The Effect of Customer Knowledge on Service Quality with Considering the Mediating Role of CRM (Case Study: Parsian Insurance Branches in Guilan Province)

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Abstract This study aims to explore the effect of customer knowledge on the quality of service considering the mediating role of the customer relationship management. The purpose of the study is applied and its data analysis is descriptive using a questionnaire. The questionnaire of the study was distributed among Parsian Insurance branches and agencies in Guilan, and the results were analyzed. The statistical population was 60 branches with a total of 155 people who were ed as sample. The sampling method was simple random sampling. In order to be more assured, 80 questionnaires were distributed and 72 of them were returned which were analyzed. Cochran formula for the finite population was used to measure the sample size. Data needed to measure the above mentioned variables were collected using a questionnaire and field method. In order to analyze the data and test hypotheses, descriptive and inferential statistics was used. Regarding inferential statistics, structural equation modeling (SEM) was used using Amos Graphic software. Then, descriptive characteristics of variables and related tables were measured, and distribution of characteristics was evaluated, and finally hypothesis testing was conducted. The results of the study showed that there is a positive relationship between the dimensions of customer knowledge (product quality, customer service, effectiveness of sales personnel, effective communication and social adaptation) and dimensions of service quality (tangible, reliability, assurance and accountability). In addition, customer knowledge and service quality of Parsian Insurance are related through the mediating role of the customer relationship management (customer identification, customer acquisition, customer retention and increased customer).

Keywords : Keywords: Service quality, Customer knowledge, CRM