

Investigating the role of mediation in customer relationship management quality and the role of brand image moderator in the impact of service evaluation variables on customer loyalty (Case study of state insurance in Rasht)

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This research examines the role of mediator of Customer Relationship Management (CRM), explains the effects of service evaluation variables (service quality, customer satisfaction, and customer value) on customer loyalty. This research also explores the effect of brand image in this regard. Intermediary Relationship The mediator role of CRM quality is supported by the relationship between the service of assessment variables and customer loyalty. In addition, it has been shown that the indirect effect of customer satisfaction is stronger than customer loyalty through the quality of CRM, when the perceived brand image is greater than when it is less. The statistical population of this research includes clients of the state insurance company in Rasht, and the sampling method in this research is inaccurate, which 438 clients have been ed as the sample of the statistical population of the research. The method of collecting information in this field research and its tool is a questionnaire. The content validity method was used to prove the validity of the questionnaire and the Cronbach's alpha coefficient was used to determine the reliability. To test the research hypotheses, Structural Equation Modeling was used using Lisrel software. The results are for communication managers, brand managers, and researchers who use service evaluation and communication metrics to predict customer loyalty.

Keywords : Keywords: Customer Relationship Quality, Loyalty, Brand Image,

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