

The relationship between attitude toward using and customer satisfaction and role of in the marketing insurance whit mobile application services in the guilan

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Abstract Purpose - The methodology of mobile commerce as a significant application for both enterprises and customers are becoming crucial, but few studies discuss the usage attitude toward and customer satisfaction with mobile application (app) services in the life insurance industry. The purpose of this paper is to investigate the effects of attitude toward using life insurers' mobile app services on customer satisfaction. **Design/methodology/approach** - The study is based on a questionnaire survey of 384 respondents in Iran . The data are analyzed through ANOVA, multiple regression, and path analysis. **Findings** - The results indicate that all variables significantly and positively affected usage attitude Among them, compatibility had the most significant influence. In addition, consumers' perceived usefulness and perceived ease of use positively affected customer satisfaction. Furthermore, the path analysis result demonstrates that usage attitude is the most significant factor for customer satisfaction, and the second-most important factor is the cognition of compatibility's indirect effect on usage attitude **Originality/value** - The paper extends our understanding of the insured's usage attitude toward and satisfaction with life insurers' app services by integrating the technology acceptance model and innovation diffusion theory. The results have practical implications for reinforcing customer relationship management and contribute to fulfilling the need for marketing evidence in life insurance. **Keywords** : Customer satisfaction, Perceived playfulness, Technology acceptance model , Attitude toward Using , Perceived Usefulness, Perceived Ease of Use ,Cognition of Compatibility

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