

Assessing the effect of perceived satisfaction dimensions on the role of mediation of customer confidence in the willingness to repurchase insurance policies insurance branches. (Case Study: Dana's Insurance Branches in Guilan Province)

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The purpose of this thesis was to investigate the effect of the perceived authentic leadership of supervisors and employees core self-evaluations on their organizational citizenship behavior (OCB) and to examine the role of psychological empowerment as a partial mediator of those relationships. This research is descriptive method and placed among the applied research. The method of data collection is fieldwork and data collection tools is questionnaire. Statistical society of research was 200 employees and supervisors of 9 payment service provider companies. Data 79 samples was analyzed. Validity with content validity and reliability was assessed by Cronbach's alpha. For Analyzing data we used quantitative method in the form of descriptive statistic and inferential statistic. We found that perceived authentic leadership, core self-evaluation, and employees with quantity of 3.688 and 2.863 had impact on employees OCB, but there is no relationship between psychological empowerment and OCB. In addition psychological empowerment with quantity of 2.95, partially mediating the relationship between authentic leadership and OCB and the relationship between core self-evaluations and OCB. Key words:

Keywords : organizational citizenship behavior, authentic leadership, core self-evaluations, psychological empowerment, Services, trust making

