

STUDY THE EFFECT OF ADVERTISING EFFECTIVENESS ON THE CRM AND LOYALTY WITH THE MEDIATING ROLE OF PROVIDING THE QUALITY OF SERVICES

ESTUDADO DO EFEITO DA EFICÁCIA DA PUBLICIDADE NO CRM E A LEALDADE COMO PAPEL MEDIADOR DE FORNECER A QUALIDADE DOS SERVIÇOS

ESTUDIO DEL EFECTO DE LA EFECTIVIDAD PUBLICITARIA EN EL CRM Y LA LEALTAD COMO PAPEL MEDIADOR PARA PROPORCIONAR LA CALIDAD DE LOS SERVICIOS

Hamid Rasouli
Department of Management,
Malayer Branch, Islamic Azad University, Malayer, Iran
Rasouli.hamid25@gmail.com
<https://orcid.org/0000-0002-0002-8076>

Zahra Shirazian
Assistant Professor and Faculty Member, Department of Management,
Malayer Branch, Islamic Azad University, Malayer, Iran.
zahra.shirazian@gmail.com
<https://orcid.org/0000-0003-2457-9216>

Hosein Rasuli
Assistant Professor and Faculty Member, Department of Mathematics,
Malayer Branch, Islamic Azad University, Malayer, Iran.
Hoseinrasuli@yahoo.com
<https://orcid.org/0000-0001-7427-7078>

Editor Científico: José Edson Lara
Organização Comitê Científico
Double Blind Review pelo SEER/OJS
Recebido em 07.07.2020
Aprovado em 05.01.2021



Este trabalho foi licenciado com uma Licença Creative Commons - Atribuição – Não Comercial 3.0 Brasil

Abstract

Advertising is one of the most significant communication tools for the organizations, especially the financial institutions and the banks. Advertising effectiveness will help understanding the customer recognition; with the ever increase of the competition between banks and the technological advances, the organization will increasingly pay attention to the customers and meeting their needs because this is considered as the biggest competitive advantage for them. The banks are required to fasten on their attention from customer satisfaction to creating loyalty and trust through establishing long-term, bilateral and profitable relationships for both sides; this approach will increase the response time and customer services' quality. This is an applied, descriptive-survey research. The statistical population consists of all of the customers of the Saderat Bank branches in Tehran, whose number is unlimited. The sample size was 384 people based on the Morgan table that were selected by the simple random sampling method. The questionnaire is the data collection tool. To measure the validity, the content validity methods as well as confirmatory factor analysis were used and the Cronbach's alpha and modeling the structural equations by the Smart PLS software were used to measure the reliability and data analysis, respectively. The results showed that the advertising effectiveness has a positive significant effect on the CRM and loyalty with the mediating role of providing the quality of services in all of the Saderat bank branches in Tehran. The provision of the quality of the services has a positive significant effect on the CRM and their loyalty in all of the Saderat bank branches in Tehran.

Keywords: Advertising effectiveness; CRM; Customer loyalty; Quality of services

Resumo

A publicidade é uma das ferramentas de comunicação mais importantes para as organizações, especialmente as instituições financeiras e os bancos. A eficácia da publicidade ajudará a entender o reconhecimento do cliente. Com o crescente aumento da concorrência entre os bancos e os avanços tecnológicos, a organização estará cada vez mais atenta aos clientes e atendendo às suas necessidades, pois essa é considerada a maior vantagem competitiva para eles. Os bancos devem concentrar sua atenção na satisfação do cliente na criação de lealdade e confiança, estabelecendo relacionamentos de longo prazo, bilaterais e lucrativos para ambos os lados. Essa abordagem aumentará o tempo de resposta e a qualidade dos serviços ao cliente. Esta é uma pesquisa descritiva aplicada. A população estatística é composta por todos os clientes das agências do Saderat Bank em Teerã. O tamanho da amostra foi de 384 pessoas. Com base na tabela de Morgan, foram selecionadas pelo método de amostragem aleatória simples. Para mensurar a validade, foram utilizados os métodos de validade de conteúdo, bem como a análise fatorial confirmatória, o alfa de Cronbach e a modelagem das equações estruturais. O software Smart PLS foi utilizado para medir a confiabilidade e a análise dos dados, respectivamente. Os resultados mostraram que a eficácia da publicidade tem um efeito significativo positivo no CRM e na lealdade, como papel mediador para fornecer a qualidade dos serviços em todas as agências bancárias de Saderat, em Teerã. A prestação da qualidade dos serviços afeta positivamente o CRM e sua lealdade em todas as agências bancárias de Saderat, em Teerã.

Palavras-chaves: Eficácia da publicidade; CRM; Lealdade do consumidor; Qualidade de serviços

Resumen

La publicidad es una de las herramientas de comunicación más importantes para las organizaciones, especialmente las instituciones financieras y los bancos. La efectividad publicitaria ayudará a comprender el reconocimiento del cliente. Con el aumento cada vez mayor de la competencia entre los bancos y los avances tecnológicos, la organización prestará cada vez más atención a los clientes y satisfará sus necesidades porque esto se considera como la mayor ventaja competitiva para ellos. Los bancos deben concentrarse en su atención, desde la satisfacción del cliente hasta la creación de lealtad y confianza, mediante el establecimiento de relaciones bilaterales y rentables a largo plazo para ambas las partes; Este enfoque aumentará el tiempo de respuesta y la calidad de los servicios al cliente. Esta es una investigación aplicada, de encuesta descriptiva. La población estadística consiste en todos los clientes de las sucursales del Banco Saderat en Teherán. El tamaño de la muestra fue de 384 personas según la tabla Morgan que se seleccionó mediante el método de muestreo aleatorio simple. El cuestionario es la herramienta de recolección de datos. Para medir la validez, se utilizaron los métodos de validez de contenido, así como el análisis factorial confirmatorio y el alfa de Cronbach y el modelado de las ecuaciones estructurales fue mediante el software Smart PLS para medir la fiabilidad y el análisis de datos, respectivamente. Los resultados mostraron que la efectividad de la publicidad tiene un efecto positivo significativo en el CRM y la lealtad como papel mediador de proporcionar la calidad de los servicios en todas las sucursales bancarias de Saderat en Teherán. La prestación de la calidad de los servicios tiene un efecto significativo positivo en el CRM y su lealtad en todas las sucursales bancarias de Saderat en Teherán.

Palabras clave: efectividad publicitaria; CRM; La lealtad del cliente; Calidad de los servicios

1. INTRODUCTION

The advertising effectiveness indicates that to what extent the advertising budget was beneficial to achieve the desired goals? (Kiani Manesh, 2006). The CRM is indeed a process for collecting and integrating information and data in order to exploit the data and information, effectively and efficiently. These data and information can be related to the customers, sale, effective marketing, market needs and sensitivity. The CRM is part of an organization's strategy to identify customers, satisfy them as well as make them into permanent customers (Venus, Zohouri, 2011). The loyalty of the customers indicates a deliberate behavior in lieu of a service. This term is often defined as a commitment to repurchase a product or a service. The loyalty consists of two dimensions, the behavioral and attitudinal. While the behavioral loyalty is identified with repurchasing, the attitudinal one is reflected through customers' preferences and wants. Accordingly, the loyalty to the customer commitment in the service businesses refers to deal with a certain organization, frequent

purchase of the products of that organization and advise others about the products of that organization (Hugh, Amen, 2010). The quality of services have been identified as one of the most important and most critical issues and one of the most effective tools in creating the competitive advantage and improve the organization's performance. Hoffman and Batson have argued that creating a high level of the quality of services will have the client satisfaction and loyalty and this will in turn lead to an increase in market share and profitability (Maleki, Darabi; 2008).

