

# **Ethical behavior seller relationship satisfaction, Trust and loyalty of policyholders in life insurance (a case study in Asia insurance talesh)**

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**Abstract:** This research compare relationship between sales behavior considered with customer, customer's loyalty and customer's trust. This case study do research in Asia insurance in Talesh city. This present work have six assumptions as follow: 1. Influence of sales behavior considered in customer's loyalty and customer's satisfaction and customer's trust to company with mediator's variables is more than direct Influence of sales behavior considered in customer's loyalty 2. Sales behavior considered have a positive relationship in customer's loyalty. 3. Customer's satisfaction have a positive relationship in customer's loyalty. 4. Customer's trust to company have a positive relationship in customer's loyalty. 5. Sales behavior considered have a positive relationship in customer's satisfaction. 6. Sales behavior considered have a positive relationship in customer's trust to company. The present work is a descriptive-analytic work and goal is in applied group. The Asia insurance in Talesh city is we statistical community. Way of sampling in this community is simple random sampling. The sample in this statistical community have 215 observation. The way of getting data is field research with questionnaire. To proving validity of questionnaire we use content validity and to find reliably we use Cronbach's alpha coefficient. For statistical hypothesis testing we use structural modeling. all of the assumption accepted.

**Keywords :** Keywords: Sales behavior considered, customer's satisfaction, customer's loyalty, customer's trust and life insurance.

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