Bank activities in the wisdom of the Iranians on the foundations of relationship marketing are to develop customer loyalty? In other words, the impact of relationship marketing based on customer loyalty Iranians what is wisdom? This study aims to answer these questions, the research was conducted. For this purpose, experimental and theoretical background of the study after data collection to data analysis is summary and conclusions from it.

Research History

Relationship marketing in marketing literature, especially marketing is an important issue. The importance of relationship marketing among researchers in recent years has become very popular. Most projects in the field of relationship marketing on customer loyalty issues, performance and quality of services provided by the organization is doing. Relationship marketing concepts that can be one of the most widespread of all marketing approaches that benefit the association argues concluded. [Bonnemaizon, et al, P.50]. The basis of this branch of marketing that has close relationship with consumer behavior from an investigation into the relationship between the buyer and seller in medium and large businesses came. Customers and trading partners in the past two decades have made remarkable progress in the field of marketing. And the emergence of relationship marketing approach led to the emergence of a significant change in the marketing methods that are applicable impressive. According to Leonard Berry and related scientific efforts by Hakansn theory is about the structure of the spread during the 1980s. And several different areas including the relationship between the buyer and the seller were swept. During the 1990s, other analysts have developed a theory of the structure of relations and turned it into a management practice that relationship marketing is mentioned. [Bonnemaizon, et al, P.50].

<table>
<thead>
<tr>
<th>Researchers</th>
<th>Research</th>
<th>Results</th>
<th>Years of research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Papasolomou</td>
<td>The use of relationship marketing in bureaucratic structures</td>
<td>The bureaucratic structures of relationship marketing effect may be reversed.</td>
<td>2006</td>
</tr>
<tr>
<td>Papasolomou and Vrontis</td>
<td>The effect on brand relationship marketing</td>
<td>Relationship marketing can create a distinct brand</td>
<td>2006</td>
</tr>
<tr>
<td>Huwang and Chi</td>
<td>The impact on employee satisfaction and organizational performance marketing</td>
<td>Relationship marketing is a significant positive effect on satisfaction and performance</td>
<td>2005</td>
</tr>
<tr>
<td>Keler, Lynch, Elinger, Ozment, Kalanton</td>
<td>The impact on employee satisfaction and customer relationship marketing, internal</td>
<td>A significant positive effect on employee satisfaction and customer relationship marketing and internal circuit</td>
<td>2006</td>
</tr>
<tr>
<td>Lee and Chen</td>
<td>The correlation between relationship marketing, culture and knowledge management</td>
<td>Culture is a mediating factor in the relationship between relationship marketing and management knowledge.</td>
<td>2005</td>
</tr>
<tr>
<td>Rafighh, Ahmad, Sad</td>
<td>The effect on the performance of relationship marketing</td>
<td>Organizational competencies and performance is an intermediary between relationship marketing.</td>
<td>2003</td>
</tr>
</tbody>
</table>
According to the research conducted in the field of relationship marketing, it can be concluded that the positive effect on the performance of relationship marketing organization, especially the service will be. It is noteworthy that in relationship marketing, it is considered low. However, the application of this concept can be used in organizations, especially the service, very helpful. Based on the above theoretical framework and hypothesis tested in this study, the following hypotheses are stated:

**Main Hypothesis**

1. Foundation of relationship marketing on customer loyalty in the banking system and significant positive correlation
2. Loyalty in the banking system and significant positive relationship with its customers
3. Confidence in the banking system and significant positive correlation with customer loyalty
4. Commitment and competence in the banking system and significant positive correlation with customer loyalty
5. Communication with customer loyalty in the banking system and significant positive correlation
6. Conflict management in the banking system and significant positive correlation with customer loyalty

**Research Methodology**

This is a practical purpose, and the method of data collection is a descriptive study. Applied research develops practical knowledge in a particular field. And descriptive study included a set of methods that aim to describe the situation or phenomenon studied. One of the researches is descriptive, correlation studies. Which includes all the research on the relationship between different variables, they tried using correlation, discovery and determined. The purpose of the study is correlation method. (Delaware, 2001: 199). The scope of this study, all the bank branches where the wisdom of Iranians in Tehran and the period of the study April 92 to October this year. The sample in this study the wisdom of Iranians in Tehran is bank customers. In this study, since the population of Iranians in Tehran wisdom is that bank customers are unlimited considered. The sample size for this study is 150 people. According to the statistical sample wisdom of Iranians in Tehran are bank customers, the random sampling method is used to select the sample. Data collection for this study was a questionnaire. Cronbach’s alpha was used to assess the reliability of the test. Since Cronbach’s alpha coefficients for individual variables, and the inventory value is higher than 70.0. So it could be argued data collection (questionnaires) in terms of reliability, is a perfect opportunity. The test results for each of the variables (customer loyalty = 91.0; confidence of customers = 76.0; Communications = 72.0, 83.0 = conflict management, commitment and competence = 75.0; Customer satisfaction = 86.0) was estimated. To check the validity of the content validity analysis also was used. After collection and summarization of data using software and Spss16 Lisrel 8.5 through inferential statistics to analyze the data described above. In the first part, in order to create a graceful and acceptable measurement model, confirmatory factor analysis using LISREL software on all of the hidden variables is done. Then after checking the normality of distribution, SPSS software statistical correlation between dependent and independent variables are examined. At the end of the path analysis, the relationships between research hypotheses are tested.