The attention to competition in today's markets, more than ever, has increased the importance of effective advertising. Advertising is one of the most important communication tools for organizations, especially for financial institutions and banks; in the other words, establishing the relationships with customers to inform them and influence on their attitudes and behaviors is regarded as ads. Evaluating the advertising effectiveness is considered as one of the most important issues in the realm of advertising. Because the customer expectations are constantly rising, then the banks are required to go beyond the basic needs of the customers and also meet their expectations, fasten on their attention from customer satisfaction to creating loyalty and trust through establishing long-term, bilateral and profitable relationships for both sides (Zahedpasha, 2011). Therefore, the bankers need today's see themselves in the presence of the customers and need to try to understand their customers in the conditions that the competition will become harder and more complicated by passing the time and they need to make their customers really loyal (Malik et al., 2011). Measurement of the quality of services in banks is a measure that shows to what extent the services will serve and meet the expectations of the bank's customers. Undoubtedly, the researches have made this point clear that the optimal service quality can be guaranteed when the bank customer expectations for a desired service are met or something beyond their expectations are offered to them (Wa, Lin, 2012). The main issue of this research is that does the advertising effectiveness have any positive significant effect on the CRM and loyalty with the mediating role of providing the quality of services in all of the Saderat bank branches in Tehran (a case study)?

2. RESEARCH LITERATURE AND BACKGROUND

Paying attention to the advertising effectiveness is essential for organizations and financial institutions and banks that believe the advertising is effective in their growth and development. By passing the traditional economy and the intensification of competition in

new dimensions, then the customers become the main element and core of all activities of the organizations, including banks, so that from a competitive point of view, the survival of banks depends on identifying and attracting new customers and retaining existing customers. Studying the tactics of relationships with the customers on their behavior is one of the main concerns for all of financial organizations and institutions, including banks, in using these tactics to increase the sales and long-term relationship with the customers ((Alrobaya, Nazar, 2010). Most of the banks are developing their strategies in line with increasing customer loyalty by utilizing the quality of services. We pay attention to loyalty because of the economic benefits that reached more by retaining loyal customers than attracting new customers; that in the meantime, the success of the banking industry in the retaining the loyal customers is influenced by several factors (Hug, Amen, 2010). The banks have three major marketing responsibilities: they should increase the competitive differentiation, the quality of services and their productivity (Elahi-nezhad et al., 2016).

2.1. The advertising effectiveness and the CRM

The effectiveness of advertising is the extent to which the goals of the marketing and sale relationships as well as the measures taken to meet these goals are realized (Bergman, 2012). If the banks can study their advertising effectiveness with the customers then they can have better performance in the future, which can be regarded as a competitive advantage in the banking industry (Alire, 2007).

H1: The advertising effectiveness has a positive significant relation on the CRM in all of the Saderat bank branches in Tehran.

2.2. The advertising effectiveness and customer loyalty

H2: The advertising relationship has a positive significant relation on the customer loyalty in all of the Saderat bank branches in Tehran.

2.3. The advertising effectiveness and providing the quality of services

The quality of services is the readiness of the services or products to be used that in turn needs design quality, adaptation, availability and the suitability of the service location (Jafari, SAfa; 2017).

"Providing a model to evaluate the factors influencing on the advertising effectiveness in offering the quality of services" research is conducted by Almani and colleagues (2012). The findings indicate that the satisfaction and loyalty have a direct and significant effect on the

advertising effectiveness; the organization's image, the relation-oriented marketing, the perceived quality, the perceived value and the customer expectations have direct effect on the advertising.

The quality of services is identified as one of the most important and critical issues and as one of the most effective tools in creating a competitive advantage and improving the organizational performance. Hofman and Batson (1997) stated that by creating a high level of the quality of services we will have the customers' loyalty and satisfaction and this will in turn lead to increase the market share and profitability. The results of a recent research conducted by Cristian and Couch (2010) confirmed that the quality of services has an effect on the business success.

Parasuraman et al. models are among the quality of service assessment models which are widely used (Parasuraman et al., 1985). The highest and best quality will create more profits through higher prices and it's a way for the growth of the units (Spring et al., 2009). Buzzel and ate (1987) stated that due to the quality effect on the perceived value from the customers, the quality of services is related not only with the profitability of the organization but also with its growth.

H3: The advertising effectiveness has a positive significant effect on the quality services of all of the Saderat bank branches in Tehran.

2.4. Providing the quality of services and the CRM

Each of the experts and theorists has their own different definitions of the CRM that can be categorized into 4 groups (as strategy, technology, process and information system). Some considered CRM as the strategy, some considered it as the technology and the other some regarded it as information systems (Elahi, Heidari, 2008). The CRM means establishing and retaining the relationship profitable customers through the proper use of the information and communication technologies (Zabala et al., 2004). Organizations are today's giving a strategic importance to CRM. In the difficult conditions of competition, the most appropriate way to increase the customer satisfaction, increase the sales and reduce the costs is to have a timely and organized relationship with customers. Given these issues, the CRM in the organizations is regarded as a strategy (Aghdavoud, 2006).

Fazli and Rashidi Astaneh (2014) suggested that the knowledge management, organizational variables and the quality of the communications have a direct significant impact on the CRM. Ziaoddini and Lakzadeh (2013) and also Nikbakht et al (2012) have

concluded that there is a significant relation between the intellectual capitals with the CRM. Mohammadi and Rezaei (2015) found that the CRM has positive and significant effects on the quality of the relationship, and the quality of the relationship has also positive significant effects on the customer lifetime value.

H4: Providing the quality of services has a positive significant effect on the CRM of all of the Saderat bank branches in Tehran.

2.5. The customer loyalty and the quality of services

The customer loyalty is defined as the attachment feeling of sustainable psychology from a customer to a specific product or service provider (Yee, Faziharudean, 2010). Focusing on the customer loyalty in the marketing topic was first done by Kopland (1923) and Cherchil (1942) efforts. Since then, the concept of the loyalty was raised as a scientific subject in the field of marketing literature. The banks are required to use tools such as image enhancement and relation- oriented marketing by which they can retain their customers and, if possible, attract potential customers (Suderland, 2006). The most well-known acceptable definition of loyalty is the definition by Kinnear and Jacobi in 1973, in which the loyalty is defined as a brand bias and behavioral response over the time, in which a person will prefer a particular brand over the other ones and will decide about it in the form of a psychological commitment (Zain, 2001).

In fact, the customer satisfaction and the quality of services are today considered as critical issues in most of the service industries (Suderland, 2006). Supplying high quality services with affordable prices in an excellent level and continuous manner will create a competitive advantage for such organizations; among these advantages are: creating competitive barriers, increasing customer loyalty, producing and supplying distinctive services, reducing the marketing's prices as well as setting higher prices and so on (Matus et al., 2009).

If an organization continues to satisfy its customers' needs and provide its services in a manner that is always demanding, then the bilateral value is created and the final goal which is the customer's affiliation or the strategic CRM will be achieved (Han et al., 2008). If we want the customer move from his relative loyalty status to a loyalty throughout his life, then we should be focused on the strategic goals of managing the relationship with the customer. Here, we mention four main statuses in the customer relationship (Matus et al., 2009).

a. The customer is loyal and profitable

In this case, the organization will focus on deepening relationships, increasing loyalty and optimizing profitability through additional sales and more sales of the existing product and service.

b. The customer is loyal but not profitable

In this case, the organization should retain the relations because the customer may be profitable through additional sales and more sales of the existing product or service.

c. - The customer is profitable but not loyal

In this case, the organization should be completely focused on encouraging and strengthening the relationship and creating loyalty.

d. The customer is neither loyal nor profitable

In this case, this is possible to hand over your customer to a competitor. The customer is sensitive to price, and is largely influenced by advertisement, marketing and sales promotion. When the relationships are growing then, the moving towards increasing the loyalty will start (Matus et al., 2009).

Ha et al. (2011) showed that the quality of services with satisfaction mediation has a positive significant effect on the customer's loyalty.

The key to the commercial success is the customer loyalty and the concept of a loyal customer is to increase the profitability (value creation) at the lower costs; in the today full of evolution world, a hard-effort is required to create and retain customer loyalty, e-commerce has reduced many barriers of competitor entrance and has provided the customer with the unprecedented ability to choose suppliers (sellers).

It was suggested by Khang et al. (2010) that the improving the quality of services (validity, reliability and empathy) van increase the customer loyalty. Hasanpour et al (2016) indicated that the e-banking has a positive significant effect on customer satisfaction and loyalty and the satisfaction will have positively and significantly effect on the customer loyalty. Egblopeali & Aimin (2011) suggested that the loyalty level of the customers is higher when the perceptions of the organization's image and the customers' satisfaction are highly desirable. Rast et al. provided a model of quality profitability, in which the quality of services leads to increase the satisfaction and consequently the rate of the customer retention and income and market share will be increased as well.

