

Research Paper



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The Main Antecedent of Customer Loyalty in Moroccan Banking Sector

^aAbdul Naveed Tariq* and ^bNadia Moussaoui

^a North American College of Information Technology, Toronto, Canada

^bBMCE Bank Siège Social, 140 Avenue Hassan II, Casablanca, Morocco

Abstract: Loyal customers are always considered an asset for any business. The aim of this research is to examine the main antecedents of customer loyalty. Data were collected through a survey from Casablanca, Rabat, Tangier and Marrakech. The Pearson correlation was used to test research hypotheses and the multiple regression analysis helped to find the most important antecedent to customer loyalty. Data analysis revealed that customer satisfaction, trust, corporate image and service quality were important factors affecting customer loyalty, with customer satisfaction emerging as the most important of these. The banking sector needs to develop strategies to increase customer loyalty by enhancing customer satisfaction along with trust level, corporate image and service quality. It is envisaged that this study will set a foundation for future research work concerning this aspect of business activity in Morocco and in general, the broader service industry context.

Keywords: Customer loyalty, customer satisfaction, trust, corporate image, service quality

INTRODUCTION

In the contemporary milieu, customer loyalty poses one of the most important dilemmas that confront the Moroccan banking sector. Knowing that the loyal customers are the most important asset to a bank, business managers need to develop marketing strategies that promote and maintain growth in their numbers. Keeping a large base of loyal customers intact gives a competitive advantage to any business. Attracting new customers costs much as six times more than keeping the current ones (Rosenberg and Czepiel, 1984). Customer loyalty would be very significant for banks. It indicates the degree to which their clients would

