

Explain the preservation and attraction of customers (client) of Anzali Free Zone Organization Based on Satisfaction and Loyalty and Perceived Justice

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Abstract The main purpose of the present research was to explain the preservation and attraction of customers (client) of Anzali Free Zone Organization Based on Satisfaction and Loyalty and Perceived Justice. In this case, the main question of this study is: was satisfaction, loyalty and perceived justice affecting the satisfaction of the relationship and maintaining and attracting customers (clients) in the Free Zone Organization of Bandar Anzali? The present research is a functional study in terms of objective a type of descriptive. It is a field study in terms of data collection. The statistical population of the study was the customers (clients) of Free Zone Organization that has much interactive with the variable. Sampling method has been Non Probability Convenience Sampling. The sample size was determined as 408 employees using unlimited Cochran's formula. The data were analyzed using SPSS22 and smart pls2 software. Six hypotheses were provided in this research. The results of the study showed that Distributive, procedural and interactive justice and satisfaction and loyalty have an effect on the relationship between satisfaction and loyalty and customer satisfaction (clients) of Anzali Free Zone Organization.. Also, the findings showed that satisfaction and loyalty and satisfaction of the relationship affect the attraction and preservation of customers (clients) of Anzali Free Zone Organization Finally, some suggestions were provided for future researchers

Keywords: Customer Preservation and Attraction, Satisfaction, Loyalty, Perceived Justice

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