



The Survey of Satisfaction of Industrial Livestock Units Managers in Tehran Province from Services of Agricultural Insurance Fund and Insurance Impact on Improving their Management

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Abstract

The present study investigated factors affecting customers satisfaction of agricultural insurance and the impact of insurance on progress and optimization of management of industrial livestock units which took place in Tehran, which by using theory and research, among other books and articles, research has examined the theoretical section. In this research, applied research work was to investigate the effect of independent variables on the dependent variable of the research method used. The research population, industrial livestock insurance cover crops in Tehran which is random sample for 370 people was conducted. By using a questionnaire, research hypothesis was examined. Also statistical tests used in this study to test the hypothesis, the Pearson correlation coefficient and multiple regressions. The results showed that there is a significant and positive relationship between empathy and customer satisfaction ($p < 0.001$, $r = 0.566$). there is also positive and significant relationship between the component to ensure customer satisfaction ($p < 0.001$, $r = 0.319$). there were also between tangible factors related to customer satisfaction, positive and significant relationship ($p < 0.001$, $r = 0.275$) was between the components of account ability and customer satisfaction have positive and significant relationship ($p < 0.001$, $r = 0.233$).

finally, the relation between the reliability and customer satisfaction was positive and significant by ($p < 0.001$, $r = 0.445$). The investigation shows that, there positive relationship between customer satisfaction and crop insurance services that can be a predictor for the promotion of livestock units ($p < 0.001$, $r = 0.214$).

Keywords:

Satisfaction, Customer Behavior, Behavioral Tendencies, Insurance Services, Agricultural Insurance Fund.

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