

# **Investigating the effect of price satisfaction on the willingness of the insured to pay supplementary treatment of the Novin insurance company of Guilan province**

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**Abstract** The purpose of this study was to investigate the effect of price satisfaction on the willingness of insured patients to receive supplementary care. The survey was conducted on the new insurance company of Guilan province. For the population and the sample of this research, the customers of this company were considered. 423 people were randomly sampled. In this research, for collecting data on price satisfaction, the Matzler standard questionnaire was used, and Nazari and Asahari Pur (2016) questionnaires were used. One of the important methods of implementing and extending health care in the community is the use of complementary treatment insurance coverage. Price Satisfaction is one of the important aspects of customer satisfaction. On the other hand, one of the concepts used to study customer feedback is the willingness to pay. The findings of this study indicate that price satisfaction explains the high rate of change in the willingness to pay in the new city of Guilan province. Among the dimensions of price satisfaction, the ratio of the price of quality to the most impact and confidence at the lowest impact on the willingness to pay insurance holders. As a result, the dimensions of price satisfaction (transparency, reliability-logic and fairness-price-to-price-relative-price) -was influenced the willingness to pay, only the assurance of a relational price could not be paid at all.

**Keywords :** Keyword: Transparency - Confidence - Logic and Fairness - Price to Quality - Relative Price - Confidence to Price - Price Satisfaction - Desire to Pay.

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