

Department of Business Management Presented in partial fulfillment of the requirements for (M.A.) degree business Administration degree domestic commercial Trends

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Abstract aim a prominent position in the market .Customers are looking for ways to get the best suppliers of goods and services . Marketing is an integrated set of policy measures And leads to a stable and lasting benefit to be In recent years, the growing number of services as one of the major trends in the world has become It was tried in the same way The research on insurance liability insurance policyholders Iran Gilan is based on the model Rajt .According to a research study is to find ways to improve conditions .The main aim of research is to determine the causality between variables .Insurance agent service quality, perceived value, satisfaction insured policyholders insured with behavioral intentions variables, includes plans to sue the insurer intends to recommend to others. The effects of all variables on intention to repurchase insurance liability insurance policyholders of Guilan; The findings, based on survey respondents to measure.Service quality Insurance Agents of satisfaction perceived intent to sue the intention to recommend to others to buy again. a five-item (Likert scale) was designed.To analyze the data collected the analysis of descriptive and inferential statistics were used in two ways: .Using descriptive statistics on the demographic .haracteristics of the respondents understanding of the situation has been .Later in inferential statistics, this study examines the relationships between the variables in the conceptual model processing .The analysis of statistical data such as mean, standard deviation, variance and frequency tables and graphs to be used by software spss18 .The analysis of the relationships between independent and dependent variables, structural equation modeling was performed using 8.53 lisrel software.The average value of operating variables investigated included .Insurance

agent service quality, perceived value, satisfaction insurer insurer insurer variables and behavioral intentions such as intention to recommend to others planning to sue the insurer insurer insurer intends to repurchase .Are higher than the expected mean (the average score of 3) are.The amounts of insurance liability insurance policyholders of Guilan; .Statistics show that the above factors the insurance company is higher than average and are in good condition .Keywords:.Insurance agent service quality, perceived value, satisfaction insurer insurer insurer intends to sue the insurer behavioral intentions insurer intends to recommend to others.

Keywords : Insurance - liability

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