

**The 6<sup>th</sup> International Conference on Economics and Social Sciences  
Geopolitical Perspectives and Technological Challenges  
for Sustainable Growth in the 21<sup>st</sup> Century  
June 15-16, 2023  
Bucharest University of Economic Studies, Romania**

**Impact of Relationship Quality on Customer Loyalty:  
A Study in the Banking System**

Dinh Van HOANG<sup>1</sup>, Le Thanh TUNG<sup>2\*</sup>

DOI: 10.24789788367405546-051

**Abstract**

*In recent times, the notion of relationship quality has attracted a lot of interest in the domains of consumer behaviour and marketing. This research aims to investigate the influence of service quality, intimacy, and ethics as antecedents on the elements of relationship quality (satisfaction, trust, and commitment) and loyalty in the Vietnamese banking business. Utilising the mediating function of relationship quality, this research seeks to enhance the understanding of the factors influencing customer loyalty. A survey of 302 bank customers in Vietnam was conducted. The findings show that service quality and ethics have a substantial impact on customer trust, satisfaction, and commitment, resulting in greater loyalty. Furthermore, the study provides managerial implications for Vietnamese banks to improve their service quality and ethical standards to develop customer trust and commitment, resulting in increased customer loyalty in Vietnam's banking industry.*

**Keywords:** Service quality, intimacy, ethics, relationships quality, customer loyalty.

**JEL Classification:** M10, M21, M31.

**1. Introduction**

Customer loyalty is a critical element for businesses operating in highly competitive environments such as the banking system (Athanasopoulou, 2009). Building and maintaining strong relationships with customers is essential for banks to ensure their long-term success. The banking system in Vietnam is extremely crucial to the country's socioeconomic growth and has become increasingly competitive. According to SBV (2022), 68 % of adults in Vietnam have a bank account as of mid-2022. To gain a competitive edge, banks must maintain customer

---

<sup>1</sup> Graduate School, Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam,  
hoangdv.22ab@ou.edu.vn.

<sup>2</sup> Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam, tung.lt@ou.edu.vn.

\* Corresponding author.

loyalty, which is more valuable than acquiring new customers and leads to repurchase and positive word of mouth (Ferguson et al., 2006). Loyal consumers are also more beneficial because they are more likely to purchase extra services and are less price-sensitive (Lee-Kelley et al., 2003).

Relationship quality, which encompasses satisfaction, commitment, and trust, is a crucial factor affecting customer loyalty (Ibrahim, Aljarah, 2021; Ivens, 2005). However, relationship quality antecedents have not been fully identified and are easily confused with other definitions (Roberts et al., 2003). The antecedents vary in different contexts and fields of research, for example, in finance. Bejou et al. (1996) refer to customer orientation, selling orientation, ethics, salesperson's expertise, and duration of the relationship. In the retail sector. Liu et al. (2011) proposed playfulness, service quality, and intimacy as antecedents. In the organisational context, employee ethics are considered an antecedent (Schwepker Jr, 2013). In the context of emerging economies such as Vietnam, there has been no research to address the employee's ethics towards the quality of relationships with customers, and the antecedents of the quality of relationships affecting loyalty via the mediating role of relationship quality in the banking system. In addition, the research question is what aspect of the quality of the relationship will affect loyalty? What is the impact relationship between these antecedents and the quality of the relationship? What is the level of effects of relationship quality on loyalty? Therefore, this study will focus on clarifying the antecedents of relationship quality based on aspects such as Service Quality, Intimacy, and Ethics affecting loyalty through the intermediate role of relationship quality (Trust, Commitment, Satisfaction), thereby supplementing the theory of quality of relationships in the banking field in Vietnam.

By examining how relationship quality can operate as a mediator between relationship quality and other related quality antecedents, such as service quality, intimacy, and ethics, the current research seeks to fill a deficiency in the literature. Bank executives and managers can improve the quality of the relationship and customer loyalty by being aware of the elements that influence it. The study findings will provide important information on how relationships affect customer loyalty and will also make pertinent recommendations for the banking system.

