

عنوان مقاله:

Designing Customer Loyalty Model in Iran Insurance Industry

محل انتشار:

دومین کنفرانس بین المللی بازاریابی خدمات مالی (سال: 1389)

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خلاصه مقاله:

Purpose –The purpose of this article is to explain the customer loyalty model at the level of constructs, drawing from the Iran insurance industry. **Design/methodology/approach** – A SERVQUAL type service-quality instruments is developed for Iran insurance. Path analysis is utilized to examine a model linking service quality, customer satisfaction and loyalty at the level of individual insurance. **Findings** – It is found that the quality of services and customer's satisfaction, are highly correlated. Furthermore the relationship between quality of tangible or intangible services with the customer's satisfaction, is approved. **Research limitations/implications** – This study suffers the limitation that it tests the fit of the model within the limits of a single service industry. Another limitation is availability sampling, however the appropriated fit of the estimated model allows for the study to be a reliable comparison basis for further research. **Practical implications** – Insurance managers must improve both tangible and intangible elements of services to have loyal customers. The proposed model can be used to provide comparable findings across sectors, countries and similar service industries. **Originality/value** – This study explores customer loyalty model at the level of .specific dimensions drawing from Iran insurance

کلمات کلیدی:

SERVQUAL, Customer satisfaction, Customer loyalty, Insurance, Iran Paper type Research paper

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