

The Impact of Employees' Service Interaction Orientation on Customer Satisfaction and Behavioral Intention in Gilan IT Companies

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The Shvnd.brasty How can such a market economic activity continued? Is it the linchpin of any economic activity Jupiter? Basin and humanities research study explores the relationships between the customer and the seller is paid. This study investigated the effect of interaction-oriented staff on customer satisfaction and customer loyalty tend to behave in companies active in the IT industry Gilan non-probabilistic methods available to distribute questionnaires among 44 companies in the industry engaged in the questionnaire distributed 440 397 questionnaires were collected using a questionnaire return rate was 22/90 percent of the comments were analyzed 384 questionnaires corporate clients and analyzing the results using structural equation modeling techniques has suggested that the interaction-oriented believe that our customers staff organization on customer satisfaction and loyalty, they tend to influence behavior and all other assumptions in this study were approved.

Keywords : CRM, Customer Satisfaction, Interaction Orientation, Loyalty, Behavioral Intention.

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