

Studying the Reputation of Police Service Offices (Police +10) Effects on Relations with Customers

Mohamad Mehdi Parhizgar¹, Qasim Shabani², Iman Azizi³

¹Associated Professor of Department of Business Administration Payam-e Nour University, Iran

^{2,3}Phd Student in MBA of Payame Nour University, Iran

Abstract— Today in our competitive world, customers have been the main axis of every occupation and their loyalty to the brand has been the main factor in obtaining the competitive advantage of companies, particularly service companies. On one side, in addition of the brand, one of the main guidelines of companies to create loyalty to the brand and obtain competitive advantage, improve service quality and satisfaction is customers' trust on service companies. So relations of the paradigm brand are so powerful that the brand acts as a mechanism to interact customers in an honest long-term relation. The aim of this research is to study and determine the effect of brand on customers' relation in police e-services office. This paper studies the effect of emotional dependency by defining a conceptual model which coherent these variables. The method of this research is descriptive survey. The statistic community of the present research is the customers of service companies which utilize the police services directly and indirectly. The sample size with regard to unlimited statistic community is computed as 387 persons. Also the method of sampling has been a simple accident. The tool for calculating data has been questioners which its stability is evaluated by Cranach's alpha coefficient. Also to evaluate the validation we used content validation and structural validity. To test the research hypothesis we also use the normal data test using the 23th version of SPSS software and confirmatory factor analysis and modeling structural equations using LISREL and SMART PLS soft ware. The research findings indicated that primarily the entire hypothesis except the relation between customers' emotional dependency and loyalty has been confirmed and secondarily they affect the customers' relation in service companies positively.

The results of this research findings acclaims that there is no any positive relation between emotional dependency and loyalty to company. There are positive relations between satisfaction and customers' loyalty, emotional dependency and customers' satisfaction, service quality and customers' loyalty, service quality and loyalty to the company, service quality and customers' emotional dependency, service quality and customers' satisfaction, service quality and customers' trust, trust and loyalty to service companies, trust and customers' satisfaction.

Keywords— Satisfaction, Quality of Service, Trust, Loyalty, Brand, Brand Relativeness, Interactions.

I. INTRODUCTION

The strong competition of service companies has cause them to face high marketing costs, lack of knowledge from the service industry, and lack of trust among customers, Optimizing its marketing policies. In this context, the role of continuous relationship with customers has become more important than the past (Morgan and Hunt, 1994). This has led to an increase in the level of customer confidence and loyalty that they call "emotional brand." Nowadays, by increasing the level of service quality, service companies are trying to

establish a strong and continuous relationship with their customers. Which can produce a particular brand. The purpose of this paper is to investigate the effect of emotional brand on decisions and loyalty of customers.

In other words, building a trustworthy relationship with a brand brings life to one brand (Tomson et al, 2005). In this discussion, two important questions are considered. First, is a brand building affects customer loyalty in the law enforcement sector? Secondly, which of the variables such as satisfaction, the quality of the law enforcement services have a greater effect on customer loyalty? In previous articles, it has been concluded that customer satisfaction and quality of service are effective in increasing customer loyalty (Szymanski and Henard, 2001) Some studies have also concluded that customer satisfaction alone is not enough to maintain customer loyalty (Lam et al, 2004). Especially in the era of present technology, the police industry is based on multimedia and web capabilities.

II. EMPIRICAL RESEARCH BACKGROUND

Bonicker and Dassler (2004) in a study entitled "Identifying and ranking the most important factors affecting brand loyalty in business enterprises Using the multi-criteria decision-making method, it was concluded that three groups of factors (physical-environmental, trust and employee competence) Had a significant relationship with customer loyalty.

There is a significant difference between the rankings of factors with the three selected method However, no significant difference was observed in the group survey separately between the ranking of the effective factors of different editions. Taylor et al. (2004), in an article that examines the "importance of the special value of the trade marks on customer loyalty", according to Baldinger and Robinson A model for customer loyalty has been influenced by commercial signs, which in this model provides customer loyalty as a function of behavioral loyalty And attitudes. They consider satisfaction, value, resistance to change, feelings, trust and the special value of business symbols as factors related to business signs. Which affect the formation of customer loyalty in industrial markets.

Taylor and colleagues (2004) A study titled The Importance of Brand Value On the loyalty of customers. The results showed that brand equity and trust are the most important records of customer loyalty behavior and attitude. Scott and others (2006), research aimed at "Whether brands are forever? How Knowledge and Brand Relations Affect

Current and Future Orders "and have developed a comprehensive model combining knowledge of brand and customer relationship approaches.

In order to demonstrate the impact of knowledge and communication on customer's current and future purchases. The results of this study indicate that current customer purchases are directly affected by the brand image and indirectly Affected by customer knowledge is brand equity. In the face of future customer purchases, it is influenced by brand knowledge by communicating with customers. In this research, customer relationship has three dimensions of brand confidence, brand satisfaction, and brand affinity. Some companies for each individual product, They choose a brand, and some big international companies choose a united brand (family) for all their products. Famous and prominent brands rely heavily on encouragement and collaboration to serve more than complete control of management, and the effectiveness of this part is more difficult.

