

# **The impact of service brand's dimensions on Customer retention (Case study: Asia Insurance Agents of Rasht City)**

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Today, a lot of choices, not only is common in consumer markets, but, as well as is common in service markets, including insurance industry, . In markets , products and services, day by day, are similar more than before , a strong brand, may only be a characteristic which Distinguishes product or service offered by a company, other competitors. Studied dimensions, available in many models of brand building, are more According to marketing experts view point , and indevelopment of models, customer reviews, not much used. Therefore This study, with using judgment model about Krystalyz and Krysvchv brand, focuses on aspects of brand that are important customers perspective. And evaluated the impact and significance of these dimensions, on customer response variables (such as satisfaction, brand attitude, and judgment about it) ., in this research, Brand Dimensions are evidence and brand communications, which through their impact on customer satisfaction and customer attitude, impacts on his judgment about the brand . And lead to customer loyalty, and ultimately lead to customer retention. Therefore, in this study we tried to evaluate the effect of service brand, on customer retention in Asia insurance branches, of Rasht. Due to the importance of this issue, and research objectives, this research is descriptive and correlational ,The statistical population of this study included of all customers of ASI insurance branches, in Rasht .and in this study ,available non probability sampling method was used. and for data collection , Crystaliz and krisuchu Research questionnaire (2014) was used. After confirming the validity, with using content, and as well as confirming their reliability by Cronbach's alpha ( $\alpha = 0.87$ ), , to testing eight hypothesis, after confirming the normality of data, obtained data was analyzed with using KImgrvf-Smirnov test, and with descriptive and dedactive statistical calculations (structural equation modeling) with using Spss and

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**Lizrel, software . According to the results of structural equation modeling analysis, the dimensions of service brand through brand satisfaction, brand attitude, brand loyalty, affects on customer retention in Asia insurance of Rasht . Also, the most affect, was obtained with 0.75, dimensions of brand communication, on customer satisfaction, and least affect, was obtained with 0.34, dimensions of brand communication, on brand evidence of Asia insurance customers in Rasht.**

**Keywords : services brand, brand judgment models ((SBV, customer retention, Asia Insurance)**

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