

CUSTOMER LOYALTY IN COMMERCIAL BANKS OPERATING IN ALBANIA

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ABSTRACT

The financial institutions with high performance are always looking for the needs and requirements of their customers, in order to survive and compete successfully in today's environment of corporate dynamic. For this reason, researchers have stressed repeatedly the importance of customer satisfaction, customer loyalty and retention. The purpose of this study is to develop a better understanding of the theoretical and practical impact of the quality of service in customer loyalty. This study examines the perception of service quality by clients of commercial banks operating in Albania and the effect it has on customer loyalty. Measuring the perception of service quality based on SERVQUAL model proposed by Parasuraman, Zeithaml & Berry (1988), while the measurement of consumer loyalty is done according to the model proposed by Benjamin Osayawe Ehigie (2006). Results of this analysis show that the quality of service is an important prerequisite of customer besikerise. From this study it is clear that managers and decision-makers in commercial banks in Albania seeking to improve the quality of service elements, which constitute the most significant contribution to customer loyalty.

Keywords: Quality of service, loyalty of the clinet, commercial bank, Shqipëria.