

The implementation of total quality management in order to improve performance and enhancing the level of customer satisfaction in Guilan Insurance (Case Study: Iran Insurance.co)

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The present study aimed to investigate of TQM to improve performance and increase customer satisfaction insurance companies Gilan province (Case Study: Iran Insurance.co). Study in terms of purpose, as a method of data collection survey in nature-based descriptive causal and structural equation is considered. The study populations are Iran insurance branches in Gilan Province. The number of these companies is 119 and because of the limited number of the population, sampling was done by Cochran method. In any company 1 questionnaire to senior managers were distributed. A standard questionnaire was used to collect data. In this study was to test the hypothesis using structural equation modeling using SPSS 20 software and Smart PLS has been used. Findings the research showed that the implementation of TQM has positive and meaningful impact on the performance of the company and also a significant positive impact on customer satisfaction. The results also showed that improve of performance of has positive and meaningful impact on customer satisfaction.

Keywords : Customer Satisfaction, Performance and Total Quality Management (TQM)

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