

Explanation of Factors Affecting Behavioral Intentions Customers in the Insurance Industry (Case Study: MA Insurance Company customers in Gilan Province)

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Today, companies must be the demand to increase capacity and maintain existing customers, have paid attention to the topic of customer behavioral intentions. In this research is to investigate and explaining factors affecting the behavioral intentions of MA insurance company customers in Gilan province was designed. The research method is descriptive and functional purpose. The population of this research includes customers of MA insurance company in Gilan province and non-probability sampling method available. The method of collecting the data in this survey is a questionnaire tools. The validity of the content validity method for determining the reliability of Cronbach's alpha coefficient was used. Finally, to analyze the data and test hypotheses of structural equation modeling software was used smart pls 2. The results of the analysis of the collected data showed that 68.1 percent of the behavioral intentions variable by variable customer satisfaction, affective commitment, corporate image, social bonding, quality of service and trust will be elaborated.

Keywords : behavioral intentions, customer satisfaction, affective commitment

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