The basic benefits that the product provides to the customer is effective in creating customer loyalty, that is, what the brand does to the customer. McDonalds, for example, creates a set of benefits-eliminates hunger, provides a place with easy access, high-speed, and efficient system delivery, cleanliness and ... Brand symbolically and non-verbal messages represent the quality of the product And changes the rest of the person. Arriving on a Mercedes-Benz car or staying in well-known hotels of this type of brand is due.

Dang and others (2010) in an article that examines "the perception of customer loyalty and customer satisfaction" Provide a model in which factors such as trust, service quality, perceived value (functional, emotional, social and financial) And the cost of change as factors affecting customer loyalty and customer satisfaction. Sahin and others¹⁹ (2011) In a research aimed at "examining the impact of brand experiences, brand trust and brand satisfaction on brand loyalty" They concluded that brand experiences had a positive and significant impact on brand satisfaction, brand trust and brand loyalty, Brand Satisfaction has a positive and significant impact on brand loyalty, as well as brand confidence Has a positive and significant effect on brand loyalty. Dehdashti Shahrokh et al. (2010) A research entitled Model to measure the impact of corporate reliability Customer commitment and loyalty. The results of the research show Brand reliability plays a key role in improving customer behavior. This means that increasing customer satisfaction makes it possible to advertise and advise others to reduce their tendency to change the company. Jalali and others (2011) in a study aimed at "investigating the factors affecting brand loyalty and intent to purchase Re-use in Iranian consumers (case study: home appliances) "concluded that perceived value, Perceived quality and special value as independent variables and brand satisfaction, Continuous and emotional commitment as intermediary variables affects loyalty and the desire to re-buy a brand.

III. THEORETICAL AND APPLIED RESEARCH PRINCIPLES

One of the most prominent features of the present era is the dramatic and continuous transformation Which is in social and

cultural, political and economic conditions, companies in this difficult situation are successful. Which will satisfy their customers and provide them with surplus value. Customer orientation refers to the ability to identify, predict and respond to the needs of current and future customers (Shabani et al., 2014). In recent years, the development of customer relationship with the brand has been a significant controversy for service providers. Brand is one of the most important communication tools in the customer engagement management suite and is valued for customers for two reasons: First, it reduces consumer risk and secondly, it saves on decision-making costs. Also, brand is one of the most effective signs in the market, which the organization uses due to asymmetric asymmetry of information on the market. Asymmetry of information, in addition to being among the customers of the goods, also applies to the field of services And the client is exposed. Therefore, service companies to prevent customer uncertainty, He fulfills his wishes and fulfills his obligations to the customer in relation to his services.

If customers are disappointed with a brand, all the efforts of service companies and their future interests are at stake. The brand acts as a leverage and encourages service companies to properly comply with its obligations. A brand in a long-term relationship leads to the commitment of the customer and service providers to each other. As a result, a brand can be used as a marketing tool to maintain current customers And also as an offensive marketing tool that gains new customers. Therefore, marketing in its evolution is at a stage where marketers are not just thinking of new customers. And today, the goal of marketing demand management is to push the customer towards loyalty.

Today, customers' satisfaction is not enough, and organizations should not just rely on customer satisfaction, They must make sure their loyal customers are loyal. In this paradigm, the goal is to establish long-term and reciprocal relationships with interest groups and, most importantly, the customer, in such a way as to preserve more customers. And loses customers and thus benefits in the long run as a result of increased market share and profitability of organizations (Samadi, 2009). In this regard, one of the most important concepts in marketing is brand loyalty. This concept plays an important role in creating long-term interests For the organization, because loyal customers do not need extensive promotional efforts, They are willing to pay more for the benefits and quality of their favorite brand. So the brand, with emphasis on loyalty, Helps organizations stabilize themselves strategically for the future (Seyed JavadinAmini, 2010).

In recent studies, the brand has been considered emotionally based on brand management. Thus, so far no attention has been paid to the service industry. The aim of this study was to develop a conceptual framework model for the effects of the desired variables This research is about customer service loyalty. This model is tested in this method and then its conclusion is presented for use in the corporate service industry. The present study primarily attempts to investigate the effect of emotional attachments on loyalty of law enforcement services customers.

Considering variables such as satisfaction, trust, quality of service. The purpose of this article is to identify emotional variables in customer behavior which in turn increases the level of customer loyalty in the law enforcement sector. We hope we can provide a general view to the owners of this industry. For companies to maintain their vitality in the current competitive situation, knowing this is a very urgent and critical issue. This study examines customer decision-making behaviors with a new approach and tries to By presenting a conceptual model, it can identify important factors in customer decision making and loyalty, and examine the impact of those behaviors and decisions on the future of the law enforcement services.