**Research Findings**

A) Confirmatory factor analysis variables

The inferential analysis, pre-test the hypotheses must validity using confirmatory factor analysis to test it. Fitness test, confirmatory analysis and direction indicator RMSEA, or the square root of the variance estimation error less than eight percent of $x^2 / df$ less than three (GFH, CFL, IFI, NNFI) higher than 90 percent. The amount (T-Value) of each variable with significant coefficients greater than 2 and less than 2, the model is a good fit is to say the society is a reasonable approximation.

The following charts, the model of customer loyalty and significant shows in standard mode. As the charts show, the membership of all the factors examined in this variable approved.
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Fig1. Diagram measurement model of customer loyalty by using factor analysis in standard mode

Fig2. Diagram measurement model of customer loyalty by using factor analysis in a significant

The following graphs show the output software LISREL confirmatory factor analysis in standard mode and variable trust of customers is significant. As the graph shows, the membership of all the factors examined in this range was confirmed.
Fig 3. models measure trust of customers by using factor analysis in standard mode.

![Diagram](image1.png)

Chi-Square = 2.24, df = 4, P-value = 0.69260, RMSEA = 0.000

Fig 4. models measure trust of customers by using factor analysis in a significant.

![Diagram](image2.png)

Chi-Square = 2.24, df = 4, P-value = 0.69260, RMSEA = 0.000

The following graphs show the output software LISREL confirmatory factor analysis, significant associations of customers in standard mode shows. As the graph shows, the membership of all the factors examined in this range was confirmed.
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Fig5. Diagram measurement model of communication with the use of factor analysis in standard mode

Fig6. Measurement model size by using factor analysis in a significant

The following graphs show the output software LISREL confirmatory factor analysis of clients' standard variable conflict and meaningful show. As the graph shows, the membership of all the factors examined in this variable has been confirmed.
Fig 7. Diagram measurement model of conflict management using factor analysis in standard mode.

Chi-Square = 1.13, df = 3, P-value = 0.76902, RMSEA = 0.000

Fig 8. Diagram measurement model of conflict management using factor analysis in a significant Liezel Software significant output both standard and variable commitment and competence is shown below.
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Fig. 9. Model of commitment and competence chart measured using factor analysis in standard mode.

Chi-Square = 1.95, df = 4, P-value = 0.74466, RMSEA = 0.000

Fig. 10. Chart of commitment and competence measurement model using factor analysis in a significant mode.

Chi-Square = 1.95, df = 4, P-value = 0.74466, RMSEA = 0.000

B) Test the normal distribution

Kolmogorov-Smirnov test results are presented in the table below.

<table>
<thead>
<tr>
<th>Significant amounts</th>
<th>Kolmogorov-Smirnov</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.113406</td>
<td>1.197862</td>
<td>Customer loyalty</td>
</tr>
<tr>
<td>0.134696</td>
<td>1.161374</td>
<td>Trust of Customers</td>
</tr>
<tr>
<td>0.122749</td>
<td>1.181213</td>
<td>Communications</td>
</tr>
<tr>
<td>0.467198</td>
<td>0.848765</td>
<td>Conflict Management</td>
</tr>
<tr>
<td>0.172785</td>
<td>1.066393</td>
<td>Commitment and competence</td>
</tr>
<tr>
<td>0.205765</td>
<td>1.066085</td>
<td>Customer satisfaction</td>
</tr>
</tbody>
</table>

Customer satisfaction 1.066085 0.205765

The results of this test show a significant level of all variables is greater than 0.05, the null hypothesis is confirmed the normality of variables.
C) Test research hypotheses
After determining the measurement model to evaluate the conceptual model and the presence or absence of causal relationship among variables to ensure the investigation is fit the observed data. The conceptual model, research hypotheses were tested using structural equation modeling. Hypothesis test results have been reflected in the chart.

Fitness indicators determine the suitability and reliability of models used. As shown in the table below, the index of the conceptual model is:

<table>
<thead>
<tr>
<th>X²/df</th>
<th>RMSEA</th>
<th>GFI</th>
<th>CFI</th>
<th>NNFI</th>
<th>IFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00</td>
<td>0.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Two main hypotheses
"Loyalty in the banking system has a significant positive relationship with its customers."
To test the hypothesis the Pearson’s correlation coefficient was used. The results of this test are as follows:
Because of the possibility of loyalty and customer satisfaction is the banking system is less than 5% (the amount of risk as reported in the table, is zero). The relationship between these two variables is statistically significant. The direct or inverse relationship between these two variables is positive or negative depends on the correlation coefficient. It is positive because it can be concluded that a direct relationship between customer satisfaction and loyalty in the banking system there. And an increase in customer satisfaction leading to higher customer loyalty in Iranian banks is wisdom. Therefore, the hypothesis of the study that claims loyalty and customer satisfaction related to the banking system cannot be excluded.

