

The Impact of Employee Ethical Behavior on Customer Loyalty in Tehran's Export Small Enterprises

zahra momen*,

Abstract The purpose of this study the effect of ethical behavior of sales staff on customer loyalty small industries exporter of Tehran province. The aim of this study in terms of applied research (for small industries exporting to the problem of Tehran province) and the nature and content of the survey is. The study, field data collection, respectively (for small industries to measure the opinions of employees and customers exporter of Tehran province) and by means of a questionnaire. The population of this study consisted of 265 small industries Tehran's export industry and in manufacturing and exporting plastic products, chemical and petrochemical, cement, fruits, food industry and processing industry is related items. According to Morgan samples to industry for the study of 265 patients studied, 154 industries studied the industry as a whole poses countless details were studied. The results of the analysis with Lisrel showed hypotheses on trust and ethical behavior of sales staff commitment and customer loyalty small industries issuer has a significant impact in Tehran. The results also indicated the commitment of customer trust and loyalty of customers, small industries issuer has a significant impact in Tehran. The results showed commitment to customer loyalty small industries exporting customers a significant impact in Tehran. **Keywords:** Ethical Behavior, Customer loyalty, Small Industries Exporter of Tehran Province

Keywords : Keywords: Ethical Behavior, Customer loyalty, Small Industries Exporter of Tehran Province

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)