

Examine the Role of Customer Perceived value in the Relationship Between Physical Evidence and Customer Loyalty to the Brand)Case Study: Insurance Companies in Guilan Province(

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Abstract Today's customer retention is important so that the cost of attracting new customers is on average five to six times of the cost of Customer attraction. Therefore, in a competitive environment, customer orientation, increased satisfaction, and loyalty to customers is a crucial issue for companies to have a sustainable competitive edge. Hence, the main purpose of the research is to examine the role of customer perceived value in the relationship between physical evidence and customer loyalty to the brand. Current research is an applied and descriptive research. The statistical population of this research is all customers of insurance companies in Guilan province. The sample number includes 338 customers.sample method in this research is available Quota sampling type And non-probable. A questionnaire was used to collect data. The analysis of the research data was done through SPSS and LiserL software and analyzed with the structural equation modeling approach. The results of the research hypotheses indicate a positive relationship between the role of perceived customer value in the relationship between physical evidence and customer loyalty to the brand,that was confirmed. The positive relationship between physical evidence and perceived value of the customer has also been confirmed. The positive relationship between physical evidence and customer loyalty to the brand was confirmed. Finally, the positive relationship between perceived value and customer loyalty to the brand was confirmed.

Keywords : Key words: customer loyalty to brand, behavioral loyalty, attitude loyalty,

perceived customer value, physical evidence.

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