## **2. Literature Review and Hypotheses Development**

### ***2.1 Linking between Service Quality and Satisfaction, Trust***

Existing studies have shown that strengthening service quality may increase consumer trust and satisfaction (Jih et al., 2007; Park, Tran, 2020). According to Crosby et al. (1990) claimed in their relationship quality model that service provider competence greatly influences relationship quality, while consumers' impression of service quality validation favourably affects relationship quality. Several studies have examined service quality in many industries, including telecommunications (Zhou et al., 2019), banking (Nataraj, Rajendran, 2018; Park, Tran, 2020), and retail (Jih et al., 2007). According to a recent study, service quality, defined as the whole quality of the service that consumers feel after using it, has a beneficial influence on

relationship quality, which includes customer satisfaction and trust. The following hypothesis is proposed:

H1a. Service quality has a positive effect on customer satisfaction.

H1b. Service quality has a positive effect on trust.

## ***2.2 Linking between Intimacy and Trust***

Intimacy, defined as the level of closeness between customer-provider relationships, is considered a crucial element in building trust in customer-provider relationships (Mulia et al., 2021). Customer intimacy involves activities that ensure customer satisfaction with every interaction they have with a company (Liu et al., 2011) or customising products and services to match customers' specific demands (de Waal, van der Heijden, 2016). According to Lloyd and Luk (2011), the relationship between service staff and consumers is the most important aspect in determining customer intimacy. Liu et al. (2011), excellent service during customer-employee interactions results in increased customer intimacy and loyalty, leading to enhanced profitability (Xu, van der Heijden, 2005). Intimacy can be established through both direct and indirect means (Froehle, Roth, 2004) and has a critical role in consumer attachment to a service provider and the establishment of a valued and convenient relationship with a firm (Lloyd, Luk, 2011). Mulia et al. (2021) found that this degree of intimacy, regarded by the customer as a source of happiness, can lead to increased trust in the organisation. Based on these observations, the following hypothesis is proposed:

H2. Intimacy has a positive effect on trust.

## ***2.3 Linking between Ethics and Trust, Commitment***

In banking, the ethical behaviour of salespeople has a profound effect on consumer loyalty, and trust is seen as a critical component in establishing customer trust and loyalty (Wijaya et al., 2022; Alrubaiee, 2012). Moreover, a salesperson's confidence in their management may encourage ethical conduct (Wijaya et al., 2022). As the behaviour of salespeople can significantly influence the customer's perception of the organisation, particularly in the service environment, their ethical behaviour is vital (Zeithaml et al., 2006). In light of these findings, the following theory is proposed:

H3a: Ethics has a positive effect on customer trust.

Morgan and Hunt (1994) defined commitment as a promise of the longevity of a transactional relationship, and this concept is crucial for developing long-term partnerships. Alrubaiee (2012) found a positive association between corporate ethics and commitment, indicating that ethical values strongly influence organisational commitment (Hunt et al., 1989; Fu, 2014). As a result, the idea presented below is offered:

H3b: Ethics has a positive effect on customer commitment.

## ***2.4 Linking between Satisfaction and Loyalty***

Customer loyalty is closely related to customer satisfaction (Kotler, Keller, 2016). Customer satisfaction is defined as the customer's sentiments of pleasure or displeasure due to the discrepancy between the perceived quality of a product or service and their expectations (Kim et al., 2004). It is a critical factor that contributes to a company's success, as it leads to positive customer perceptions and repurchases (Zhou et al., 2019). Customer loyalty is essential to a company's long-term survival and prosperity (Kim et al., 2004), and it has been demonstrated that customer satisfaction leads to increased customer loyalty (Alawneh, 2013; Caceres, Paparoidamis, 2007; Singh, Sirdeshmukh, 2000). Customer loyalty cannot always be exclusively affected by satisfaction; it can also be influenced by other elements, such as trust (Gerpott et al., 2001). As a result, the idea presented below is offered:

H4: Satisfaction has a positive effect on customer loyalty.