IV. BRAND AND ITS IMPORTANCE

A brand is a name, phrase, term, sign, sign, symbol, design, or combination of them. Whose purpose is to introduce a product or service provided by a vendor or a group of vendors And by doing so, they are destroying them from the products of different competing companies. Brand adds to a product or dimensional service. To distinguish that product or service from others (Katler, Cler, 2006). Experiments have shown that a strong brand An important tool in implementing marketing goals to improve brand loyalty is to reduce customer risk. (Raj Devasagayam and Cheryl L. Buff, 2010). David Acker emphasizes in his book "Creating a Strong Brand" on the process of brand building, with a focus on brand identity.

In other words, he believes Identifying the brand base is the basis of creating a strong brand. In fact, only knowing what we are doing. It cannot help us dynamic in the realm of competition, but this is also important. What are our competitors in that industry, in other words, the market share of the rival In that industry, how much does it cost to get market share for both your company and your competitors? And has never been correctly calculated and sometimes with a high error rate. Today, many international service companies and reputable trademarks instead of calculating market share, Looking at measuring two indicators, the customer's mental contributions and the emotional part of the customer. The customer's mental contribution is, in fact, the first name in which a particular industry comes to the minds of customers. For example, when asked about customer service quality, he is the first brand that states the same customer mental component. The customer's mental contribution, or the development of consumer awareness or the generalization of a brand name, Today, one of the main goals in advertising and creating a brand. The customer's emotional contribution is, in fact, one step ahead of the customer's mental contribution, which is the brand that consumers They prefer it to other business names and wish to buy or use their services. These two concepts are more applicable to Branding; The emotional contribution of the customer is, in fact, an emotional relationship between consumers with special brand names, Retailers, wholesalers, teams, entrepreneurs, and service providers. In fact, service companies Most are looking at how well their customers know or remember it and in the competitive market they prefer it to other brand names.

V. CUSTOMER SERVICE LOYALTY

In the last decade, the creation and maintenance of customer loyalty has been identified as a necessary strategy (Ganesh et al., 2000).

Customer loyalty plays an important role in marketing literature. (Christopher et al., 2004) Which in turn contributes to the profitability and life of the company.

Because it can predict consumer purchasing behavior (Richheld 1993; Uknok and Dension, 2000). The concept of customer orientation in the literature has been discussed (Oliver, 1999, Rrinartz and Kumar, 2002) Customer loyalty is known as an important factor for the provision and sale of a product (Oliver, 1999). Loyal customers have a more favorable attitude towards the services they provide (Srinivasan, 2002) And tend to be more inclined to introduce a product or to serve others (Reenacts and Kumar, 2002). So, basically, we have a good attitude and consumer buying behavior and their recommendations with other people. Loyalty is from a kind of positive attitude to a phenomenon (brand, service) And the protective behavior of these are the more complete expressions of loyalty posed by (Oliver, 1999): Loyalty refers to a strong commitment to a more valuable product or service in the future. In the same way that the same brand or product is bought in spite of the potential impact of its competitors' marketing efforts. In most definitions of loyalty, there are two approaches, the attitudinal approach of different emotions in the person belonging to the organization, Services and goods.

This senses the degree of customer loyalty which is fully cognitive. Attitudinal loyalty scales include mouth-to-mouth advertisements, willingness to encourage and encourage others to use goods and services. Behavioral approach is the customer's desire for services and products provider to maintain and maintain contact with the supplier of goods and services. Brand loyalty refers to the tendency to be loyal to a particular brand and can The willingness of consumers to buy that brand is their first choice.

Consumers loyal to a particular brand are committed. This commitment always leads to the purchase of this brand when used of the products. The American Marketing Association defines brand loyalty as such the advantage of having a customer buy a supplier from a supplier rather than buying a product from several suppliers. And is also said to be a relatively fanatical behavior reaction to the purchase that person finds a brand over time and makes that behavior In the decision-making and evaluation processes of the collection of names that it has in mind, there is a particular tendency toward that brand. This response is a function of the cognitive and mental processes of the individual, in the face of products that are equal in all aspects. Philip Cutler divides customers into brand loyalty to four levels: Hardcore Loyals: They always prefer a "brand" to their purchases and decisions. Split Loyals loyal to two or three specific brands (e.g., they do all of their law enforcement work in a particular way. Loyalty Customers By Shifting Loyals, brand loyalty is one of their personalities. But they may be loyal to a brand at any time.

The switches take independent decisions for each purchase and decision. These customers may simply change their decision based on the price or diversity of the others or the advice of others. There are at least three reasons in business executives' minds to focus on brand loyalty Brand loyalty can increase the average life span of a client for an organization. 2 Brand loyalty can reduce brand advertising costs: Even those who are not brand-friendly and who are loyal to the "attitude" of the brand can be very good brand names.