H5: Providing quality of the services has a positive significant effect on the customer loyalty of all Saderat bank branches in Tehran.

2.6. CRM and the customer loyalty

Kdter consider the ECRM as some of the concepts of e-businesses which describe the use of e-tools to direct the companies' affairs and will enable the institutes to provide the services to their customers faster, more acute, in the wide range of time and space, at lower costs and then the products and services can be customized for the customers (Elahi, Heidari, 2008). The CRM is regarded as an integrated framework and strategy of businesses based on Calukota and Rabinson (2001). Burentt (2001) states that the goals of CRM can be generally categorized into three groups: cost savings, increase the revenue and strategic impacts.

Based on Ozgner (2005) the advantages of CRM include developing and retaining the company's customer base, increasing customer satisfaction, increasing customer loyalty for more efficient and personalized services, making possible the accurate market segmentation based on the customers' needs and demands and expanding close relationships with customers that can be considered as a generic framework (Pacard, 2002). The other statement of other experts in the marketing knowledge claimed that there are many benefits for loyalty, some of the most prominent ones include: reducing the cost of new customer attraction, reducing customers' sensitivity to changes and prices, the benefits derived from the customer lifetime value, positive performance through increasing prediction power and barriers of new competitor entrance (Han et al., 2008).

Safolah et al. (2015) suggested that the CRM has a positive significant effect on the customer satisfaction. Hassanpour et al. (2016) indicated that there is a significant relationship between customer expectation and e-banking, customer satisfaction and customer loyalty. Sharifi and Esfidani (2014) investigated the effect of CRM on cognitive dissonance, customer satisfaction and loyalty. The results showed that the cognitive dissonance will be decreased through CRM and thereby the customers are satisfied with the previous purchase and consequently they will find behavioral and attitudinal loyalty. In addition, the role of trust and cognitive dissonance mediators can be confirmed, as well.

Rizan et al. (2014) showed that the tactics of CRM through satisfaction and commitment has a significant effect on the loyalty of bank customers.

H6: The CRM has a positive significant effect on the customer loyalty of all Saderat Bank Branches in Tehran.

Operational model of research

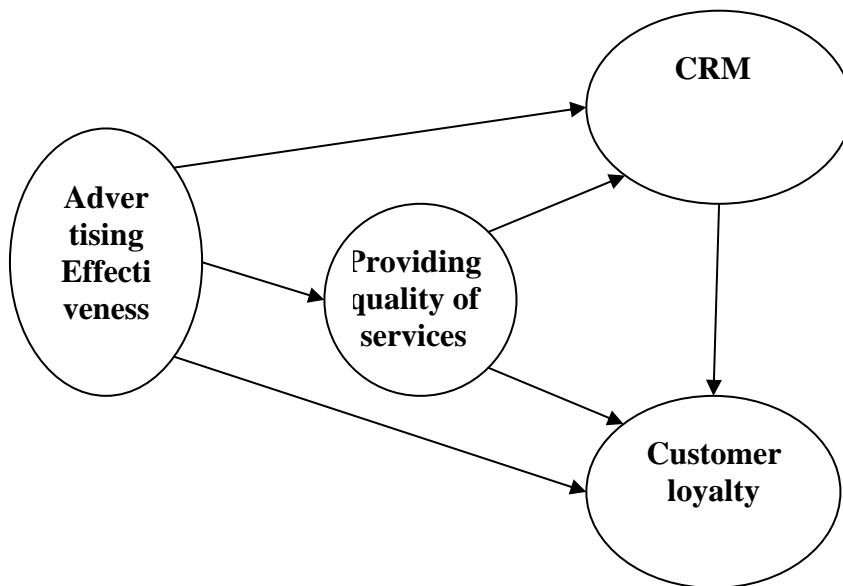


Figure1. Operational model of research

3. RESEARCH METHODOLOGY

The current research is an applied-descriptive research. Because the questionnaire has been used, the research is a survey (filed) research. The statistical population consists of all of the customers of the Saderat Bank branches in Tehran, whose number is unlimited. The sample size was 384 people based on the Morgan table that were selected by the simple random sampling method. And four standard questionnaires were the data collection tool. The first questionnaire with 9 questions relates to the Bergman's Advertising Effectiveness Variable (2012) which includes three dimensions: tendency to advertise; pay attention to advertise and interest in advertising; the second one with 9 questions relates to CRM Variable of Zabbal et al. (2004) which has three dimensions: customer attraction, customer identification and customer retention. The third questionnaire with 9 questions relates to the customer loyalty variable of Yee and Faziharudean (2010) which includes three dimensions: interactive communication; satisfaction and the provided value. The fourth questionnaire with 8 questions relates to the providing the quality of services variable of Aldeligan and Butler (2002) that includes four dimensions: the quality of service system; the behavioral quality of services; the quality of services of devices; the exchange quality of services. Although the

questionnaires used in the research are standard, and their validity has been previously evaluated, but the researcher has evaluated their validity for more certainty, as follows: at first, the content validity was used and the questionnaires were distributed among a number of experts and specialists, on the other hand, the confirmatory factor analysis was used, as well; in order to measure the reliability, the Cronbach's alpha was used. Description of values of factor analysis and is shown in Table 1.

Table 1
Validity and reliability values of the research questionnaires

Variable	Component	Row	Item	Path coefficient	T value	Cronbach's alpha	KMO	Bartlett
Advertising effectiveness	Tendency to advertise	1	a1	0/87	16/42	0.903	0.800	0.000
			a2	0/92	19/24			
			a3	0/76	14/65			
	Pay attention to advertise	2	a4	0/86	17/47			
			a5	0/80	15/90			
			a6	0/82	15/41			
	Interest in advertise	3	a7	0/98	19/89			
			a8	0/85	17/59			
			a9	0/83	17/50			
CRM	Customer attraction	5	b1	0/67	12/34	0.897	0.800	0.000
			b2	0/91	17/44			
			b3	0/92	18/58			
	Customer identification	6	b4	0/83	17/10			
			b5	0/87	18/54			
			b6	0/87	19/10			
	Customer retention	7	b7	0/87	16/31			
			b8	0/97	17/95			
			b9	0/87	15/45			
Customer loyalty	Interactive communication	8	c1	0/71	14/28	0.888	0.800	0.000
			c2	1/02	21/94			
			c3	0/83	16/41			
	satisfaction	9	C4	0/82	14/90			
			C5	0/86	15/49			
			C6	0/84	16/56			
	Provided value	10	C7	0/53	9/52			
			C8	0/47	8/57			
			C9	0/94	17/87			
Providing the quality of services	the quality of service system	11	d1	0/77	14/78	0.894	0.800	0.000
			d2	0/95	18/21			
	the behavioral quality of services	12	d3	0/68	11/22			
			d4	0/67	11/37			
	the quality of services of devices	13	d5	0/51	7/93			
			d6	0/53	8/02			
	the exchange	14	d7	1/04	19/08			

	quality of services		d8	0/76	13/01			
The advertising effectiveness	X ²	df	x ² /df	RMSEA	GFI	AGFI	NFI	
	150.27	94	1.59	0.01	0.97	0.95	0.98	
CRM	X ²	df	x ² /df	RMSEA	GFI	AGFI	NFI	
	101.40	65	1.56	0.07	0.94	0.90	0.97	
Customer loyalty	X ²	Df	x ² /df	RMSEA	GFI	AGFI	NFI	
	254.99	124	2.05	0.05	0.94	0.92	0.96	
Providing the quality of services	X ²	Df	x ² /df	RMSEA	GFI	AGFI	NFI	
	147.01	75	1.96	0.05	0.95	0.93	0.96	

