The effect of relational benefits on customer perceived value among customers Sabah Dairy Company in Golestan Province

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ABSTRACT

The aim of this study was to evaluate the effect of relational benefits on customer perceived value among customers Sabah Dairy Company in Golestan province. The research method is descriptive correlation is considered. The target population included all dairy customers Sabah in Golestan province of 100,000 people. The sample proportional to the number of people using Morgan table is 384. And random sampling method was simple. Library and field research data was gathered using a standardized questionnaire was used tools. The reliability of the questionnaire using Cronbach and validity were confirmed by content. The structural equation modeling to analyze the data using LISREL software was used. The results showed that the relationship between the benefits to the customer's perceived value among customers Sabah Dairy Company in Golestan province, there is a significant relationship.

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