VI. CUSTOMER SATISFACTION WITH SERVICE

Satisfaction is the pleasant or unpleasant feelings of a person as a result of his mental performance comparing to his expectations. As it is explicitly stated in this definition, satisfaction is subject to mental function and expectations. If the performance of the goods and services appears less than expectations, the customer becomes unwell. And if the performance of the goods and services is expected to occur, the customer is pleased And if the performance of the product outstrips expectations, the customer pleases or, in other words, delights (Katler, 1980). In fact, the satisfaction of the customer's judgment is from the last place of purchase and the call to the service provider or product (Bitner &hubber, 1994). The customer satisfaction of the brand is defined as their general emotional evaluation of branded products and services at any given time. (Anderson et al, 2004) Overall, customer satisfaction can be a judgment process, Cognitive, positive customer perception of the brand. Satisfaction has been defined by many thinkers as an emotional response to a shopping position. Narus & Anderson, 1990.

VII. EMOTIONAL FACTORS AND CUSTOMER LOYALTY

One of the factors that encourages customers to select and communicate with a product or service It is affectionate. We live in an emotional world Which has a significant impact on our decisions (Berry, 2002) Because of this, marketers are trying to create emotional connections between customers and a particular brand. The ability of customers to develop their affiliate and brand relationships is supported in academic literature (2005.; Berry, 2000). This is the Bowlboy (1979) Theory Approach "The emotional level predicts a subject and an object to attract the attention of individuals to an object" (Thomson et al., 2005) Although this theory emphasizes human personality, the previous studies show that Customers may give the brand specific characteristics and human features and can have a brand-like relationship Create relationships with other people (Aaker, 1997; Fournier, 1998) Therefore, it is reasonable to assume that the affective relationship of the customers with the brand predicts their loyalty to the brand (Thomson et al ;2005). According to Berry, 2000, a well-known brand always establishes an emotional connection with the listeners. Emotional factors are the result of a long-term relationship between services provided and customers Which is created during a service experience (Phillips and Baumgartner, 2002), and this is an important outcome of marketing. Customer sense is recognized as an important factor in customer litigation, satisfaction and decision-making behaviors (Phamet al, 2001). Continued efforts of the law

enforcement sector lead to an emotional relationship with customers And then it brings customer loyalty. So:

H1. Customer affective factors and customer loyalty have a positive correlation.

VIII. CUSTOMER SATISFACTION AND QUALITY OF SERVICE

Customer Satisfaction refers to an issue that refers to the evaluation of products and services and the value of the use of services. Satisfaction is the result of the customer's perception and assessment of the quality of service. Unlike the close relationship between satisfaction and quality of service, other factors are involved (Cheng and Yang, 2013).

Therefore, it seems to be accompanied by an increase in the quality of complementary services As another important factor through comparing previous services and customer expectations (Parasuraman et al., 1988) The level of service quality is the final data from the customer judgment of the service sector.

The quality of service will highlight the needs of the consumer for most types of services. And these factors are not exclusive to law enforcement services and are seen as a major need for most services (An and Noh, 200999, to et al 2013). Studies show that customer satisfaction also includes their emotions (strandvik, 1997; Martin et al, 2008, Oliver and Westerbook, 1993 Liljander). Satisfaction is related to the consumer's perception of a product or service. Recent research suggests that customer satisfaction acts as a response to the behavior of the user (Mano and Oliver, 1993). The high level of service quality from the level of consumer expectations creates a positive emotional feeling among customers. Satisfaction is a knowledge and is a key factor for customer loyalty. The survival of a company is determined by the level of customer satisfaction (Bhattacharjee, 2001; Srivivasan et al, 2002). In the past, researchers have come to the conclusion that satisfaction and loyalty to service companies There is a positive relationship (Homborg and Giering, 2001) Also, the quality of services has been studied as a factor enhancing customer loyalty (Zeithaml et al, 1996) In most studies, it has been concluded that the relationship between the quality of service and customer loyalty is achieved through customer satisfaction (Caruana, 2002).

In this study, satisfaction as a mediator variable in the effectiveness of service quality. (Kaura et al., 2015). According to the results, the following assumptions are assumed:

H2: Customer satisfaction from service companies has a positive correlation with customer loyalty.

H3: Emotional affiliation with service companies has a positive correlation with the satisfaction of service companies.

H4: The quality of the services received by the law enforcement agencies is positively correlated with the loyalty of the customers of the service companies.

H5: The quality of service received by service companies has a positive correlation with the affiliation of service companies.

H6: Quality of service received by service companies has a positive correlation between customer satisfaction with service companies.