## ***2.5 Linking between Trust and Loyalty***

The interrelation between customer loyalty and trust is essential for businesses and consumers (Chiou, Droge, 2006). Brand trust has a positive impact on brand loyalty and plays a vital role in establishing strong brand connections with customers (Bunn et al., 2000). Trust drives consumer behaviour and enhances customer relationships, leading to increased customer loyalty (Liu et al., 2011; Rahmani-Nejad et al., 2014). According to the research of Shamdasani and Balakrishnan (2000) and Vieira et al. (2008), trust is a necessary precondition for consumer loyalty. Additionally, trust enhances brand loyalty in brand communities based on social media (Laroche et al., 2012) and is the result of the cumulative effect of service engagement (Chiou, Droge, 2006). The following hypothesis is proposed:

H5: Trust has a positive effect on customer loyalty.

## ***2.6 Linking between Commitment and Loyalty***

Customer loyalty is characterised as an unwavering desire to keep a valued connection, and customer commitment is a significant driver of loyalty (Caceres, Paparoidamis, 2007; Alrubaiee, 2012). Dedicated customers have a strong emotional commitment to a brand, which leads to increased brand-related attitudinal loyalty, such as positive word of mouth and repurchase (Ferguson et al., 2006). Strong customer loyalty has also been connected to stronger intentions to suggest and purchase (Ivens, 2005; Singh, Sirdeshmukh, 2000). The following hypothesis is proposed:

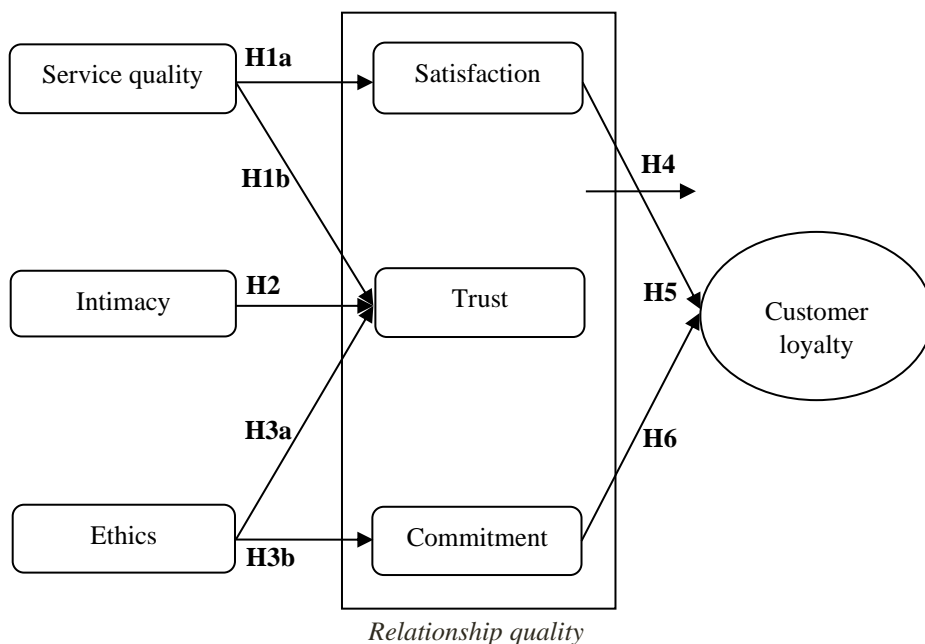
H6. Commitment has a positive effect on customer loyalty.

## **3. Methodology**

### ***3.1 Conceptual Model***

Based on prior research, the conceptual model for this study (Figure 1).

**Figure 1. The conceptual model**



### 3.2 Research Design

The research design of this study is qualitative, utilising non-numerical techniques to gather and analyse data, and numbers were assigned to statements to gauge individuals' level of agreement or disagreement. To assess various relationships, regression calculations were performed using IBM SPSS version 25 and AMOS 24. The research design was chosen on the basis of the study objectives.

### 3.3 Participant's Design and Selection

This study sought to investigate the connection between relationship quality and customer loyalty in the Vietnamese banking sector among customers who used banking services. The target demographic was selected based on the research objectives and allowed for the assessment of the impact of relationship quality on loyalty in a banking system. According to Hair et al. (2010), it is necessary to have at least five times as many variables as those observed. A minimum sample size of 140 with 28 observed variables was determined. The participants were randomly selected to ensure that all members of the population were equally represented.

