
Investigating the Factors Affecting the Satisfaction of the Main Insurers with the Support and the Insurance and Health Services (Case Study of Social Security in Rasht)

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Today, organizations are required to create the right structure to properly represent their customers, and this will not be possible except in the context of providing satisfactory services. The crucial point is that when the culture of a community, the role of the role and function of the customer is properly defined and serving the customer as a value, and to act. Organizations are placed in the correct orbit so that each organization delivers quality and valuable services to the customer and benefits other valuable services of other organizations and, as a result, satisfaction and above all will provide customer satisfaction and loyalty. The results indicate that the status of the social security organization is above the average in terms of variables. Among the averages, the customer satisfaction variable has a lower average than other variables, which can be considered a serious issue for the social security organization. Although quality of service variables and quality perceptions have relatively good meanings, customer satisfaction in Not a decent amount. Therefore, the management of the social security organization should try to improve the status of the organization in the variables and to complete customer satisfaction.

Keywords : Keyword: Quality of Service, Customer Satisfaction, Technical Quality, Task Quality

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