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THE EFFECT OF CLAIM SETTLEMENT PRACTICES ON CUSTOMER SATISFACTION AND LOYALTY IN GRAND GUARDIAN TOKIO MARINE GENERAL INSURANCE CO.,LTD

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ABSTRACT

This study investigates the effect of claim settlement practices on customer satisfaction and customer loyalty at Grand Guardian Tokio Marine General Insurance Co., Ltd. The research examines four key dimensions of claim settlement practices: timeliness, communication, transparency, and staff professionalism. A quantitative research design was applied using descriptive and explanatory methods. Data were collected from 290 respondents who had experienced at least one insurance claim during 2024 and 2025, selected through simple random sampling. Structured questionnaires were used to gather primary data, and the responses were analyzed using SPSS software with descriptive statistics, reliability testing, and regression analysis. The findings reveal that all four dimensions of claim settlement practices have a significant positive effect on customer satisfaction, with transparency showing the strongest influence. Additionally, customer satisfaction has a strong and significant positive effect on customer loyalty. The results indicate that improvements in transparent procedures, timely service, effective communication, and professional staff behavior enhance customer satisfaction, which in turn increases customer loyalty. The study concludes that effective claim settlement practices are essential for strengthening customer relationships and achieving long-term success in the general insurance industry.