

عنوان مقاله:

The Role of Customer Relationship Management Quality and Brand Image in Customer Loyalty

محل انتشار:

مجله بین المللی اقتصاد مقاومتی، دوره 11، شماره 3 (سال: 1402)

تعداد صفحات اصل مقاله: 9

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خلاصه مقاله:

The purpose is to study the role of customer relationship management (CRM) quality and the modifier brand image in shaping customer loyalty. This is an applied research conducted through a descriptive-correlational design. The statistical population included customers of commercial insurance in the city of Mashhad. ۴۳۶ questionnaires were collected electronically and randomly through insurance agencies. The data collection tool was a standard questionnaire. The questionnaire's content validity was measured using expert opinion, its construct validity was measured by confirmatory factor analysis, and its reliability was measured by Cronbach's alpha. The hypotheses were tested using structural equation modeling in PLS software. The obtained results showed that the components service quality and customer value had a positive effect on customer loyalty, while the components service quality, customer value and customer satisfaction had a positive effect on CRM quality. In addition, the effect of CRM quality on customer loyalty was confirmed. Further, the results confirmed the mediating role of CMR quality was confirmed, but did not confirm the moderating role of brand image. However, the results did not support the direct effect of customer satisfaction on customer loyalty.

کلمات کلیدی:

Brand Image, Customer relationship management (CRM) quality, customer loyalty, Insurance Company

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