

# **Factors influencing customer loyalty with quality mediating role of customer relationship management, brand image and moderator role )Case Study: Insurance customers of Iran's Gilan Province(**

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**Customer loyalty is one of the most important components that has always been considered by many researchers in discussing consumer behavior. This component is of particular importance to all organizations, but in service organizations, pay more attention to customer loyalty. Insurance companies are one of the most important service organizations in each country and These companies are no exception. so the main purpose of this research is, consider Therefore, the main objective of this research is to investigate the factors affecting customer loyalty with the mediating role of customer relationship management quality and the moderator role of brand image of Iran insurance customers in Guilan province. In this regard, the researcher also asked his main questions whether the brand image has a moderator role in the relationship between quality of service, customer satisfaction and customer value through customer relationship management. And does the quality of customer relationship management has a mediating role in the relationship between between customer service quality, customer satisfaction and customer value with customer loyalty. this research is applied about the goal and is descriptive about data collection The statistical population of the survey is Iranian insurance company customers in Guilan province. The sampling method in this reaserach is random sampling and the sample size is 255 companies. Data gathering method is field research and data gathering tool is Nidazao and Khaje Zadeh (2016) questioner. In this study, Cranach's alpha coefficient was used to measure reliability and to measure the validity was used the content validity which Values higher than 7.0 are obtained**

for all variables. All analysis of data collected has been done through SPSS and PIS software. confirmatory factor analysis and structural equation modeling was used To investigate the hypothesis. The results of the research hypotheses indicate the impact of customer relationship management quality on customer loyalty. In other hypotheses, the mediating role of customer relationship management quality in the relationship between service quality, customer satisfaction and customer value with customer loyalty was confirmed. Finally, in the final theory of research, moderating role of brand image research in the relationship between service quality, customer satisfaction and customer value quality customer relationship management is approved.

**Keywords :** Keywords: customer loyalty, service quality, customer satisfaction, customer value, customer relationship management, insurance Iran.

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