

The Relationship between Customer Mental Image Components, Perceived Value, and the Mediating Role of Customer Satisfaction and Organizational Marketing Performance (Case Study: Performance of Active Cinemas in Tehran Province)

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The purpose of this study was to investigate the components of customer mental image, perceived value with the role of customer satisfaction mediation and marketing performance of active cinemas in Tehran province. According to customer perceptions (visual perception, mental perception) and perceived value And the benefits of academic and organizational satisfaction were studied. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population of this research is all the cinematographers and members of the Tehran Cinema Board of Directors. According to the obtained statistics, it was determined that Tehran province has 65 cinemas in different parts of the city, and the population of the statistical society is about 170. . Therefore, the available sampling method has been used to reduce the research units. Using the Cochran formula with a population of 170, the required sample is estimated at 119. Therefore, the distribution of questionnaires using the sample method Unpredictable access was continued until full access to 120 questionnaires. The sample size is shown using the Cochran formula and used to calculate the Cronbach's alpha coefficient version 24 of SPSS software. The findings of the research indicate that there is a significant relationship

between the perceived value of customer perceptions and the perceived value of the managerial components and the advantages of the managerial satisfaction and the performance of the institution.

Keywords : Customer satisfaction, customer mental image, perceived value of customers, marketing performance of organization.

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