According to the evidence, the Cronbach's alpha values of all components are higher than 0.7, i.e. the recommended value. Therefore, the research questionnaire has acceptable reliability. The values of the KMO index for all four questionnaires are higher than 0.6, i.e. minimum acceptable value, and the Statistical significance level of Bartlett is also smaller than 0.05, so, the research sample was sufficient to perform the confirmatory factor analysis. The confirmatory factor analysis at the standard coefficients level was in a good level for each questionnaire and the T value of the confirmatory factor analysis was from 1.96+ to 1.96 for all four questionnaires and showed at a good level. The validity evaluation also showed that the research questionnaire has appropriate content and validity. The results of goodness of fit index of the confirmatory factor analysis indicated that the t fitness for all four questionnaires was good and appropriate. The confirmatory factor analysis graphs of the questionnaires are as follows:

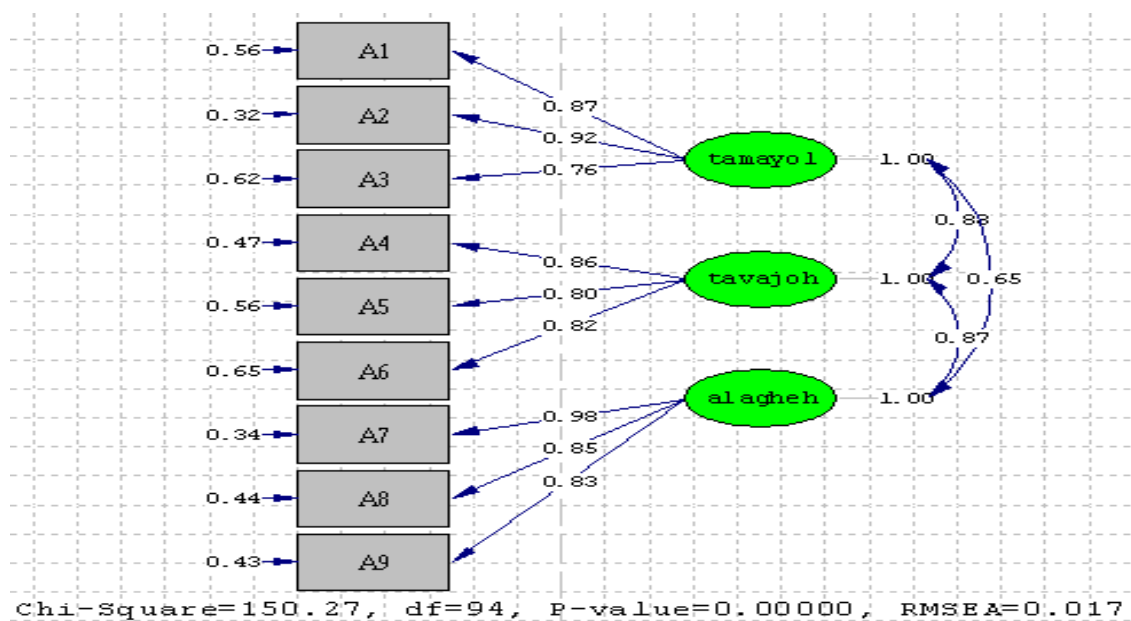


Figure 2. Results of the confirmatory factor analysis of the advertising effectiveness questionnaire (standard coefficients)

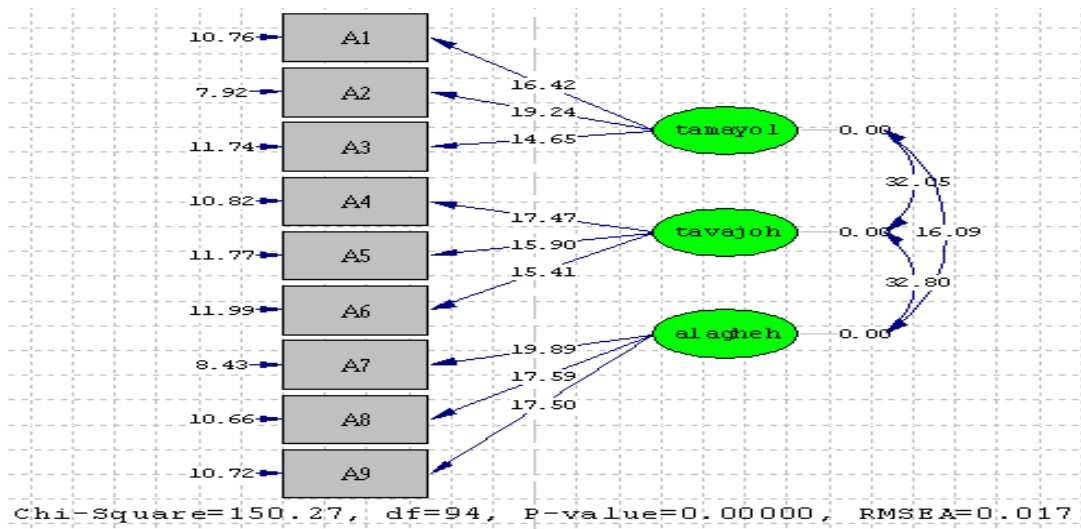


Figure 3. Results of the confirmatory factor analysis of the advertising effectiveness questionnaire (T values)

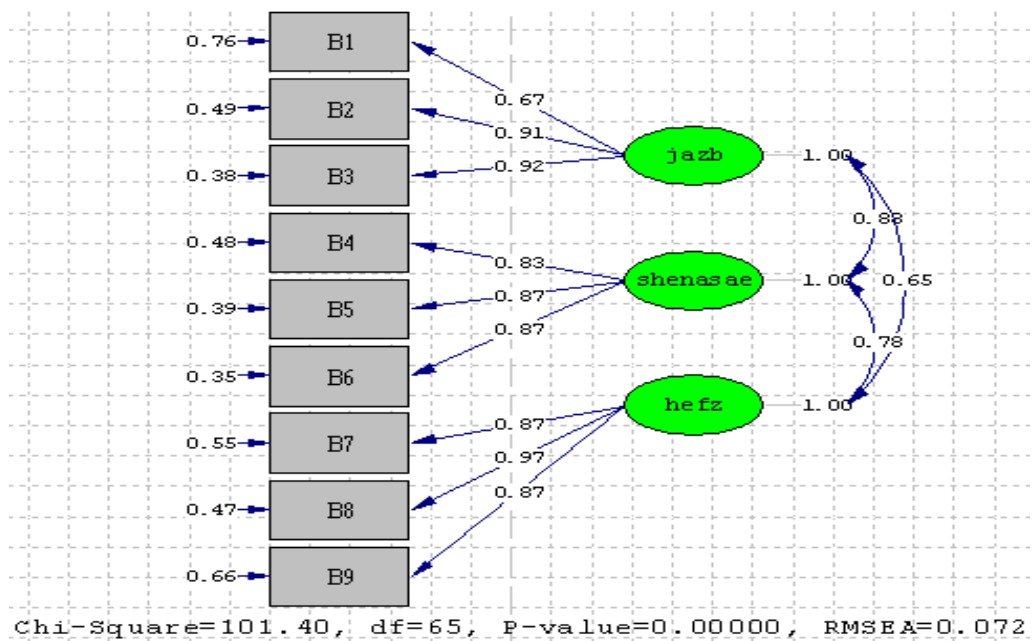


Figure 4. Results of the confirmatory factor analysis of the CRM questionnaire (standard coefficients)