Participants could score their level of agreement or disagreement with each statement on a 5-point Likert scale using the survey questionnaire used in this study. The survey was carried out over eight weeks in November and December 2022, and to examine the correlations between factors, data were analysed using regression calculations with IBM SPSS version 25 and AMOS 24. The aims and goals of the study had an impact on the qualitative research design, which used a nonprobability convenience sampling approach to gather and evaluate the data.

### **3.4 Questionnaire and Measurement**

The data collection questionnaire was divided into two sections, the first of which asked about the respondents' demographics and the second of which asked about Vietnam's banking services. The second section comprises 28 questions that examine seven latent variables: service quality, intimacy, ethics, satisfaction, trust, commitment, and loyalty. The 7 factors were as follows: (1) trust, which was assessed using 08 variables from the study of Shamdasani, Balakrishnan (2000); (2) intimacy, which was measured using 03 variables from Liu et al. (2011); (3) ethics, which was measured using 03 variables from Alrubaiee (2012); (4), (5) customer satisfaction, which was assessed using 04 variables; commitment, which was measured using 03 variables from the study of Alawneh (2013); and (6) trust, which was evaluated using 04 variables from Vieira et al. (2008), and (7) loyalty, which was measured using 03 variables from Nataraj and Rajendran (2018). A qualitative study was conducted to assess the suitability of the scale after it was translated from English to Vietnamese and vice versa. This method involved double-handed discussion, and there were 13 subjects interviewed, including 3 bank leaders and 10 devoted customers who frequently use banks' services. A total of 302 observations were included in the quantitative study. The SPSS 25 and AMOS 24 reliability analyses revealed that all of the scales were reliable, with Cronbach's alpha values > 0.7. The discovery factor analysis (EFA) removes minor parameters by examining factor loading coefficients and variance. Analysis of the confirmation factor (CFA); Analysis of the SEM linear structural model to evaluate the proper model with data and to assess the research model's proposal assumptions.

## **4. Result and Discussion**

### **4.1 Descriptive Statistics**

Customers who utilised service banking were given 330 surveys as part of the study. Following the screening procedure, 302 valid votes were collected, with a response percentage of 91.52 %. Statistical analysis and association testing were performed. For the demographic and descriptive analysis, SPSS version 25 was utilised. Table 1 shows that there is a large gender discrepancy in involvement (male = 44%, female = 56 %). The majority of individuals who participated (37.4 %) were between the ages of 41 and 50. The research included 74 adults over the age of 50 years. The majority of survey respondents (38.7 %) earned between 5 and 10 million VND per month, had a university degree (78.53 %), and worked as a freelancer (35.4 %).

**Table 1. Descriptive statistics**

<b>Characteristics</b>	<b>Number</b>	<b>Frequency (%)</b>
<b>Gender</b>		
Male	133	44.0
Female	169	56.0

Characteristics	Number	Frequency (%)
<b>Age</b>		
< 30	36	11.9
31-40	113	37.4
41-50	79	26.2
> 50	74	24.5
<b>Education</b>		
High School and lower	22	7.3
College	125	41.4
University	117	38.7
MA/MSc	38	12.6
<b>Occupation</b>		
Officer	97	32.1
Freelancer	107	35.4
Retired	25	8.3
Other	73	24.2
<b>Income</b>		
<5 million VND	26	8.6
From 5 million to < 10 million VND	117	38.7
From 10 million to < 15 million VND	77	25.5
≥ 15 million VND	82	27.2
<b>Total</b>	302	100

Source: Primary data.

