

The Relationship between Electronic Customer Relationship Management and Customer Loyalty According to Customer Satisfaction (Case Study: Guilan Insurance Companies)

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Nowadays, in the industrialized and advanced countries, customer relationship programs have been put in place in the market for marketing vendors. No supplier will ever be able to sell to a customer once. Sustained suppliers place the costs of customer satisfaction and loyalty in the hope of retaining them for future purchases. In case of customer dissatisfaction, all mechanisms have led to an increase in revenue in the direction of the image, the profit and income of the supplier decreases. Continuing such a situation will remove the supplier the marketplace for a very short time. A dissatisfied customer of the organization can not simply be restored to customers. The purpose of this study was to investigate the relationship between electronic customer relationship management (E-CRM) and customer loyalty according to customer satisfaction (Case study: Guilan Insurance Companies). The research method is descriptive. The statistical population of ed companies clients (insurance companies Iran, Asia, Dana, Alborz and Pasargad) are insured in Guilan province, whose number is unknown and 349 individuals were ed as the sample through unlimited volumes. A questionnaire was used to collect data. In order to analyze the data, structural equations were used. According to the results, it was observed that the relationship between Electronic customer relationship management and customer loyalty has a positive and significant relationship with customer satisfaction. Also, three components of Electronic customer relationship management (pre-purchase, At-purchase and post-purchase measures) have a positive and significant relationship with customer loyalty. Also, the role of mediator of mutual satisfaction on customer loyalty has been positive.

Keywords : Key Word: Electronic customer relationship management, Customer loyalty, customer satisfaction, Insurance Companies

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