

The Impact Of The Economics Cultures Educationes Factors On Financial Services In Komite Emdad Emam Khomeini'Guilan Province

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The main objective of this research is to investigate the effect of economic factors, cultural factors and educational factors on the quality of services Finance is the Imam Khomeini Relief Committee in Gilan province. The purpose of this study is to apply a research In terms of data collection, the type of research is descriptive (non-experimental) and field studies are counted It is a causal relationship between the research variables. The research method is a survey that The most important benefits are the ability to generalize the results. Sampling method is a probabilistic cluster sampling. The statistical population includes 235722 clients They were admitted to the Imam Khomeini Relief Committee of Guilan Province, a method of collecting field information and library. Data collection tool is a questionnaire. Standard questionnaires are used. The questionnaires are distributed equally between The management of Imam Khomeini Relief Committee of Guilan province has been distributed. For Educational, Economic And Educational Variables Cultural questionnaire (Gholipour, 1392) and for the quality of financial services variable, the standard SERVQUAL questionnaire Used. SPSS software was used to analyze the data. The data were analyzed using descriptive statistics and inferential statistics using this software. In the descriptive statistics section, the data were analyzed using mean, standard deviation, variance, maximum and minimum values, and in the inferential statistics section, the data were analyzed using multiple regression tests. Finally, it can be used to accept or not Acceptance of any of the statistical hypotheses. According to the results obtained, the educational factors were 10.2% and the cultural factors were 49.9% and the factors Economic affects the quality of financial services of the Imam Khomeini Relief Committee of Guilan province by 55.2%.

Keywords : Economic factors, cultural factors, educational factors and quality of financial services.

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