

# **The impact Internet service providers service quality on customer loyalty (Case study: Ashnay Aval Asymmetric digital subscriber line in Telecommunication Gilan Province)**

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**Due to the competition increasing in the markets arena, today to produce goods with high quality as well as the conform products and services features with demands and needs of customers is not enough but companies need a continuous and effective communication with customers that increase customers belonging to the company and its products and make progress with their consent in order to loyal customers. The general purpose of this study was to investigate the impact of service quality on customer loyalty in Ashnaye Aval high-speed Internet of Guilan province telecommunications. Research method is descriptive kind and its purpose is functional, and data collection method is field and its instrument is questionnaire. In the present study, the studied statistical society is all of Ashnaye Aval high-speed Internet of Guilan province telecommunications customers. By considering the total statistical population and according to Cochran formula, the sample size number is 332 people. And the available non-probability sampling method was used. Data through SPSS, version 20, and LISREL 8.54 were analyzed. The results of this study showed that at 95% confidence level, network quality has an effect on customer attitude loyalty. But there was no evidence on confirming the hypothesis about the impact of network quality on customers' behavioral loyalty. Also in the 95% confidence level, customer service and technical support has an effect on customers' attitudinal and behavioral loyalty. And the 95% confidence level, the data quality on customer attitudes loyalty has an effect. But there was no evidence on confirming the hypothesis about the impact of network quality on customers' behavioral loyalty. Also at 95% confidence level, security and privacy has an effect on customers' attitudinal**

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and behavioral loyalty. And finally the main hypotheses about the service quality dimensions effects of internet service provider center on behavioral loyalty due to mediator role of attitudinal loyalty in Ashnaye Aval high-speed Internet will also be accepted.

**Keywords :** Keywords: Attitudinal loyalty, behavioral loyalty, network quality, customer service, information quality, security

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