IX. TRUST AND ITS IMPORTANCE IN THE SERVICE SECTOR

Brand trust is the degree of brand ability and ability to meet promises and promises (Doney & Cannon, 1997). Brand trust from a customer perspective is a psychological variable attributed to a set of Assumptions about the brand's praiseworthiness, perfection and dignity lead to customers (Gurvies & korchia, 2002) The results of previous research show that the higher the credibility of the brand, the greater the likelihood of customers Today, trust in companies depends not only on their products and services, but also on their human resources capabilities (Shabani et al., 2015). Trust is a major factor in marketing service for the relationship between customers and businesses (Caster et al, 2014) Trust has a huge impact on the success of service organizations such as service companies, Because the service of the opposite is not before the purchase can be seen and touch. And the service buyers, They always regard these products as high-risk products Creating trust in service providers from other organizations is more important. (Punjaisriet al, 2013) Trust is an important factor in assessing consumer behavior (Buttner and Goritz, 2008) And is recognized as an important factor in marketing theory (Flavian and Guinalu, 2006; Morgan and Johnson, 1999) Trust in the service industry refers to customer expectations and their belief in the services they provide.

It is considered as the unitary principle and integrity of the company (Morgan and Hunt, 1994).The trust of customers depends on their past experience and their assessment of the company's performance. Trust is influenced by customer satisfaction Weber affects customer loyalty (Marinkovic and Obradovic, 2015). Customers who trust their company are more satisfied with the law enforcement services they provide (Morgan et al., 1993; Sinrdeshmukh, 2000). Feel better than the company and they tend to remain loyal. According to the discussion, the following assumptions are assumed:

H7: The quality of services received by service companies has a positive correlation with the trust of customers to service companies.

H8: Customer trust has a positive correlation with customer loyalty.

H9: Customer trust has a positive correlation with the affective affection of the customer towards the service company.

H10: Customer trust has a positive correlation with customer satisfaction with service companies.

Figure 1 shows the relationship of this study. The factor of interaction as an external factor is added to these factors

because the interaction factor originates from the emotional level of the customers.

X. CONCEPTUAL MODEL OF RESEARCH

Based on what was said in the research literature, the conceptual model of research is as follow.

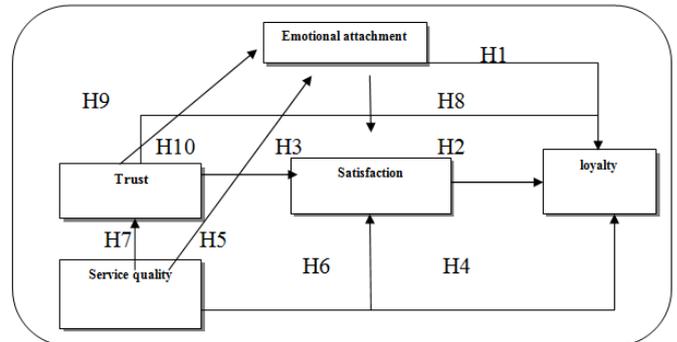


Fig. 1. Conceptual model of research.

XI. RESEARCH METHODOLOGY

The present research is applied in terms of purpose and in terms of data collection method is descriptive or non-experimental. The statistical population of the study consisted of the customers of the law enforcement electronic services company.

And the main criterion for participation in this customer relationship study is the relevance of these people. Considering the unlimited statistical population and taking into account the error level of 0.05, the sample size was estimated to be 387 people. Sampling was done randomly. The data collection tool was a questionnaire with 25 items. Content validity and construct validity were used to determine the validity of the questionnaire. Content validity was obtained with the views of professors and experts. Factor analysis method was used to determine the structure validity. Cronbach's alpha coefficient was used to determine the reliability of the instrument. The table below shows the reliability and validity of the questionnaire structure. The factor load obtained for all items is 0.5 times larger. Also, the obtained alpha coefficient for all research scales is more than 0.7. According to these two articles, it can be claimed that the research scales have had a good validity and reliability.

Data analysis: Table I shows the status of statistical sample in terms of demographic variables:

TABLE I. Descriptive statistics results based on demographic variables.

Marital status		Sex		Age (years)		Job type		Education		Income (million)	
%36/7	Married	%52/2	Man	%5/2	25 under	%24/8	Employee	%8/89	Diploma and lower	3	1 Under
%63/3	Single	%47/8	Female	%37	30until 25	%31/9	Free	%8/6	Assistant	62/2	2until 1 Among
				%40	35 until 31	%34/1	Student	%28/9	Masters	21/5	3 until 2 Among
				%15/6	50 until 36	9	Unemploy ed	%40/9	Ma	13/3	to the top 3
				%2/2	50 Top			%12/6	P.H.D		

The Kolmogorov-Smirnov test is used to test the normal data. The results of the test showed that all variables have a normal distribution. The test results are presented in Table II:

TABLE II. Results of normality testing of data

The significance level	Z Statistical	Variable
0/098	1/113	Emotional affiliation with the company
0/138	0/918	Satisfaction from the company
0/287	0/875	The amount of trust to the company
0/082	1/213	Quality of service
0/118	0/978	Loyalty to the company
0/102	1/018	Interacting

To test the research hypotheses, structural equation modeling and partial least squares method (PLS) were used. An internal model (structural model) describes the relationships between latent variables How much variance of a

latent variable is determined by other latent variables. To evaluate the model, regular indexes are used for the test, which includes R2, path coefficients, and critical coefficients. Six variables have been investigated in this study. Customer loyalty is taken from Ganesh, 2000). Affective affiliation to the company is taken from (Thomson et al, 2005). Customer satisfaction is taken from (Oliver and Svan, 1919). The quality of services (Oliver and Svan, 1989) The Doney and Cannon, 1997, have been taken. All questions from the questionnaire have been used using Likert's five-choice spectrum. Table III shows the fitting of the structural model based on the average extracted variance (AVE) And other criteria. If the AVE values for all structures are higher than 0.5, that is, the units exceed 50% Explaining the variance of their structures, indicates the convergence validity of the tests used (Fornell and Larcker, 1981).

