Banking Industry has played role of back born for any country. Financial transactions were performed through banking industry makes country growth significant. Banking is the sector where most of the people associated with. In this competitive edge relationship will be the key aspect which leads to dominate in the market. Banking sector can make and destroy any country’s economy. While talking about the India has witnessed so many ups, downs and changes over 70 years of Independence. After Independence how to reform Indian economy had been priority for the government and for which Banks played which kind of role was important. Decision was restricted for banking sector to have hold of government for financial transactions. In 1991 Narshima committee had taken very bold steps for banking sector and reform all the policy towards liberalization of financial sector. This step had given significant changed in financial sector and new dimensions to all the previous issues related to banking sector in India. The liberalization of the banking industry in India, new rules and regulations had been formed for new banks and easy entrance policies which promotes competition. In addition customers have more choices for bank selection. Banking is the sector where choice is also depended on their trust and past experience. In Pre Industrial era people are more concern to sell. Anyhow selling was only important key factor to run any business successful. It is true till today selling is a key factor, but how to sell whom to sell and when to sell is also important. So era was of direct selling and customer acquisition. Than in post Industrial era was focused on mass transaction and bulk selling. Where now today’s area to make relations is first priority and satisfy their customer is the key factor which will help to establish a relationship and convert is in strong relations which make any terms favorable to that brand. So this era is considered as relationship marketing and customer retention. Brand stands for the successful proven performance. This continuous success for performance will convert slowly and steadily in loyalty.
The research aims to investigate the impact of relationship marketing and brand loyalty in state bank of India’s banking system in Gujarat. The present study also would be the guide for the bank to understand relationship marketing importance and loyalty impact on their customers where satisfaction plays important role. Satisfaction leads to the relations and make customer loyal to the bank. The studies mainly focus on the impact of the relationship marketing on the satisfaction and loyalty. Faith in the service provider, Allegiance, Effective Communication Skill and Faibility, Problem Addressing Skills and Switching Hurdles are the six major factor which were identified through the procedures.

In order to achieve the study objectives, questionnaire was designed & distributed over Gujarat Convenience method was used. The responses are collected & analyzed through SPSS and smart PLS 3.0 for Exploratory factor analysis, Confirmatory factor analysis, Reliability and validity, Partially least square structural equation modeling and Sober test to check the impact. Cross tabulation is used to check the demographic variables impact on relationship marketing, brand loyalty and satisfaction.

The findings of this study will be helpful to improve Relationship between SBI staff and their customers which will have also influence on Brand loyalty. The study will help bank in deciding there, consumer’s needs and requirement regarding services better way. This study will also add some new direction to the customers and bank staff both then they can serve better way and where they can improve. The study would also be a useful reference for other banks to think in this direction and better way define role of mediators by bank employee in respect of bank to the customers.

The findings indicate that relationship marketing and brand loyalty have impact on each other where satisfaction is playing mediator role to establish relationship marketing and brand loyalty.
Therefore, this study was conducted to identify relationship marketing (RM) tactics impacts on loyalty due to satisfaction and highlight the main factors on which Banking sector can rely which gives them positive results. State bank of India has wide network and lots of customers but many studies reported that customers are not satisfied with the services. Because of nationalized bank and older one in Indian history people trust their name. Next generation people preferred bank who fulfils their needs and wants and identify their requirement, transaction pattern and give better deal in same charges. If state bank of India want to retain and increase their customers, they have to work on concepts like relationship marketing and brand loyalty. For which they have to satisfy the customers to make them loyal and develop relation with them. Satisfaction will play key role. This study will help them for where to focus exactly.