

Abstract

Relationship marketing is a marketing technique aimed at the development of long term customer relationships. The term was first coined in 1983 and ever since a lot more research studies were carried out regarding this topic in the field of marketing. The main objective of this study is to determine the relationship among the six constructs of relationship marketing chosen for this study on customer satisfaction and customer loyalty 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.

Literature is reviewed on the influence of relationship marketing on customer satisfaction and customer loyalty. The study was carried out in 2015 on a convenience sample of 400 respondents and data were collected through the distribution of structured questionnaires. Reliability and internal consistency of the questionnaire were tested using Cronbach's Alpha. The result of the hypotheses testing using Pearson's correlation showed that all the six underpinnings of relationship marketing have a significant association with customer satisfaction variable with commitment dimension displaying a strong relationship while trust, bonding, communication, competence and conflict handling displaying only a moderate relationship. The researcher also found that there is a significant positive relationship between customer satisfaction and customer loyalty.