

# Assessing the Impact of Resellership Characterization on Customer Loyalty, with the Role of Changing Cost Modifier

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Recognizing and evaluating customer satisfaction for service organizations has a special importance and priority, because it is clear that the customer is the essential and vital factor for survival and growth in the organization. In this research, the effect of sales representatives' personality on consumer satisfaction was assessed by measuring the attitude of future behavioral expectations. The data were collected on the basis of a representative sample of the sales representatives of an Internet service company by a questionnaire. Using the structural equation modeling, Amos software proved that the characteristics of the sales representative person had direct or indirect influence on the research subject variables. It is expected that by assessing the salesperson's personality and considering the cost of change as an adaptive variable, an important step in the development of the organization and customer satisfaction, the organizations that have high levels of customer satisfaction are always stronger and in the long run Are more successful.

**Keywords :** Keywords: Satisfaction, Recognition, Loyalty, Personality, Representatives of Retailers

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