#### 4.2 Evaluate the Reliability of the Scale

Table 2 shows that all CR values  $> 0.7$ , with values [0.833 - 0.906], demonstrating the scale's dependability. Furthermore, the AVE values are acceptable, ranging from [0.510 - 0.763]  $> 0.5$ . For all factors, the MSV values are lower than the AVE values. These findings demonstrate that the scale has separate values for each of the seven criteria, and Standardized Regression Weights range from [0.718 - 0.945]  $> 0.5$ . (Hair et al., 2010). Therefore, it can be concluded that the scale of 7 factors achieved convergence value and discriminant validity since the variables within each component are more closely associated with one another than the variables in other factors.

**Table 2. Inter-construct correlations and Average Variance Extracted from each construct**

Variables	CR	AVE	MSV	MaxR(H)	RQ	SAT	TRU	LOY	INT	CMM	ETC
RQ	0.879	0.510	0.102	0.884	<b>0.714</b>						
SAT	0.900	0.694	0.133	0.907	0.216**	<b>0.833</b>					
TRU	0.882	0.660	0.133	0.926	0.174**	0.365***	<b>0.812</b>				
LOY	0.906	0.763	0.048	0.916	0.001	0.220***	0.182**	<b>0.873</b>			
INT	0.884	0.719	0.089	0.924	0.1234	0.184**	0.299***	0.025	<b>0.848</b>		
CMM	0.828	0.617	0.078	0.833	0.065	0.051	0.132	0.151*	0.280***	<b>0.785</b>	
ETC	0.833	0.625	0.102	0.838	0.320***	0.240***	0.176**	0.044	0.187**	0.135*	<b>0.790</b>

Note: \*\*\*, \*\*, \* significant at 1 %, 5 %, 10 %.

Source: Results from data analysis.

### 4.3 Exploratory Factor Analysis (EFA)

According to the data in Table 3, the KMO value is 0.818, which is greater than 0.5. The Bartlett test also has a Sig = 0.00 (<0.05), significance level, indicating that the variables are correlated and acceptable for component analysis. According to the factor analysis, the conditional analysis conditions are appropriate, as indicated by Eigenvalues of 1,550 (> 1) and a total variance removed of 63,834 % (> 50 %). Furthermore, the factor analysis reveals that 28 observations can be classified into 7 factors, with all variables having factor loadings larger than 0.5, demonstrating their importance.

**Table 3. KMO and Bartlett's test and total variance explained**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.818
Bartlett's Test of Sphericity	Approx. Chi-Square	4753.952
	df	378
	Sig.	.000
Extracted variance		63.834%
Initial eigenvalues		1.550

Source: Results from data analysis.

### 4.4 Confirmatory Factor Analysis (CFA) and SEM Standardized

Table 4: The results of the analysis revealed a  $\chi^2 = 468.479$ ,  $df = 313$ , and a p-value = 0.000. The value of Cmin/df = 1.497, which was less than 2, and CFI, Tli, and GFI > 0.9, while RMSEA= 0.041<0.05 (Hair et al., 2010; Hu, Bentler, 1999). These results indicate that the model has a good fit and is suitable for data collection.

**Table 4. Confirmatory factor analysis (CFA) and SEM standardized**

	CMIN ( $\chi^2$ )	df	P-value	CMIN/df	GFI	TLI	CFI	RMSEA
Result	468.479	313	0.000	1.497	0.965	0.960	0.899	0.041
Criteria				< 2	> 0.9	> 0.9	> 0.9	< 0.05

Source: Results from data analysis.



### 4.5 Estimated Result

We will check six hypothesised relationships between the variables in the proposed model. Table 5 shows the estimated result of the structural equation model. Three coefficients have been unveiled statistically significant at 1 % (p-value <0.01), besides, two coefficients were 5 % (p-value < 0.05), and two others were 10 % (p-value < 0.1). However, one coefficient is not statistically significant.