Other hypotheses test results
This study sought to explore the relationship between relationship marketing on customer loyalty in the banking system check. For this purpose, six hypotheses were proposed to test the hypothesis of association between the independent variables, intermediaries and the associated test. As we have proved in the previous section, since our distribution was diagnosed normal (Kolmogorov-Smirnov test) using LISREL software, test the correlation between variables. To investigate the causal relationship between independent and dependent variables and path analysis were used to confirm the model. The path analysis was performed using software LISREL8.5. Results from the LISREL output shows that less than three degrees of freedom of the chi-square and other indicators confirmed the fitness model. T-value model suggests that a significant test of relationship marketing on customer loyalty and positive impact on the banking system. Because the amount is significantly more than 2, so these cases are approved.

The main hypothesis of this study was alleged loyalty in the banking system and significant positive relationship with its customers. According to the analysis performed using Pearson test SPSS software, since a significant amount of this test is less than 0.05. Hence the assumption of 95% is approved.

The main hypothesis of the study was also claimed that the foundation of relationship marketing on customer loyalty in the banking system is significant and positive relationship. These assumptions are evaluated on the following:

The main hypothesis
- Foundations of relationship marketing on customer loyalty in the banking system have a significant positive correlation. Results from the LISREL output shows that less than three degrees of freedom of the chi-square and other indicators confirmed the fitness model. T-value model suggests that a significant test of relationship marketing on customer loyalty and positive impact on the banking system.
- Loyalty in the banking system has a significant positive relationship with its customers. According to the analysis performed using Pearson test SPSS software, since a significant amount of this test is less than 0.05. Hence the assumption of 95% is approved.

Sub-hypothesis
The first secondary hypothesis was claimed that the banking system there is a significant relationship of trust with the customer loyalty. Statistical analysis shows that this hypothesis is true, because (T-value = 3.04). In the second sub-hypothesis it is claimed that there is a significant relationship between customer loyalty, commitment and competence. That statistical analysis shows that this hypothesis is confirmed, because (T-value = 3.52). The third sub-hypothesis claims that there is a significant relationship communication with customer loyalty that this hypothesis is not confirmed. Because (T-value = 1.84) and this amount is within the range of 1.96- and 1.96+. Therefore, this hypothesis is not confirmed. The fourth
sub-hypothesis claims that there is a significant relationship between conflict management and customer loyalty. This hypothesis was confirmed as (T-value = 6.07).

| Table 4 | Check the status of variables on the banks of Wisdom |
|---|---|---|---|---|
| | One-Sample Statistics | Test Value = 3 | Sig. | 95% Confidence Interval |
| | N | Mean | t | (2-tailed) | of the Difference |
| Loyalty | 158 | 3.16 | 0.72 | 0.48224 | -0.300 | 0.613 |
| Confidence | 158 | 3.86 | 5.87 | 0.00001 | 0.553 | 1.167 |
| Communications | 158 | 3.19 | 1.33 | 0.20045 | -0.110 | 0.490 |
| Conflict Management | 158 | 2.98 | -0.13 | 0.89724 | -0.340 | 0.300 |
| Commitment | 158 | 2.85 | -1.02 | 0.32089 | -0.458 | 0.158 |
| Customer Satisfaction | 158 | 3.43 | 2.17 | 0.04277 | 0.016 | 0.844 |

As has been explained by the confidence index for the wisdom of Iranian banks better and better indicators of communication, conflict management is commitment. T-test shows that customer loyalty to the Bank Iranian wisdom, middle and high. And the wisdom of Iranian banks is high customer satisfaction.

**Summary and Conclusion**

The research on relationship marketing strategies has been described. And then to lay the foundations of relationship marketing are necessary (trust, commitment, communication and conflict management). And leads to customer loyalty, they were assessed. The results of the study hypothesis test and T-test results and analysis will be discussed. Finally, research recommendations provided. The results of the first hypothesis, showed that the dimensions of relationship marketing on customer loyalty and positive impact on the banking system. The results showed that the second main hypothesis, Loyalty in the banking system has a significant positive relationship with its customers. The first secondary hypothesis was claimed that the banking system there is a significant relationship between the trust and loyalty of customers. The second sub-hypothesis claims that there is a significant relationship between customer loyalty, commitment and competence. The third sub-hypothesis claims that there is a significant relationship between communication and customer loyalty. This hypothesis is not confirmed. Finally, the fourth sub-hypothesis result showed that there is a significant relationship between conflict management and customer loyalty. Also, the fourth quarter has been identified as t-test outputs of communication, conflict management, commitment and loyalty are not appropriate. In other words, the average level T-test shows that our customers trust the wisdom of the Iranian bank has been upward. And the wisdom of Iranian banks is high customer satisfaction.
References
3. Why Relationship Marketing Delivers Higher Profits For Software and On-Demand Solutions Companies by Henry Bruce, President Wwww.Rockannandgroup.Com The Rock Annand Group