Abstract

This study aimed at examining the effect of customer satisfaction on customer loyalty in Jordanian commercial banks considering the role of commitment on this relationship. The study used descriptive and analytical approach and a cross-sectional survey is used to collect data from customers of Jordanian Commercial Banks. The size of sample used for this study was 490 questionnaires. The findings indicated that banks survival is based on customers’ satisfaction and customer loyalty through their commitment to consume banks products frequently, and different strategies are used by banks for achieving their goals in retaining their old customers and in attracting new ones. Moreover, the study reported that relationship marketing is one of these strategies based on providing products that meet their customer’s expectations in the market and satisfy their needs, which in turn will be reflected positively on customer’s attitude and customers commitment for the purpose of achieving their loyalty. The study found that there is a significant effect of customer satisfaction on customer loyalty; also the study found there is significant effect of customer satisfaction on customer loyalty through continuance commitment. The study recommended that Jordanian commercial banks must do more efforts to aware their employees of the importance of the relationship between customer’s satisfaction with their loyalty.

Commitment and its Role in the Relationship Between Customer Satisfaction and Loyalty in Jordanian Commercial Banks.
(An Empirical Study Within the Jordanian Commercial Banks)

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