

Impact of Customer Relationship Marketing on Customer Loyalty with Special Reference to State Sector Commercial Banks in Sri Lanka

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This article aims to analyze the impact of customer relationship marketing on customer loyalty within state-sector commercial banks in Sri Lanka. In today's competitive global marketplace, relationship marketing is recognized as a valuable tool for organizations seeking to establish enduring relationships with their customers. The significance of relationship marketing has increased in recent years as a means to foster long-term customer relationships and inspire loyalty. A quantitative research design was employed for this study. The convenience sampling method was used to collect data from 360 customers who had conducted transactions with state-sector commercial banks in Sri Lanka. Data were gathered using a structured questionnaire administered online. The findings indicate that trust, commitment, communication, conflict handling, and competence all have a positive and significant impact on customer loyalty within state-sector commercial banks in Sri Lanka.

Keywords: *Customer Loyalty, Customer Relationship Marketing, State Sector Commercial Bank*