



THE IMPACT OF RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION IN PAKISTANI BANKING SECTOR

A Thesis submitted to Department of Management Sciences in
partial fulfillment of the requirement for the MBA degree

Student Name: By Hamna Asif

Student ID:22968

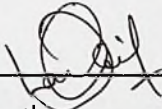
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I, Hamna Asif, Registration No. 22968, hereby submit 02 hard-bound copies of thesis titled "Impact of Relationship Marketing on Customer Satisfaction in Pakistani Banking Sector" in the Management Sciences department as part of fulfillment of the MBA degree requirement.

Candidate Signature: _____

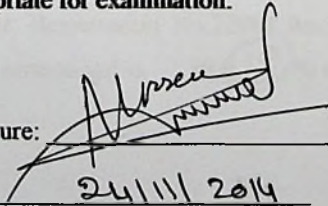


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Certificate of Supervisor

I Naveed Siddiqui being the Supervisor of the above student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

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Abstract

Relationship marketing has gained more and more credibility among the companies and it is still a topic of discussion today. Since companies now a days are competing with each other in order to build a long term positive relationship with their customers. Therefore, this study is aimed to describe how service firms can use relationship marketing as a tool to gain customer satisfaction.

A depiction of literature review can be seen through the theoretical framework, describing how the service firms can use relationship marketing tactics in order to gain customer satisfaction. Five different tactics have been empirically investigated, namely: service quality, brand image, price perception, value offers and communication. This dissertation is a quantitative research study of different banks of Pakistan, which have been led by an inductive and deductive approach which will aim to investigate the aforementioned conceptual framework.

Data was collected, sorted, and coded in order to attain the required quality and accuracy. The data was then entered into the SPSS software for analysis. The data was analyzed on the basis of the research questions. Frequency tabulation tables were used to describe sample characteristics, Pearson Correlation coefficient was used to establish the relationship between the research variables. Finally, the regression analysis was used to establish the effect of relationship marketing on customer satisfaction by studying the effect of relationship marketing tactics: communication, service quality, price perception, value offers and Brand image on customer satisfaction.

Keywords: relationship marketing, relationship marketing tactics, customer satisfaction

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