

The Impact of Service Quality and Social Responsibility of the Organization with regard to the mediating role of the organization reputation on the affective commitment of the customers

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The insurance industry is one of the service industries that plays a significant role in the economy of each country, and on the other hand it is heavily influenced by competition. The competitive environment of this industry, which has become more competitive with the entry of several more insurance companies, requires special attention to the customer in order to satisfy their needs and, ultimately, the commitment and maintenance of the customer. so, the main objective of this research is The Impact of Service Quality and Social Responsibility of the Organization with regard to the mediating role of the organization reputation on the affective commitment of the customers. Current research is an applied research and descriptive research method in terms of research classification according to the method of data collection, and correlation in terms of method of research . The statistical population of this study was all Iranian insurance clients in Guilan province. Sampling method in this research was available non-probability sampling method and customers were responsible for answering the questionnaire. The sample size was 346 customers. The data collection tool in this research was a standard questionnaire. All data analysis was performed using SPSS and Laser software. To study the research hypotheses, structural equation modeling and confirmatory factor analysis have been used. The results of the research hypotheses indicate the positive impact of social responsibility on the reputation of the organization; the quality of service on the reputation of the organization; the reputation of the organization on the affective commitment of customers. Also, the role of mediating the reputation of

the organization in the relationship between social responsibility and emotional commitment and the mediating role of the organization's reputation in the relationship between quality of service and emotional commitment were also confirmed.

Keywords : Key words: Emotional commitment, social responsibility, organizational reputation, service quality.

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