TABLE III. The results of factor analysis confirmation of the research scale.

Cronbach's Alpha	R Square	Composite Reliability	AVE	Factor load	
0/8593	0/5871	0/9141	0/7802		Loyalty to the company
				0/883	Item No. 1
				0/904	Item No. 2
				0/863	Item No. 3
0/8135	0/6221	0/8655	0/5177		Emotional attachment to the company
				0/760	Item No. 4
				0/732	Item No. 5
				0/691	Item No. 6
				0/724	Item No. 7
				0/723	Item No. 8
				0/684	Item No. 9
0/8034	0/5900	0/8721	0/6324		Satisfaction with Law Enforcement
				0/866	Item No. 10
				0/841	Item No. 11
				0/791	Item No. 12
				0/670	Item No. 13
0/8666	0/5591	0/9084	0/7126		Quality of corporate services
				0/851	Item No. 14
				0/848	Item No. 15
				0/852	Item No. 16
				0/825	Item No. 17
0/9015	0/5175	0/9313	0/7721		Confidence level
				0/899	Item No. 18
				0/882	Item No. 19
				0/851	Item No. 20
				0/882	Item No. 21
0/8995	0/000	0/9300	0/7686		The degree of interoperability
				0/863	Item No. 22
				0/855	Item No.23
				0/903	Item No. 24
				0/886	Item No. 25

TABLE IV. Correlations between variables.

Interact	The trust	The quality of service	Satisfaction	Emotional affiliation	Loyalty	
					1	Loyalty
				1	0/694**	Emotional affiliation
			1	0/723**	0/760**	Satisfaction
		1	0/695**	0/708**	0/756**	the quality of service
	1	0/709**	0/739**	0/722**	0/844**	the trust
1	0/859**	0/724**	0/803**	0/732**	0/833**	Interact

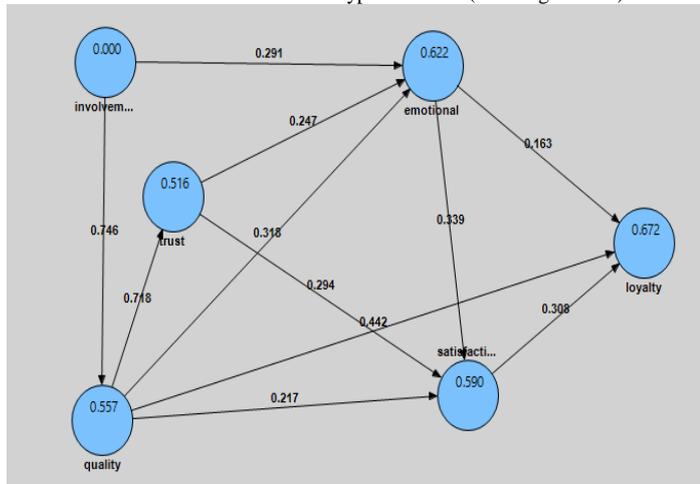
0/01 Meaningful at a significant level **

Before testing the hypotheses of the research, the relationship between variables was measured using Pearson correlation coefficient test Table IV shows the results. By

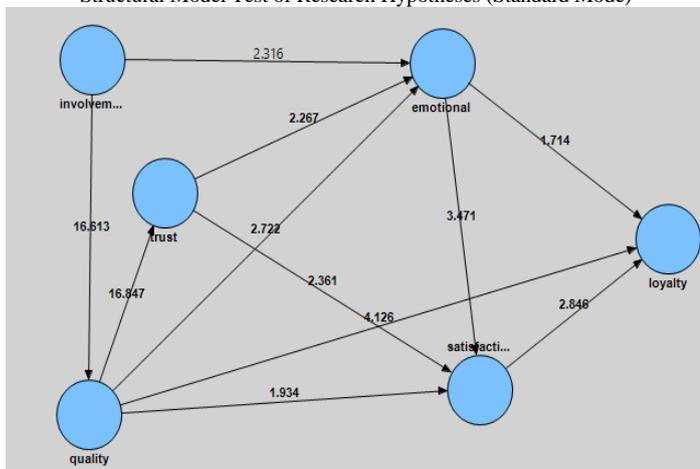
comparing the correlation squared between the two variables with the AVE rate, this should be larger than the AVE. Which is used to validate structural variables.

