

Investigation of the factors influencing the re-ion of customers of tourist complexes Gilan

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Abstract The present study seeks to identify and the effective factors of re-ion of customers and also prioritizes effective factors. Data collection and evaluation have been done by experts and practitioners. Regarding the subject after analyzing the data and the results of the research using structural equation modeling (SEM), the results indicate that the product and service factors as the factor that customers have most satisfied with and Product Factors The quality of the products and services provided as the factor that customers are most satisfied with are also determined by prioritizing the factors affecting customer satisfaction, the size and layout of the indoor environment, the calm and chilly interiors of the complex, Compliance with hygiene during service, cleanliness and cleanliness of the complex environment has the greatest impact on the environment They have customers. Therefore, it is suggested that more attention be paid to the environmental factors and the quality of products and services

Keywords : Key words: customer re-ion, tourist complexes, service delivery process, quality of products and services provided

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