

Investigating the Relationship between the Payment System and Customer Satisfaction (Case Study :Representatives of Iran Insurance Company in Guilan Province)

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Insurance growth as one of the indicators of community development is strongly influenced by customer satisfaction (insurers), and the survival and survival of insurance companies depend on the satisfaction of their insurers. But in the case of damage insurance, the question is how this expectation will be met when the insurer comes to visit the insurer. The main purpose of the present study is to evaluate the effects of applying a damage management system on the satisfaction of insurers in Guilan province. The statistical population of this research is customers of insurance services of all Iranian insurance agencies in Guilan province. By calculating the variance of a sample of 30, the sample was 281 individuals. Data was collected using standard questionnaire and its reliability is 0.921. The main hypothesis is that there is a significant relationship between the components of the payment system and the satisfaction of the insurers. The hypotheses were tested using the correlation method. The results show that there is a positive and significant relationship between the components of the payment system and the satisfaction of Iranian insurance customers in Guilan province. The highest intensity of correlation was observed between employees' behavior and customer satisfaction with 58.1%. After that amount of damage with correlation coefficient of 42.8%; ease of payment process with correlation coefficient of 37.1%; access to payment system with correlation coefficient of 35.9% and finally payment speed with coefficient of 30.7% had a positive and significant relationship with customer satisfaction.

Keywords : Insurance Industry, Indemnity System, Customer Satisfaction, Iran Insurance.