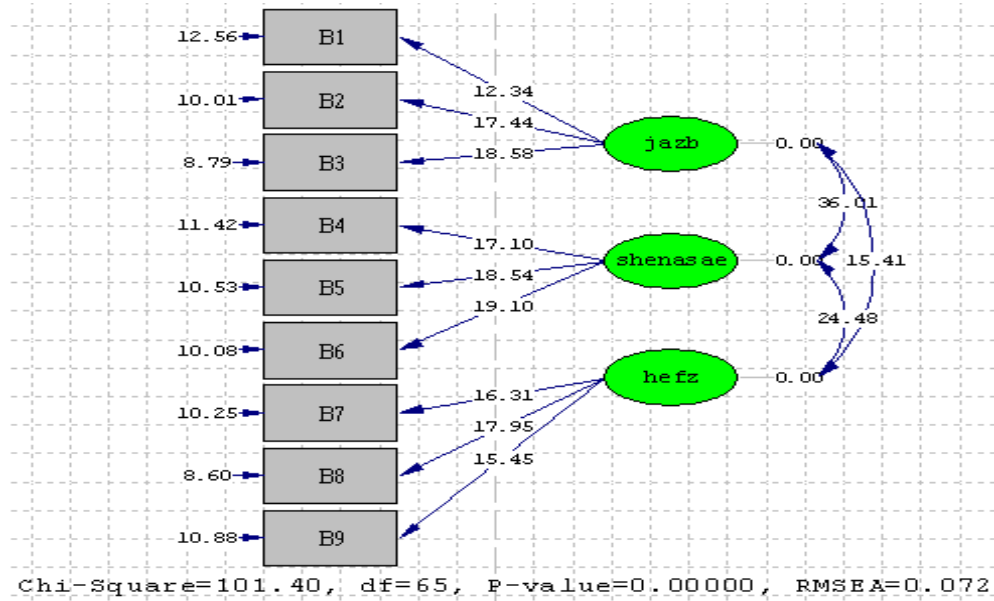


Figure 5. Results of the confirmatory factor analysis of the CRM questionnaire (T values)

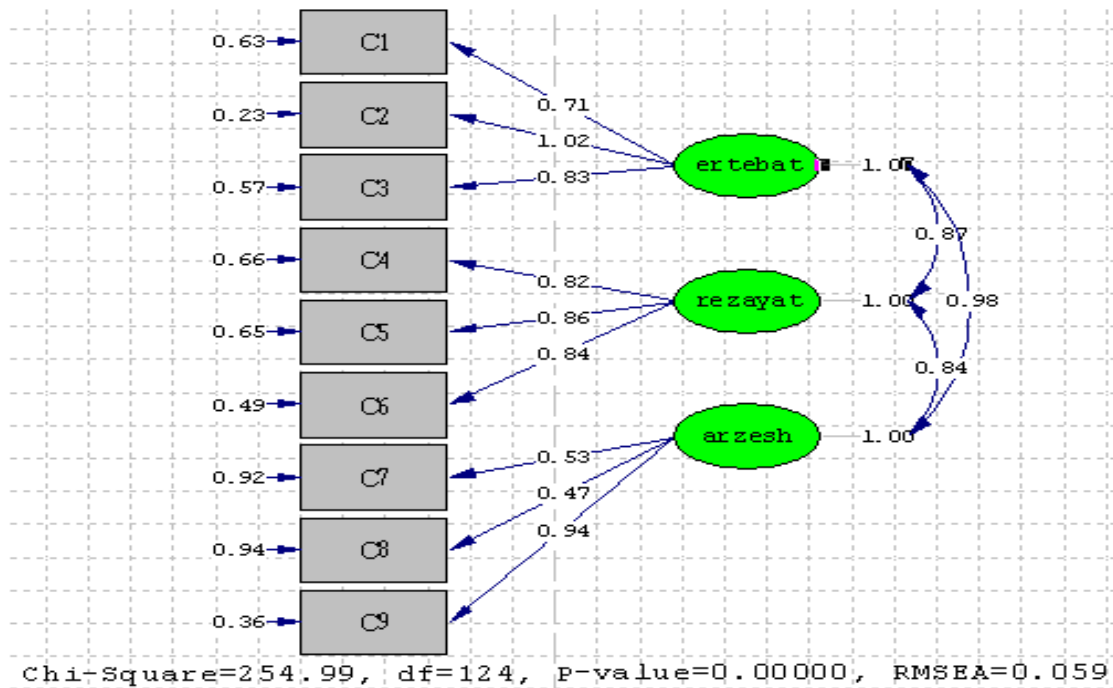


Figure 6: Results of the confirmatory factor analysis of the customer loyalty questionnaire (standard coefficients)

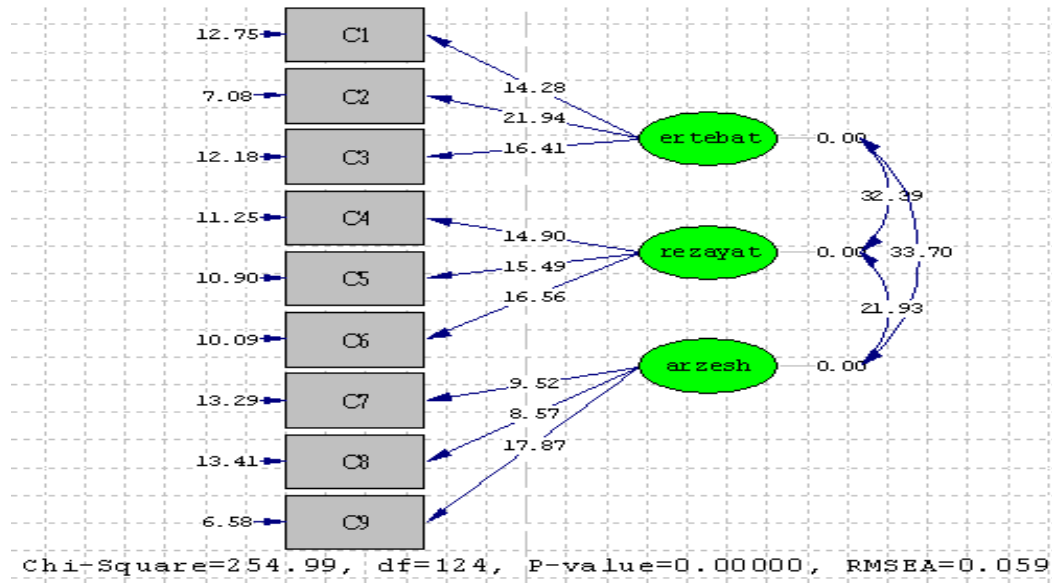


Figure 7. Results of the confirmatory factor analysis of the customer loyalty questionnaire (T values)

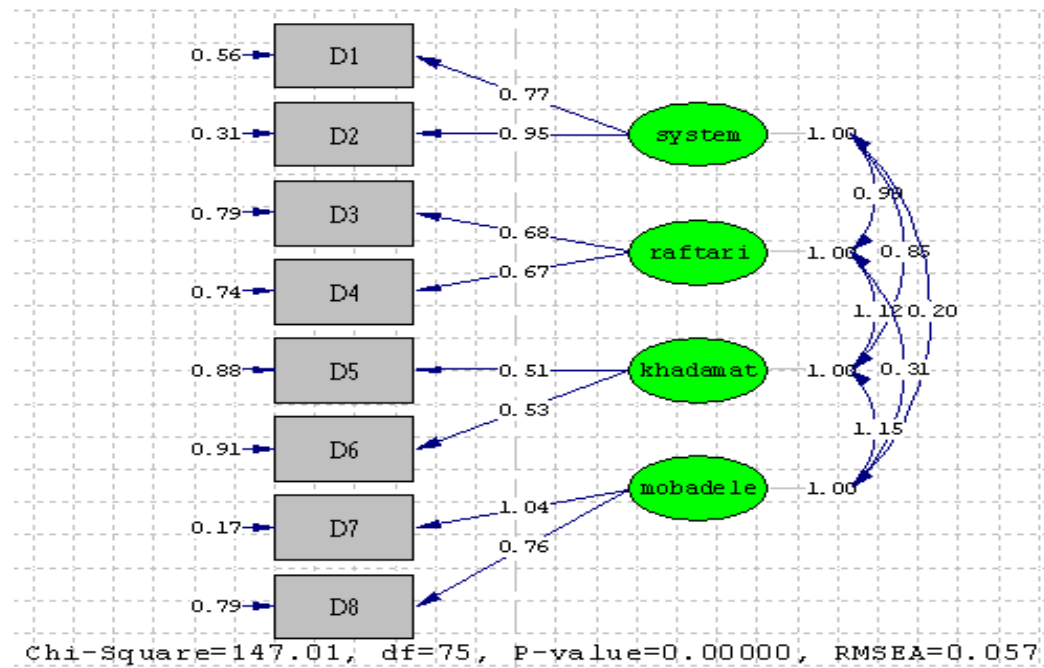


Figure 8. Results of the confirmatory factor analysis of providing the quality of services questionnaire (standard coefficients)

