

The Impact of Relationship Marketing Links, Relation Quality and Service Quality on Customers Loyalty of Life Insurance (case study: Guilan Province)

Banafsheh Khoshnavaye Foumani*,

This study aimed to investigate the impact of relationship marketing links, relation quality and service quality on life insurance's customers loyalty. This study is an applied-analytical research in which customers of all brands of life Insurances Guilan were ed as the study population and 390 customers were elected as the research sample. The required data were collected through a questionnaire whose face validity was calculated and confirmed through the content validity and the reliability was calculated and confirmed with an emphasis on internal consistency by Cronbach's alpha. Data were analyzed using SPSS Smart PLS. The results of the analysis showed that all three links of relationship marketing (financial, social and structural) had significant effects on variables of service quality, relation quality and customer loyalty. In addition, the effects of service quality on relation quality and the effects of relationship marketing on customer loyalty of Gilan life insurance's customers were confirmed.

Keywords : Links of relationship marketing, service quality, relation quality, customers loyalty

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