عنوان مقاله:

Assessing the Relationship Between MIS and Customers Retention in Tehran Dey computer company

محل انتشار:

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خلاصه مقاله:

Customers are one of the most important resource of any organization that in today s market every organization has to have a specific attention to it ,that would be one of managers most critical roles ,helping the use of management information systems and obtaining interest and tests of customers in a great way and helping to customer retention. that in the following study the impact of implementation of management information systems for customers retention in Tehran Dey computer company has been investigated. In compliance with this goal, four factors of customer retention are known that are customer satisfaction, price, customer involvement, and service quality. Then the relationship between these factors and MIS is analyzed. The results illustrated that MIS implementation has a statistical relationship with customer retention factors. It also shows that the relationship between MIS and independent variables is linear and this relationship is shown by regression model. This linear model shows price has the highest effect on MIS. Other variables have been ranked based on their effect on MIS which are: service quality, customer satisfaction and customer involvement This research is a survey of descriptive and inferential type. The statistical population of this study is thecustomers of Dy Computer company. The sample size is selected by formula n170 by simple random sampling. The tool for collecting data in this study is a demographic questionnaire with Cronbach's alpha coefficient of 0.8.4. Data Analysis has been done using the methods of descriptive statistics as well as tests to investigate the Pearson correlation coefficient, independent t-test with the help of SPSS and generally the results of this study show that there is a significant and positive relationship between management information systems and its costomers retention.

کلمات کلیدی:

MIS, management information systems, Customers Retention ,Customer

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