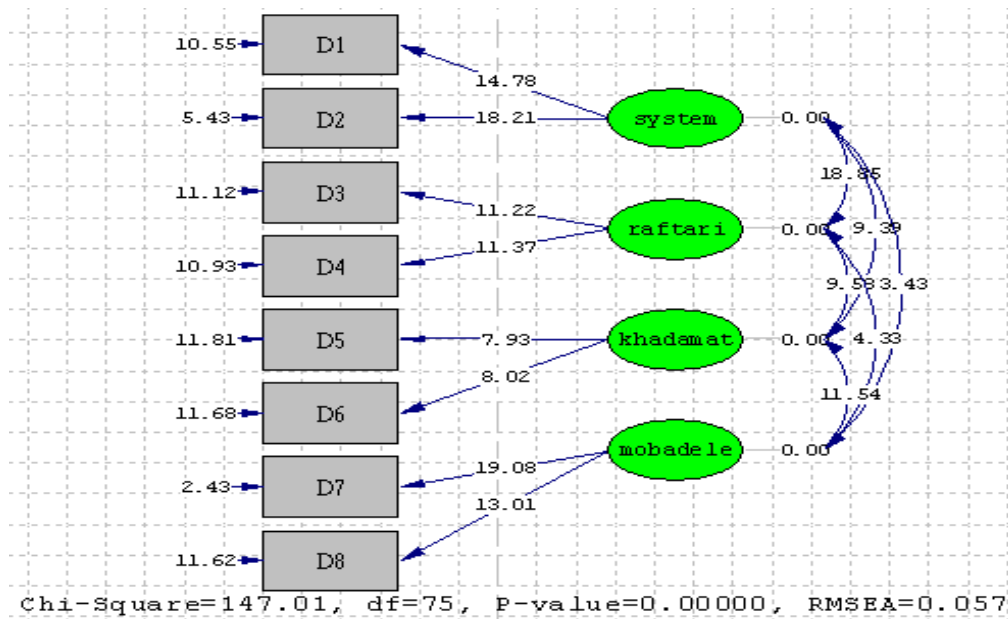


Figure 9. Results of the confirmatory factor analysis of providing the quality of services questionnaire (T values)

4. FINDINGS

a- Descriptive Statistics: out of 384 people in the sample size (the respondents) about 37.2% (143 people) were male respondents and 62.8% (241) were female respondents. About 19.3% (74 people) of respondents were in the age range younger than 30 years old, 22.9% (88 people) between 30 and 40 years old, 27.6% (106 people) between 40 and 50 years old and 30.2% (116) were older than 50 years. Approximately 14.8% (57 people) graduated with a high school diploma, 23.2% (89) graduated with an Associate's degree, 38.8% (149) graduated with a Bachelor's degree and 23.2% (89 people) graduated with a Master's degree and higher.

Table 2.
Frequency distribution of gender

Gender	Frequency	Percentage
Male	143	37.2
Female	241	62.8
Total	384	100

Table 3.
Frequency distribution of age

Age	Frequency	Percentage
Younger than 30 years	74	19.3
40-30	88	22.9
50-40	106	27.6
Older than 50 years	116	30.2
Total	384	100

Table 4.
Frequency distribution of education

Education	Frequency	Percentage
Diploma	57	14.8
Associate's degree	89	23.2
Bachelor's degree	149	38.8
Master's degree and higher	89	23.2
Total	384	100

The following tables show the descriptive statistics related to the research variables (advertising effectiveness, CRM, customer loyalty, providing the quality of services).

Table 5.
Descriptive statistics of the advertising effectiveness

Variable	Number	Average	SD	Variance	Kurtosis	Skewness
Advertising tendency	384	5.397	2.818	7.941	-0.514	-0.040
Paying attention to advertising	384	5.287	2.798	7.833	-0.326	-0.081
Interest in advertising	384	5.463	2.881	8.303	-0.567	-0.145
Advertising Effectiveness	384	16.147	7.466	55.753	-0.346	-0.125

Table 6.
Descriptive statistics of CRM

Variable	Number	Average	SD	Variance	Kurtosis	Skewness
Customer attraction	384	5.342	2.814	7.919	-0.566	-0.224
Customer identification	384	5.581	2.802	7.857	-0.462	-0.096
Customer retention	384	5.770	3.008	9.053	-0.615	-0.079
CRM	384	16.694	7.476	55.898	-0.479	-0.136

Table 7.
Descriptive statistics of customer loyalty

Variable	Number	Average	SD	Variance	Kurtosis	Skewness
Interactive communication	384	4.740	2.833	8.032	-0.553	0.145
Satisfaction	384	4.996	2.866	8.215	-0.482	0.219
Provided value	384	5.048	2.540	6.456	-0.222	0.073
Customer loyalty	384	14.785	7.295	53.221	-0.289	0.077

Table 8.
Descriptive analysis of providing the quality of services

Variable	Number	Average	SD	Variance	Kurtosis	Skewness
Quality of service system	384	3.122	1.960	3.842	-0.588	0.138
Behavioral Quality of Services	384	3.406	1.829	3.349	-0.479	-0.045
Quality of devices services	384	3.172	1.690	2.857	-0.244	0.146
Exchange quality of services	384	3.658	2.044	4.179	-0.586	-0.005
Providing the quality of services	384	13.360	5.649	31.918	-0.121	0.082

b- Inferential statistics

Before analyzing the data, their distribution status was examined using Kolmogorov–Smirnov test and it was found that the distribution of the variables is not normal. Therefore, we have used the PLS method which can be implemented using Smart PLS. The visual output of the hypotheses estimation is shown in the following figures in the mode of the estimation of path coefficients and significant coefficients.

Structural Path Coefficients of Research Hypotheses

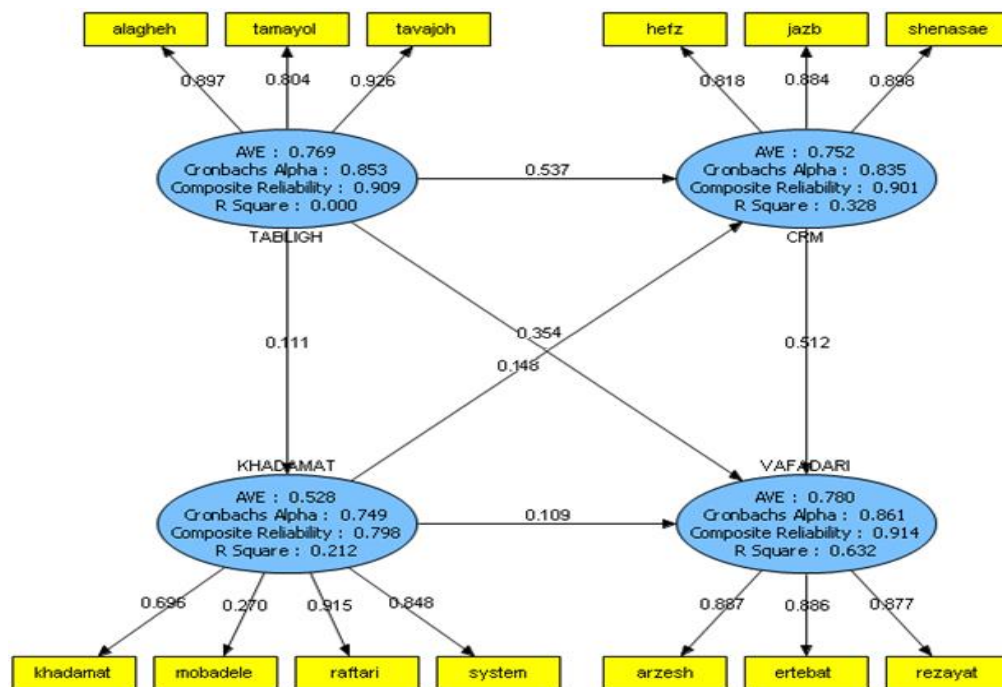


Figure 10. Estimated model of research hypotheses in the mode of path coefficients

The coefficients that are shown in the above figure are those standardized regression coefficients or, in the other words, they are the same beta values in the regression model which show the intensity of the effect of the independent variable on the dependent variable and the mediator variable. However, it is necessary to refer to t values to ensure that the above coefficients have the potential to be significant. The following figure shows these values in the form of a graph:

