

# **Review of Reducing Factors of Damage Payment Mean Time in Insurance Company (Study on Atiyeh Sazan Insurance in Guilan Province)**

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**The service quality is one of the most important factors that can ensure the success of the organization, especially in service organizations, since service quality is highly influenced by the understanding of customers the waiting time of the services, reducing the waiting time plays an important role in achieving success. At the insurance service organization which emphasis on waiting times, it is vital to consider reducing the damage payment mean time. Therefore, the main objective of this research is to investigate the reducing factors of damage payment mean time with SERVQUAL method in Atiyeh Sazan Insurance organization of Guilan Province. This research is an applied research the perspective of the implementation type and is a descriptive research in terms of the research purpose. The sampling method is non-probability sampling which was ed among available employees of Atieh Sazan Insurance organization of Guilan Province. The standard questionnaire is used to collect information and SPSS software is applied for data analysis. The research result confirms all research hypotheses.**

**Keywords : Service Quality, Damage payment mean time, Atiyeh Sazan Insurance, SERVQUAL method**

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