Abstract

This study is based on the results obtained in a previous one on customer loyalty segmentation of universal banking in the Libertador Municipality of Mérida, Venezuela, looking at the dimensions of satisfaction and commitment. Its main objective is to propose strategies to increase levels of satisfaction and commitment in each segment identified in this study. Through quantitative research supported by correlational statistical analysis, it explores the attributes that users considered most important, and yet not satisfactorily evaluated. It also identifies, service failures in these attributes, elements of the commitment that had a low presence and moderate positive correlations between satisfaction and commitment. All this allows measuring the effects of proposed strategies in the context of relationship marketing that can be adopted by banks to improve customer loyalty.

Keywords

Strategies, Relationship marketing, Satisfaction and commitment.