The internal model of the research, which shows the relationships between the main variables, is observed using standard Smart PLS software.

Structural model of research hypothesis test (meaningful state)



Structural Model Test of Research Hypotheses (Standard Mode)



Hypothesis	The result of the hypothesis	Direct effect	Indirect effect	The amount
H1: Customer's emotional attachment to loyalty to the company	Reject	no	0/104	0/104
H2: Customer Satisfaction on Loyalty to the Company	Confirmation	0/485	-	0/485
H3: Emotional Affinity on Customer Satisfaction	Confirmation	0/337	-	0/337
H4: Service quality on customer loyalty to the company	Confirmation	0/442	0/134	0/576
H5: Quality of service on the emotional affiliation of customers	Confirmation	0/318	0/394	0/712
H6: Quality of Service on Customer Satisfaction	Confirmation	0/217	0/271	0/488
H7: Service quality on customer confidence	Confirmation	0/718	-	0/718
H8: Trust on loyalty to the company	Confirmation	0/551	0/116	0/667
H9: Trust on Customer Emotional Affiliation	Confirmation	0/247	-	0/247
H10: Trust on Customer Satisfaction	Confirmation	0/294	0/083	0/377

XII. CONCLUSION

The results of this study showed that 52.2% of the subjects studied Have been categorized as women's groups and the male group comprised 47.8% of the statistical sample 63.3% of the subjects were singles And the marriage group comprised 36.7% of the sample. The majority of people are 40 percent of the sample between the ages of 31 and 35. The lowest age-related abnormality is for people under 25 years of age.

Among the respondents, the highest frequency of education is for those with a Masters degree 40.9% of the sample, and the lowest number in terms of education is at the level of education with a diploma equal to 8.89% From the statistical sample. The highest frequency is in terms of job related to the student (34.1%) and the lowest number in terms of job related to the unemployed With 9% of the sample. The most frequent monthly income is the income level between 2.5 and 4 million USD With 62.2% and the lowest incomes are for those who earn less than \$ 2 million. In this research, we introduce a conceptual model for investigating the emotional belonging to the brand and its effect on customer loyalty. And we conclude that emotional affiliation has an indirect effect on customer loyalty. Therefore, this hypothesis is rejected, which means that customers who have more affection than the company Are not loyal to it. But the results of earlier studies state that loyal customers The services that service companies provide are more satisfying and keep their relationship longer. And this oral-to-mouth satisfaction is published among clients (Bloemer and Ruyter, 1999).

It also states that loyalty of service companies directly affects satisfaction (Bhattacharjee, 2001 Floh and Treblmaier

Table V shows the direct and indirect effects of independent variables according to the assumptions of this study. As can be seen, there is an indirect relationship between affective affiliation and customer loyalty. But there is no direct relationship between affective affiliation and customer loyalty. Therefore, this hypothesis is rejected. Theorem 2 (β general = 0485), hypothesis 3 (β general = 337), hypothesis 4 (β general = 576.), The hypothesis 5 (β general = 712), hypothesis 6 (β general = 488), hypothesis 7 (β general = 718), hypothesis 8 (β general = 667), hypothesis 9 (β general = 247) The hypothesis 10 (β general = 377.), It is also confirmed. Therefore, there is a meaningful relationship between the said variables and these hypotheses are confirmed.

2006) As shown, customers with a higher degree of high level of satisfaction are more committed and loyal to the company, respectively. This perception and feeling is associated with a positive relationship between emotional satisfaction and affiliation as well as customer satisfaction. In previous studies, we also found that emotional belonging to service companies and satisfaction as a result of the service quality of firms (Oliver and Wester book; 1993) and trust (Morgan and Hunt 1994).

The practical applications of this research: This study has many practical applications and theories. First, the results of this are an understanding of the influential factors Provides loyalty to customers. Second, it helps customers make decision-making This study is a research model for customer loyalty in the public sector However, little research has been done on customer service loyalty.

This study provides valuable insights for service markets. For example, in the banking services sector, the bank as a company has a preliminary and primary brand. Therefore, the provision of quality services plays an important role in the customer value of the banks (Berry, 2000).

Like the brand, Providing law enforcement services requires the establishment of affective ways of service companies with customers. An appropriate relationship It is based on human communication and not through advertising companies. These types of relationships are based on the quality level of previous experiences of customers (Zeithaml et al, 1993) Which is accompanied by a feeling of affinity and influence and trust. Also, the client is based on a person and affection, and a positive feeling Satisfaction and affection of positive emotions lead to long-term relationship and loyalty in customers. The strong customer relationship of a company prevents temporary dissatisfaction with the quality of a company's services.

And leads to the long-term relationship of the desired component. The result of this study is a general view of customers The service companies also provide this knowledge to the long-term relationships of customers. And increase the efficiency of customer decision-making. Service companies should also try to increase the quality of law enforcement services. To maintain their loyal customers. On the other hand, loyal customers are also expected to have a single unitary relationship of their own.

