

# **Measuring the Impact of Service Evaluation Variables on Customer Loyalty with Emphasis on Customer Relationship Quality and Brand Image (Case Study: Teacher's Insurance Companies in Guilan Province)**

Javad osyan Salyqani\*, Dr. Yalda Rahmati Ghofrani,

**This research investigates the impact of service evaluation by customer relationship with the effect of brand image modification on customer loyalty of the teacher's insurance companies in Guilan province. Independent variability is the study of service quality, customer value, and customer satisfaction. The intermediary variable is Customer Relationship Management, and the dependent variable is customer loyalty research. The research model is based on the Monardaris and Khajzad researches in 2016. The statistical population of this research is teacher teachers in Guilan province, whose number is unlimited. To determine the sample, according to the Cochran formula, for the unlimited society, the volume of the cultivar was considered to be 384. The sampling method is also unpredictable. The present study is based on the purpose of the applied type and in terms of data collection method, descriptive research and correlation type. The method of collecting information the field is a standard questionnaire. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research was also measured using Cronbach's alpha method and it is confirmed that the alpha value is higher than 0.75 acceptable. After descriptive analysis of variables, factor analysis and path analysis were used to analyze the hypotheses. Using the AMOS18 software, path coefficients for variables were investigated and the operational model of the research was presented. The results of the research showed that the quality of service, customer satisfaction and customer value affect the quality of customer relationship management. The quality of customer relationship**

---

**management affects customer loyalty. The image of the company moderates the relationship between the quality of service, customer satisfaction and customer value with the quality of customer relationship management.**

**Keywords : Keywords: Quality of Service, Customer Value, Customer Satisfaction, Quality of Customer Relationship Management, Customer Loyalty**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)