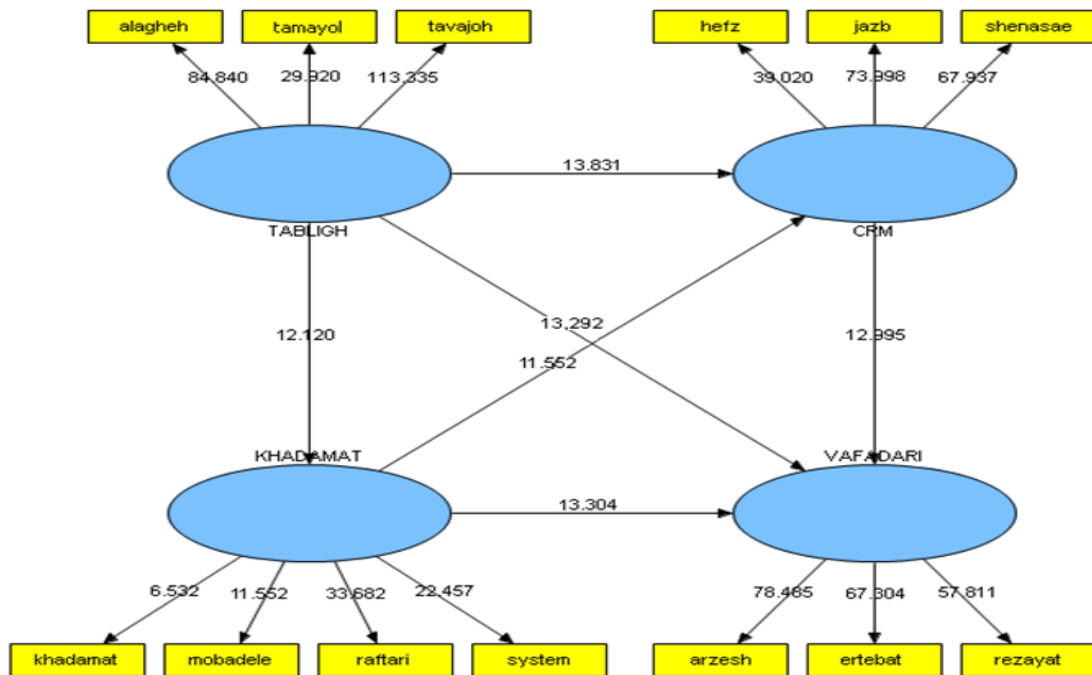


Figure 11. The significance coefficients of the estimated model of research hypotheses

Table 9.
T-value and path coefficients of research hypotheses

Hypotheses	From	Path To	Direct effect	Indirect effect	Total effect	t-value	Result
1	Advertising Effectiveness	CRM	0.537	---	0.537	13.831	Confirmation
2	Advertising Effectiveness	Customer loyalty	0.354	---	0.354	13.292	Confirmation
3	Advertising Effectiveness	Providing the quality of services	0.111	---	0.111	12.120	Confirmation
4	Providing the quality of services	CRM	0.148	---	0.148	11.552	Confirmation
5	Providing the quality of services	Customer loyalty	0.109	---	0.109	13.304	Confirmation
6	CRM	Customer loyalty	0.512	---	0.512	12.995	Confirmation

Table 10.
Evaluation of the indices of the internal, external models and all research hypotheses

Variables	Indices of the external model			Indices of the internal model		Indices of the model quality		
	α	ρ	AVE	r^2	Q^2	Com	Red	GOF
Advertising Effectiveness	0.853	0.909	0.769	---	0.572	0.664	---	0.516
CRM	0.835	0.901	0.752	0.328	0.687	0.752	0.241	
Customer loyalty	0.861	0.914	0.780	0.632	0.695	0.780	0.481	
Quality of service	0.749	0.798	0.528	0.212	0.446	0.528	0.505	

Due to the higher Cronbach's alpha values and composite reliability than the given value of 0.7%, the model blocks have enough reliability. Additionally, the AVE index value is also higher than the given minimum of 0.5. Therefore, the indices of the external model were in good status. The evaluation indices of the internal mole also indicated that this model is evaluated in good status; because the values of the determination coefficient are high and the Q2 index of Stone Gaysar is not also zero. The indices of the model were also in the right amount and the GOF index confirmed that this model has the predictability up to 516/0 for the model of research hypotheses.

5. CONCLUSION

The results of analyzing the first research hypothesis showed that the advertising effectiveness can justify 537% of the changes in CRM of all Saderat bank branches in Tehran. Therefore, the first research hypothesis is confirmed. The results of this hypothesis are in conformity with the results of the following researches: Mohammadi and Rezaei (2015); Fazli and Rashidi Astaneh (2014); Ziaoddini and Lakzadeh (2013); Nikbakht et al. (2012); Safolah et al. (2015); Sharifi and Esfidani (2014); Almani et al. (2012). It is recommended to the officials of Saderat bank to use effective advertising in the line with their organizational vision, which will have an effect on CRM and organization effectiveness and pay a special attention to this.

It is recommended to the officials of Saderat bank to design the ads according to the customers' needs and broadcast the ads in those TV programs that are most welcomed by the target customers' and by this way, they will enhance and improve the CRM.

The results of analyzing the second hypothesis of the research showed that the advertising effectiveness can justify 354% of the changes in customer loyalty of Saderat bank branches in Tehran. So, this hypothesis is confirmed. It can be said, in the other words, that the advertising effectiveness has a positive significant effect on the customer loyalty of Saderat bank branches in Tehran. The results of this research are in conformity with the results of the following researches: Hasanpour et al. (2016); Hasanpour and Hasanpour (2016), Almani et al. (2012); Egblopeali & Aimin (2011). It is suggested to use those features that add to the effectiveness of the bank's advertising, and created a mental conflict for the audience as well as heighten the importance of advertising and the services of the facilities that are being advertised. If a bank is determines its product or brand in such a way that can introduce its social success, social prestige or its achievement of the goals, then it will have more chance to attract customers and their loyalty to use the bank's services.

The results of analyzing the third hypothesis of the research suggested that the advertising effectiveness has a positive significant effect on providing the quality of services of Saderat bank branches in Tehran. In the other words, it can be said that the advertising effectiveness can justify 111% of the changes in providing the quality of services of Saderat bank branches in Tehran. The results of this research hypothesis are consistent with the results of the following researches: Almani et al. (2012); Egblopeali & Aimin (2011); Ha et al. (2011); Khang et al. (2010); It is suggested to the officials of Saderat bank to expand the advertising effectiveness among the customers of that brand by identity creation to their brand. Generally speaking, the bank is suggested to use techniques which lead to customer awareness and stimulation and make a positive attitude or feeling in the customer about the brand of Saderat bank in order to create its brand identity, so in this way, the bank will use its positive identity creation to attract much more capital and sell more of its banking services on the future intent of the customers and the formation of the use of providing the quality of services.

The results of the analyzing the fourth research hypothesis indicated that providing the quality of services has a positive significant effect on CRM of Saderat bank branches. In other words, providing the quality of services can justify 148% of changes in the CRM of Saderat bank branches in Tehran. The results of this hypothesis are consistent with the results of the following researches: Mohammadi and Rezaei (2015); Fazli and Rashidi Astaneh (2014); Ziaoddini and Lakzadeh (2013); Nikbakht et al. (2012); Safolah et al. (2015); Sharifi and Esfidani (2014); Khang et al. (2010). The managers and officials of the under study bank should invest in their human resources in order to improve the quality of their services; since

employees represent an organization and can indirectly have an effect on the customer satisfaction and CRM, therefore, this part of these efforts should be emphasized on the employees.

The results of analyzing the fifth research hypothesis showed that providing the quality of services has a positive significant effect on customer loyalty of Saderat bank branches in Tehran. It can be said in the other words that providing the quality of services can justify 109% changes in customer loyalty of Saderat bank branches in Tehran. The results of this research hypothesis are consistent with the results of the following researches: Hasanpour et al. (2016); Hassanpour and Hasanpour (2016); Egblopeali & Aimin (2011); Ha et al. (2011); Khang et al. (2010). The Saderat bank officials should try to improve the quality of their banking services and this is done through enhancement and motivation and morale retention as well as morale strengthening and employee motivation; because providing better services to the customers and solving the problems and helping them will lead to customer loyalty to the bank. The other direct effect of the service quality is increasing the ability of banks to provide services efficiently and effectively to the customers.

