

Consider The Effect of Perceived Financial Value and Service Quality on Behavioral Intention According to the Role of Customer Satisfaction in Insurance Companies (Case Study: Life Insurance Customers of Pasargad Insurance Company of Guilan Province)

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Insurance companies are one of the most important service companies in each country, which plays a significant role in the economy of each country. In fact, the main element in every organization is the customer, and the satisfaction and his purchase intention is even more important than earning profit. Therefore, it is the main factor of goal setting in quality improvement programs and is the main effort of any organization to meet its needs. So, the main purpose of this research, is Consider The Effect of Perceived Financial Value and Service Quality on Behavioral Intention According to the Role of Customer Satisfaction in Insurance Companies (Case Study: Life Insurance Customers of Pasargad Insurance Company of Guilan Province). This research applied about the goal and descriptive about data collection. The statistical population of the study is Pasargad insurance clients in Guilan province. The sample number includes 371 customers Sampling method is available cluster and non-probable sampling method. All analyzes data collected was done through software SPSS and LISREL. confirmatory factor analysis and structural equation modeling was used To investigate the hypothesis. The results of research hypotheses indicate the effect of perceived financial value on customer satisfaction and intention to purchase. On the other hand, the influence of the quality of perceived services on customer satisfaction and intent to purchase was also confirmed. Also, the effect of customer

satisfaction on purchase intention was also confirmed.

Keywords : keywords: Intention to purchase behavior, perceived financial value, perceived service quality, customer satisfaction.

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