

Evaluation of Customer Satisfaction Plans and its Relationship with their Loyalty among Shomal Pirooz Machine Making Company

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The present research investigated evaluates the customer satisfaction program and its relationship with their loyalty in North Pirooz Machine Manufacturing Co., so that the relationship between customer loyalty variables, customer satisfaction, and customer satisfaction programs . This research in terms of method and implementation is descriptive of correlation type and in terms of applied purpose. In this research the statistical population is all customers of the North Pirooz Machine Manufacturing Co, and the used available non-probabilistic sampling method . Data were gathered using a questionnaire and analyzed using LISREL software. Data were Collected by a questionnaire and analyzed using LISREL software. The results of the research show that there is no positive relationship between customer satisfaction program and customer satisfaction, but there is a positive relationship between the offer of special offer price and special price and gift discount coupons and advertising information with customer satisfaction.

Keywords : customer loyalty, customer satisfaction, satisfaction programs

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