The results of analyzing the sixth research hypothesis showed that CRM has a positive significant effect on customer loyalty of Saderat bank branches in Tehran. It can be said in the other words that CRM can justify 512% changes in customer loyalty of Saderat bank branches in Tehran. The results of this research hypothesis are consistent with the results of the following researches: Hasanpour et al. (2016); Hassanpour and Hasanpour (2016); Mohammadi and Rezaei (2015); Nikbakht et al. (2012); Safolah et al. (2015); Rizan et al. (2014). The Saderat bank officials are advised to provide good conditions in line with the implementation and application of the CRM system in the bank; in this way, they can increase their customer loyalty and satisfaction. The emergence of this factor will certainly help the banks to take effective steps to deliver better services to their customers.

References

- Aghdavood, Seyyed Rasoul, Daraei, Mohammad, (2016); Practicing how to behave with the customers, Ghazal Publishing, Isfahan.
- Alire C.A. (2007). Word of mouth marketing: abandoning the academic library ivory tower. *New Library World*, 108(11/12), 545-551.
- Almani, A. Shirvani, H. A. Gilaninia, S. (2012). A study of factors influencing positive word of mouth in the banking industry, *Middle-East journal of scientific research*, 11 (4). Pp. 454-460.

- Aldlaigan, A. H., & Buttle, F. A. (2002). SYSTRA-SQ: a new measure of bank service quality. *International Journal of Quality & Reliability Management*, 22(9), 362-381.
- Alrubaiee, L., Al-Nazer, N., (2010). Investigate the impact of relationship marketing orientation on customer loyalty: the customer's perspective. *International Journal of Marketing Studies* 2 (1), 155–164.
- Bergman, Drik, (2012). Targeting in Advertising Markets: Implications for off-line vs. online Media, *RAND Journal of Economics*.
- Elahi-nezhad, Aghil, Elahi-nezhad, Zeynab, Elahi-nezhad, Kobra, (2016); Investigating the relationship of organization's image and the quality of services with customer loyalty in (Melli/National Bank of Kohgiluyeh and Boyer Ahmad Province); International Conference of Management Elites, Tehran, International Conference Hall of Shahid Beheshti University, Tehran.
- Elahi, Shaban; Heydari, Bahman, (2008); CRM, Printing and Publishing Company, Tehran.
- Fazli, Safar, Rashidi Astana, Matin, (2014). The Role of Effective Factors on the Success of the CRM Strategy in Gilan Province Automobile Dealers, *Business Management Magazine*, Volume 6, Issue 1, pp. 125-144.
- Hasanpour, Reza, Hasanpour, Mohammad (2016). Investigating the effect of e-banking on customer loyalty and satisfaction in Melli/National Bank (Melli/National Bank of Rudsar), The 2nd International Conference of New Findings of Science and Technology.
- Hassanpour, Mohammad, Akbari, Yousef, Hassanpour, Reza, Zakizadeh, Hossein (2016). The relationship between customer expectation with customer satisfaction and loyalty of all Saderat bank branches in Tehran, with regard to the mediating role of e-banking; The 5th International Conference of Accounting and the Management and The 2nd Conference of Entrepreneurship and Open Innovations; pp. 1-9.
- Han, X., J. Kwortnik, J.R., Wang, C., (2008), "Service Loyalty An Integrative Model and Examination across Service Context", *Journal of Service Research*, Vol. 11, No. 1, pp. 22-42.
- Hoq, M. Z. Amin, M. (2010). The role of customer satisfaction to enhance customer loyalty, *African Journal of Business Management*, Vol. 4, No. 12, pp. 2385-2392.
- Jafari, Meysam, SAfa, Shahab, (2017). Diagnosing of the quality of provided services in the disciplinary organizations using Sytra-SQ model, *Scientific and Review Journal*, Twelfth year, No. 50, pp. 141-158.
- Kheng, L. L. Mahamad, O. Ramayah, T. and Mosahab, R. (2010). The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia. *International Journal of Marketing Studies*, 2, (2), 57 – 66.
- Kiani Manesh, Kamran, (2006). Effective Advertising Equivalent to a Two-Way Path, *Journal of Communication Knowledge*, No. 5 & 6.

- Matos, C., Henrique, J.L, de Rosa, F., (2009), The different roles of switching costs on the satisfaction-loyalty relationship, *International Journal of Bank Marketing*, Vol. 27, No. 7, pp. 506-523.
- Maleki, Anahita, Darabi, Mahan, (2008). Different Methods of Customer Satisfaction Measurement, *Automobile Engineering and Related Industries Monthly Magazine*, 1st Year, No. 3.
- Malik, M. E. Naeem, B. Nasir, A. M. (2011). Hotel Service Quality and Brand Loyalty, *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 3, No. 8, pp. 621- 629, 2011.
- Mohammadi, Esfandiar, Rezaie, Zahra (2015). Investigating the Relationship between CRM and Relationship Quality and the Customer Lifetime Value in the Hotel Industry (Ilam City), *Journal of Tourism Planning and Development*, Vol. 4, No. 15, pp. 62-79.
- Nikbakht, Hamid Reza, Danaei, Abolfazl, Hematian, Hadi, (2012). Investigating the Relationship Between Intellectual Capital with CRM (Semnan Telecommunication Company), *International Management Symposium*, The Center for Access to Sustainable Development, Tehran.
- Packard, Hewlett. (2002). reaping the returns of customer relationship management: a seven-step.
- Parasuraman, A., Zeithaml, Valerie. A. Berry, Leonard. L. (1985). A Conceptual Model of Service Quality and Implications for Future Research. *Journal of Marketing*. Volume 49.
- Ryzan, Lynette & Knox, Simon. (2014). Cross-Functional Issues in the implementation of relationship marketing through customer relationship management. *European management. Journal* Vol.19.No.5. pp. 534-542.
- Soderlund (2006). Measuring customer loyalty with multiitem scales: A case for caution", *International Journal of Service Industry Management*, Vol. 17 Iss: 1, pp.76 – 98.
- Spreng, R. A., Shi, L. H., Page, T. J. (2009), Service Quality and Satisfaction in Business-to-Business Services, *Journal of Business & Industrial Marketing*, Vol. 24, 19, No. 3, pp. 350-372.
- Saifullah Hassan, R., Nawaz, A., Nawaz Lashari, M. and Zafar, F. (2015). Effect of customer relationship management on customer satisfaction, *Procedia Economics and Finance*, 23: 563 – 567.
- Venus, Davar, Zohuri, Bahare, (2011). Investigating the Effect of the Value Dimensions of Relation-Oriented Marketing on the Customer Loyalty to the Mobile Phone Brand, *Business Management Magazine*, Volume 3, No. 8, pp. 149-172.

- Wu, H. & Lin, H. (2012). A hybrid approach to develop an analytical model for enhancing the service quality of e-learning. *Computers & Education*, 58(4): 1318-1338.
- Yee, B. Y. & Faziharudean, T. M. (2010). Factors Affecting Customer Loyalty of Using Internet Banking in Malaysia. *Journal of electronic banking system*, (592297): 1- 21.
- Zins, A. H., (2001), Relative attitudes and commitment in customer Loyalty models, *International Journal of Service Industry Management*, Vol. 12, No. 3, pp. 269-294.
- Zablah, A.R. Bellenger, D.N. and Johnston, W. J. (2004). An evaluation of divergent perspectives on customer relationship management: towards a common understanding of an emerging phenomenon, *Industrial Marketing Management*, 33(6): 475-89.
- Zahed-pasha, Hadi, (2011). The factors influencing on E-banking customer loyalty in e-shops; *E-Government Monthly Magazine*, (10).
- Ziaoddini, Mohammad, Lakzadeh, Iman (2013). Investigating the relationship of intellectual capital with CRM of Saderat banks in Kerman, *International Management Conference*, pp. 31-40.