

The relationship between organizational trust and trust supervisor with organizational commitment through mediation of Acquiescent silence and Defensivesilence In Iran Insurance Company of Guilan Province

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Given that employees are considered to be the most important factor in the success of insurance companies, organizational commitment leads to customer acquisition, customer retention and the use of more insurance services. In this research, the relationship between organizational trust and trust with supervisor with organizational commitment through mediation of submissive silence and defense silence in the Iranian insurance company of Guilan province has been investigated. This research is based on the type of applied target. Data gathering was a field method. A questionnaire was used to collect information. The statistical population of the study was 110 Iranian employees in Guilan province. 89 people were ed as the sample of the research through the Cochran formula for the limited population. Sampling method In this study, simple random sampling was used. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Data were analyzed using SPSS and SMART PLS2 software. Of the seven hypotheses presented in the research, all of the cases were: (Organizational trust trust and trust with supervisor with organizational commitment through mediation of defensive silence and submissive silence in the Iranian insurance company of Guilan province, negative relationship of organizational trust with submissive silence In the Iranian Insurance Company of Guilan Province, The Negative Relation Between Organizational Trust and Defensive Silence in Iran's Insurance Company in Guilan

Province, Negative Negative Trust in Supervisor with Submissive Silence in Iran's Guilan Insurance Company, Negative Negative Trust in Supervisor with Defensive Silence in Iran Insurance Company of Guilan Province , Negative Negative Negative Silence with Organizational Commitment in Air Insurance Company The highest severity of relationship was related to the hypothesis of negative relationship of trust with supervisor with submissive silence in the Iranian insurance company of Guilan province and the lowest severity of relationship between organizational trust and organizational commitment through employee silence mediation (silent defense and silent obedience) in Iran insurance company Guilan province

Keywords : : trust in the supervisor, organizational trust, organizational commitment, defense silence, submissive silence

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