

investigate the effect of quality perception on behavioral tendencies with an emphasis on the mediating role of emotional satisfaction of clients in Moallem education in Guilan province

Seyedeh setareh naghmeh khan*,Dr. Yalda rahmati,

Abstract Today, the most important factor in customer satisfaction is the recognition of the customers' emotional expectations, because in the service industry, attention to the emotions and feelings of customers is necessary. And people tend to experience and satisfy themselves during the experience of receiving their services, the emotional dimension of an event they expect. Accordingly, the purpose of this study was to investigate the effect of quality perception on behavioral tendencies with an emphasis on the mediating role of emotional satisfaction of clients in Moallem education in Guilan province. The research method is descriptive-survey method and its purpose is applied, and the method of data collection is field and its tool is a questionnaire. In the present study, the population of the study was all teachers of Guilan province. Considering the total number of statistical population and according to the Cochran formula, the sample size is 426 people. The in-purpose sampling method was used to the branches and to customers, inaccurate sampling method was available. Data were analyzed using SPSS software version 22 and SMART PLS2. The results of this research showed that perceptions of quality and service environment affect the emotional satisfaction of customers. The results also showed that emotional satisfaction affects customer perceptions of product and behavioral inclinations. The results showed that customer perception influences the product behavior of customers. Finally, the results showed that emotional satisfaction is the relationship between perception of service quality and behavioral tendency and perception of services. As well as emotional satisfaction, is the relationship between

the perception of the quality of the service environment and the behavioral tendency. Finally, all eight research hypotheses were approved.

Keywords : Key words: behavioral tendencies, emotional satisfaction, quality of services, Moallem insurance, Guilan province

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