**Table 5. Estimated result**

			Estimate	SE	CR	p-value	Conclusion
Satisfaction	<----	Service quality	.228	.077	3.550	***	Accepted H <sub>1a</sub>
Trust	<----	Service quality	.121	.081	1.857	*	Accepted H <sub>1b</sub>
Trust	<----	Intimacy	.263	.059	4.297	***	Accepted H <sub>2</sub>
Trust	<----	Ethics	.087	.072	1.283	.200	Rejected H <sub>3a</sub>
Commitment	<----	Ethics	.142	.051	2.060	**	Accepted H <sub>3b</sub>
Loyalty	<----	Satisfaction	.110	.064	1.802	*	Accepted H <sub>4</sub>
Loyalty	<----	Trust	.134	.097	2.068	**	Accepted H <sub>5</sub>
Loyalty	<----	Commitment	.175	.066	2.828	***	Accepted H <sub>6</sub>

Note: \*\*\*,\*\* significant at 1%, 5%, 10%

Source: Results from data analysis

In detail, the quality of service has positive impacts on customer satisfaction and customer trust when clients make transactions with the bank. Then, H1a and H1b are confirmed at 1 % and 10 %, respectively. On the same direction, intimacy is positively connected with customer trust, as well as ethics positively connected with customer commitment. Therefore, H2 and H3a are accepted at 1 % and 5 %, respectively. The estimated result concludes that three variables including customer satisfaction, trust, and commitment have positive effects on the loyalty of customer at 1 %, 5 %, and 10 %, respectively. Likewise, H4, H5, and H6 can be confirmed. However, H3a cannot be confirmed due to the insignificant coefficient (P-value > 0.1).

### 5. Managerial Implications

The impact of relationship quality on customer loyalty in the Vietnamese banking system has significant managerial implications.

In theory, this study contributes to the current body of literature on the subject by providing complete knowledge of the interplay between the numerous components that contribute to customer loyalty. It emphasises the complex nature of customer loyalty and how it may be impacted by various interdependent and linked variables of relationship quality.

Firstly, the practical consequences of this study for banking management in Vietnam are important, and it highlights the significance of service quality in

determining customer satisfaction, which leads to customer loyalty. Banking executives must try to provide high-quality services while regularly assessing and improving service quality to ensure customer satisfaction.

Secondly, the study illustrates the positive impact of ethics on trust, implying that unethical activity by banks can significantly erode customer faith in the bank. Banking executives should be aware of this and ensure that they adopt and maintain high ethical standards in all of their business interactions to keep customer trust.

Thirdly, the study demonstrates the beneficial impact of intimacy on trust and the good impact of ethics on commitment, implying that tight and personal connections with consumers, as well as intimacy to ethical practices, may help create and retain customer trust and commitment. Banking executives should seek to develop intimate and personal ties with their consumers, as well as use ethical procedures to encourage customer trust and loyalty.

Finally, the study emphasises the beneficial influence of satisfaction and intimacy on customer loyalty. Banking executives should consequently focus on meeting customers' demands, increasing customer satisfaction, and encouraging customer loyalty to the bank. This may be accomplished through individualised offerings, proactive customer service, and ongoing customer interaction.

## **6. Conclusions**

The study will examine how service quality, ethics, intimacy, trust, satisfaction, commitment, and loyalty affect customer loyalty. A qualitative study technique was adopted, and a survey of 302 Vietnamese customers who used financial services was conducted. The outcomes of the study demonstrated that service quality and ethics harmed trust. Furthermore, trust harms loyalty. On the other hand, service quality positively affected satisfaction, intimacy positively influenced trust, and ethics positively influenced commitment. Furthermore, satisfaction and intimacy have a beneficial impact on loyalty.

The study's outcomes have significant managerial implications for Vietnamese banks. Banks should focus on enhancing service quality and ethics to increase customer trust. This would not only boost consumer satisfaction, but also commitment, which would eventually lead to increased customer loyalty. Building trust and intimacy with the customer is critical for increasing their loyalty. Banks must deliver high-quality services while adhering to ethical standards to develop their customer relationships and promote consumer loyalty.

While this study gives useful insights into the impact of relationship quality on customer loyalty in the Vietnamese banking system, it has certain drawbacks. First off, it is possible that the sample size of Vietnamese banking clients is not representative of the country's entire population, and the study's conclusions could not hold for all users. Second, since the responses were self-reported, there is a chance that perceptual biases affected the findings. Third, the study's focus on the Vietnamese banking sector may not be suitable for other areas.

