

## عنوان مقاله:

Investigating Affecting Quality of E-Insurance on Trust and Satisfaction Customer With Lee and Chung Model (Case Study: Iran Insurance in Khoarsen Razavi)

## محل انتشار:

مجله بین المللی مطالعات پیشرفته در علوم انسانی و اجتماعی, دوره 3, شماره 3 (سال: 1393)

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## خلاصه مقاله:

The present study investigated the effects of quality e-insurance on trust and customer satisfaction derived from the model of Kun Chang Lee, Namho Chung (۲۰۰۹) in Iran insured of Khorasan Razavi. In this study, the methodologies of descriptive-correlational and cross-sectional survey were employed. The population studied included all eligible individuals use of electronic insurance in Khorasan, using simple random sampling were available, ۲۱۰ were selected as sample. For data analysis, the descriptive statistics to examine the demographic characteristics of society were applied and data normality was checked and the last Effect of variables and hypotheses testing, multivariate regression test T\_Value and P use will. At all stages of data analysis, software SPSS/۱۸ was applied. The results showed that system quality, information quality and design quality have a direct significant relationship to trust and customer satisfaction of Iran Electronic Insurance.

## کلمات کلیدی:

Trust, Customer Satisfaction, Design Quality, information quality, System quality, E-insurance

## لینک ثابت مقاله در پایگاه سیویلیکا:

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