

**Identifying the Association between Relationship Marketing and
Customer Loyalty at ABC Bank in Assumption University Campuses:
A Case Study based on the Student's Point of View**

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Abstract

Relationship marketing is a marketing technique aimed at the development of long term customer relationships. This marketing technique is aimed at retaining existing customers rather than to attract newer customers. The main objective of this research study is to determine whether bonding, trust, commitment, communication, competence and conflict handling dimensions of relationship marketing have a significant relationship with customer satisfaction and customer loyalty variables among banking customers. The researcher identified the student customers of ABC Bank having an account at Hua Mak or Suvarnabhumi campuses of Assumption University Thailand as the target respondents. The study was carried out in 2015 on a convenience sample of 400 respondents. Reliability and internal consistency of the questionnaire were tested using Cronbach's Alpha. The hypotheses were tested using Pearson's correlation and the results showed that there is a significant positive relationship between all the six dimensions of relationship marketing on customer satisfaction. The researcher also found that there is a significant positive relationship between customer satisfaction and customer loyalty.

Keywords: relationship marketing, customer satisfaction, customer loyalty

Introduction

Over the past couple of decades, organizations especially those operating in the service industry sector have increasingly understood the importance of customer centric marketing strategies. This eventually led to the development of the concept of relationship marketing. Relationship marketing was first defined in the year 1983 as a marketing technique used for the purpose of attracting, maintaining and in the case of multiservice organizations, enhancing customer relationships (Berry *et al.*, 1983).

Banking sector is one of the most competitive business sectors in the world. The homogeneous nature of the products offered in this sector highlights the increased need