

# **Assessing the effect of market components on customer loyalty with the role of management conflict management control (Case Study: Dana Insurance Branches in Gilan Province)**

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**The purpose of this study was to investigate the effect of market components on customer loyalty with the role of management conflict management in Dana Insurance Branches in Gilan province, so that market components (trust, commitment, communication) and customer conflict management control were investigated. Took The present research is applied in the field of applied information and in terms of collecting field information, the research method in this study is descriptive and analytical in the form of hypothesis of the causal type. The statistical population of this research includes all managers and experts of Dana Insurance Branches in Guilan province and includes 110 people. The statistical population is 86 individuals. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research indicate that the relationship between market components is due to controlling the management conflict on customer loyalty of Dana insurance branches in Guilan province.**

**Keywords : Keywords: Market components, customer loyalty, control conflict management**

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