Future research may expand on this study by looking at additional characteristics that may influence customer loyalty, such as consumer expectations or brand value.

Another area of potential study interest is the impact of technology on the link between customer loyalty and relationship quality, since the advent of digital banking requires understanding how technology influences customer loyalty and relationship quality. A future study might examine the relationship between customer behaviour and relationship quality over time to establish the long-term durability of customer loyalty and the effectiveness of relationship building techniques.

## References

---

- [1] Alawneh, A.A. (2013). Assessing the dimensions of relationship quality in B2C E-banking services: An empirical comparative study, *International Journal of Computer Science Issues*, 9(6), 290-302.
- [2] Alrubaiee, L. (2012). Exploring the relationship between ethical sales behavior, relationship quality, and customer loyalty, *International Journal of Marketing Studies*, 4(1), 7.
- [3] Athanasopoulou, P. (2009). Relationship quality: a critical literature review and research agenda, *European journal of marketing*, 43(5/6), 583-610.
- [4] Bejou, D., Wray, B., Ingram, T.N. (1996). Determinants of relationship quality: an artificial neural network analysis, *Journal of Business Research*, 36(2), 137-143.
- [5] Bunn, A.G., Urban, D.L., Keitt, T.H. (2000). Landscape connectivity: a conservation application of graph theory, *Journal of Environmental Management*, 59(4), 265-278.
- [6] Caceres, R.C., Paparoidamis, N.G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty, *European Journal of Marketing*, 41(7/8), 836-867.
- [7] Chiou, J. S., Droge, C. (2006). Service quality, trust, specific asset investment, and expertise: Direct and indirect effects in a satisfaction-loyalty framework, *Journal of the Academy of Marketing Science*, 34(4), 613-627.
- [8] Crosby, L.A., Evans, K.R., Cowles, D. (1990). Relationship quality in services selling: an interpersonal influence perspective, *Journal of marketing*, 54(3), 68-81.
- [9] De Waal, A., van der Heijden, B. (2016). Increasing customer loyalty and customer intimacy by improving the behavior of employees, *Journal of Strategy and Management*, 9(4), 492-510.
- [10] Ferguson, R. J., Paulin, M., Leiriao, E. (2006). Loyalty and positive word-of-mouth: patients and hospital personnel as advocates of a customer-centric health care organization, *Health Marketing Quarterly*, 23(3), 59-77.
- [11] Froehle, C.M., Roth, A.V. (2004). New measurement scales for evaluating perceptions of the technology-mediated customer service experience, *Journal of Operations Management*, 22(1), 1-21.
- [12] Fu, W. (2014). The impact of emotional intelligence, organizational commitment, and job satisfaction on ethical behavior of Chinese employees, *Journal of Business Ethics*, 122, 137-144.
- [13] Gerpott, T.J., Rams, W., Schindler, A. (2001). Customer retention, loyalty, and satisfaction in the German mobile cellular telecommunications market, *Telecommunications Policy*, 25(4), 249-269.

