

The Impact of Service Quality, Trust and Perceived Value on Customer Loyalty in Pasargad Insurance

maryam ghanbarnia*,

Abstract The present study aimed to investigate the influence of service quality, trust and perceived value on customer loyalty in Pasargad Insurance Company. Study in terms of purpose, as a method of data collection survey in nature-based is causal and structural equation. The data in this study is measuring a standard questionnaire. The study populations are customers of Pasargad Insurance Company in Guilan province. Using Cochran formula for calculating the volume of the sample, 388 of customers were ed. Questionnaires were distributed among the population using simple random sampling. In this study foro testing the hypothesis of software SPSS 20 and LISREL 8.54 was used. The results of the research indicate that there is a significant and positive impact between service quality and trust and perceived value. Customer trust has a significant and positive impact on customer satisfaction and customer loyalty and there is a significant and positive impact between perceived value and customer satisfaction and customer loyalty. The results also showed that customer satisfaction has a positive and meaningful impact on customer loyalty. **Keywords:** Service Quality, Perceived Value, Trust, Customer Satisfaction and Customer Loyalty

Keywords : Keywords: Service Quality, Perceived Value, Trust, Customer Satisfaction and Customer Loyalty

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)