

# **Impact of the Quality of Mellat's Electronic Services on the Asia Insurance System in Satisfaction and Loyalty Representatives**

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**In recent years, the banking industry has faced increasing competition; given the emergence of private banks alongside public banks and increasing competition among them, finding solutions to creating long-term relationships with customers and identifying and strengthening activities Important and valuable customer has increased. Therefore, the purpose of this study is to examine the impact of the quality of Mellat's electronic services in the Asia insurance system on the satisfaction and loyalty of the representatives. This research is applied in terms of its purpose and is based on the evaluation of data. The statistical community of insurance insurers is in Guilan province with 121 of them. Due to the small size of the population, the census method is used in this research. Data gathering method in this field research and data gathering tool is a questionnaire. In this study, to measure the validity of content validity and also to measure the reliability Cronbach's alpha coefficient has been used whose values are obtained for all variables of the model higher than 0.7. All analyzes of data collected through SPSS and PLS software are done. In order toTo investigate the research hypotheses, confirmatory factor analysis and structural equation modeling using partial least squares approach have been used. The results of the research hypotheses indicate a positive and significant effect of the quality of electronic services on the electronic satisfaction of insurance agents Asia in Guilan province. In other hypothesis, the positive and significant effect of electronic satisfaction on trust, commitment and loyalty of Asian insurance agents in Guilan province has been confirmed. Finally, in the final hypotheses of the research, the influence of trust and commitment on the electronic loyalty of Asian insurance representatives in Guilan province has been confirmed.**

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**Keywords : Electronic Loyalty, Quality of Electronic Services, Commitment, Trust, Electronic Banking**

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