- [14] Hair, F.J., Black, C.W., Babin, J.B., Anderson, E.R. (2010). *Multivariate data analysis*. Upper Saddle River, NJ: Prentice Hall.
- [15] Hu, L.T., Bentler, P.M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives, *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55.
- [16] Hunt, S.D., Wood, V.R., Chonko, L.B. (1989). Corporate ethical values and organizational commitment in marketing, *Journal of Marketing*, 53(3), 79-90.
- [17] Ibrahim, B., Aljarah, A. (2021). The era of Instagram expansion: matching social media marketing activities and brand loyalty through customer relationship quality, *Journal of Marketing Communications*, 1-25.
- [18] Ivens, B.S. (2005). Industrial sellers' relational behavior: Relational styles and their impact on relationship quality, *Journal of Relationship Marketing*, 3(4), 27-43.
- [19] Jih, W.J.K., Lee, S.F., Tsai, Y.C. (2007). Effects of service quality and shared value on trust and commitment: An empirical study of 3Cs product customers in Taiwan, *International Journal of Business Studies: A Publication of the Faculty of Business Administration, Edith Cowan University*, 15(2), 83-98.
- [20] Kim, M.K., Park, M.C., Jeong, D.H. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services, *Telecommunications policy*, 28(2), 145-159.
- [21] Kotler, P., Keller, K.L. (2016). *Marketing management 15<sup>th</sup> global edition* (Global), Harlow, *Pearson Education Limited*.
- [22] Laroche, M., Habibi, M.R., Richard, M.O., Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty, *Computers in human behavior*, 28(5), 1755-1767.
- [23] Lee-Kelley, L., Gilbert, D., Mannicom, R. (2003). How e-CRM can enhance customer loyalty, *Marketing Intelligence & Planning*, 21(4), 239-248.
- [24] Liu, C.T., Guo, Y.M., Lee, C.H. (2011). The effects of relationship quality and switching barriers on customer loyalty, *International Journal of Information Management*, 31(1), 71-79.
- [25] Lloyd, A.E., Luk, S.T. (2011). Interaction behaviors leading to comfort in the service encounter, *Journal of Services marketing*, 25(3), 176-189.
- [26] Morgan, R.M., Hunt, S.D. (1994). The commitment-trust theory of relationship marketing, *Journal of marketing*, 58(3), 20-38.
- [27] Mulia, D., Usman, H., Parwanto, N.B. (2021). The role of customer intimacy in increasing Islamic bank customer loyalty in using e-banking and m-banking, *Journal of Islamic Marketing*, 12(6), 1097-1123.
- [28] Nataraj, B., Rajendran, R. (2018). Impact of Relationship Quality on Customer Retention- A Study with Reference to Retail Banking in India, *International Journal of Business & Information*, 13(1).
- [29] Park, J.H., Tran, T.B.H. (2020). From internal marketing to customer-perceived relationship quality: evidence of Vietnamese banking firms, *Total Quality Management & Business Excellence*, 31(7-8), 777-799.

- [30] Rahmani-Nejad, L., Firoozbakht, Z., Taghipoor, A. (2014). Service quality, relationship quality and customer loyalty (Case study: Banking industry in Iran), *Open Journal of Social Sciences*, 2(04), 262.
- [31] Roberts, K., Varki, S., Brodie, R. (2003). Measuring the quality of relationships in consumer services: an empirical study, *European Journal of Marketing*, 37(1/2), 169-196.
- [32] SBV (2022). "Two thirds of Vietnamese have bank accounts: central bank", retrieved from <https://www.vnexpress.net/news/industries/two-thirds-of-vietnamese-have-bank-accounts-central-bank-4477605.html>.
- [33] Schwepker Jr, C.H. (2013). Improving sales performance through commitment to superior customer value: The role of psychological ethical climate, *Journal of Personal Selling & Sales Management*, 33(4), 389-402.
- [34] Shamdasani, P.N., Balakrishnan, A.A. (2000). Determinants of relationship quality and loyalty in personalized services, *Asia Pacific Journal of Management*, 17, 399-422.
- [35] Singh, J., Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments, *Journal of the Academy of marketing Science*, 28(1), 150-167.
- [36] Vieira, A.L., Winklhofer, H., Ennew, C.T. (2008). Relationship quality: a literature review and research agenda, *Journal of Customer Behaviour*, 7(4), 269-291.
- [37] Wijaya, T., Nasuka, M., Hidayat, A. (2022). Salesperson ethics behavior as antecedent of Islamic banking customer loyalty, *Journal of Islamic Marketing*, 13(7), 1535-1550.
- [38] Xu, Y., van der Heijden, B. (2005). The employee factor in the service-profit chain framework: A study among service employees working within a leading Chinese securities firm, *Journal of International Consumer Marketing*, 18(1-2), 137-155.
- [39] Zeithaml, V.A., Bitner, M.J., Gremler, D.D. (2006). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill/Irwin.
- [40] Zhou, R., Wang, X., Shi, Y., Zhang, R., Zhang, L., Guo, H. (2019). Measuring e-service quality and its importance to customer satisfaction and loyalty: an empirical study in a telecom setting, *Electronic Commerce Research*, 19, 477-499.