Limitations of this research: Although this study examines the role of emotional attachment dimensions in customer loyalty in the police services sector But these limitations of this study are related to the generalization of the results This review is for other sections. Initially, this study examines specific variables related to the customer relationship of service providers But this relationship is much more complicated than it is only by examining Ibn the factors to definite conclusions Therefore, it is suggested in future research that there are other factors Like the cost and value of law enforcement services, and in return, measure the increase in customer loyalty To add to the company on previous factors (Burnhal et al., 2003; yang and Peterson, 2004) The next limitation of this study, which can not be extended to other industries, is the statistical population of this study Investigating customers in relation to service

providers. In order to increase the universality of this study, more statistical tests should be done randomly.

Research suggestions: Considering the fact that in the present research it was determined that one of the factors influencing brand loyalty, The quality of service is, service company managers need to improve service quality In the eyes of customers, they try and, in fact, advance to enhance the perceived quality of services They should be considered for long-term goals of these institutions, because they can do this The trust and loyalty of customers will increase the brand of a company and ultimately gain more satisfaction. Given the direct link between quality of service and brand loyalty. Customers are affected by the quality of service they perceive from these dealers. Increasing their loyalty and providing oral-to-mouth advertising that, in this regard, Police Service Offices using up-to-date and efficient electronic services, good employee behavior, Carrying out the promised services in their time, proper honesty and proper notification, proper response to customer requests, and ... Not only do they bring the organization to its quality objectives, But it creates an appropriate attitude of satisfaction among the people, and ultimately can be in this competitive atmosphere. Increasing its performance will attract and retain more customers. Attracting customer loyalty by effectively handling complaints should be widely considered. In fact, complaints should be considered as opportunities to improve customer relationship and serve as a tool to meet the changing needs of customers.

Improvement, beautification and expansion of physical facilities in the area of services of service companies should also be considered. Given the high competition existing between service providers of different brands, Mentoring among customers and non-consumers is a high priority in creating awareness and reminding them. Enhance customer awareness and reminder by brand communication and the use of appropriate advertising And desirable and with the same message content; But it is obvious that control and only direct attention to these communications for the brand Service firms alone are not enough to create brand loyalty.

Therefore, according to the research model, this research understands the relationship and relationship between this variable and other influential variables On customer loyalty, such as satisfaction, there is a quality of service And considering it seamlessly helps these organizations become effective in creating and increasing brand loyalty in potential and potential customers. Brand communication can be used as a tool to create satisfaction and loyalty.

REFERENCES

- [1] Abolqasem Shabani, Wahmad Reza Sha'a Hassani (2014). R & D in the world class, Research Institute for Defense Industries
- [2] Sadeghi, b (2011). Evaluation of the role of the brand and its impact on the behavior of the consumers of the products of the company, with the approach to the Acer model., Neyshabour: Islamic Azad University, Faculty of Humanities, Department of Management
- [3] Sha'bani Abolqasem (2015) The New Face of Organizations in the 21st Century: Business Management Reference Book, Defense Research Institute for Research.
- [4] Jalalzadeh, Seyyed Reza, Optional Mahnaz (2009). "The Mark of the Brand in the Banking Industry" The First International Conference on Banking Services Marketing.

- [5] Golchinfar, Joy; Bakhtiy, Amir (2006). Methods of customer satisfaction measurement. Tehran: Nashr Am., 78, 175.
- [6] Venus, the referee; Saffian, Mitra (2002). Risk aversion to brand. Quarterly Journal. 26-30, No. 4
- [7] Nasiripour, Amirashkan; Gohari, Mohammad Reza (2010). Journal of Research in New Marketing Research, no. 6.
- [8] Cutler & Armstrong, 2001, Marketing Principles, Ali Parsayian Translation, New World Edition, vol. II. 6.
- [9] Bowlby, J. (1979) the marketing and breaking og affectional bond International brand attachment: a factor in customor –bank relationships. Shalom Levy Hayiel
- [10] hino, R (1984) How brand knowledge and relationships affect current and future purchases ."Journal of product and brand management, vol. 15, no. 2, pp. 98-105.
- [11] Gronroos ,C. "A service quality model and its marketing implications".
- [12] "The impact of interpersonal relationship on customer satisfaction and loyalty to the service provider". International Journal of Service Industry Management, vol. 15, no. 4, pp. 365-384.
- [13] Kim, C. K., Han. D & ,Park. S. B. (2001). Identification on brand loyalty: applying the theory of social identification ."Journal of Japanese psychological research, vol. 43, no. 4, pp. 195-206.
- [14] Placements in films rols of brand congruity with reference to brand placements in hindi films". South asian journal of "The effects of brand communication and service quality in brands.(2011)
- [15] Building brand loyalty brand through brand trust the empirical research on global The Journal of Procedia Social and Behavioral Sciences, vol. 24, pp.