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# **Factors affecting the company's customer loyalty province Case Study: Insurance Agents West Province**

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**The intensification of competition in the areas of manufacturing and service around the world and retain customers and increase loyalty in the past than it is more difficult and demands they can help increase customer loyalty. The aim of this study was to identify factors affecting the company's customer loyalty West Mazanadaran province. In the study to three factors: customer trust in staff, customer value and corporate image has been noted. The aim of this study was descriptive and measurement tools for data collection are standardized questionnaire. The study sample, Parsian Insurance Company policyholders West province is unlimited due to the population size of sampling were available and the number of samples was 384. The results showed that in 95% of all known factors on the company's customer loyalty index is effective West province.**

**Keywords :** marketing, loyalty, corporate image, confidence in staff, customer value

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