The intense competition in the auto insurance business has caused price cuts which in turn affect the quality of service and image of the insurance companies as well as lead to lack of trust from customers. It also contributed to the results in low renewal rate of the automobile insurance policy. When the cost of acquiring new customers has increased due to the competition condition, many companies incur losses. The companies, therefore, need to adjust their strategies to build loyalty and keep existing customers with them as long as possible. The objectives of this research were to study: 1) the current state of antecedents affecting customer loyalty to the automobile insurance business; 2) influences of service quality, image of an insurance company, and customer satisfaction on the customer loyalty to the automobile insurance business; and 3) develop a causal structural equation model of the customer loyalty. This research employed a mixed research methodology combining quantitative and qualitative methods. For the quantitative research part, the research sample consisted of 400 customers of the automobile insurance business located in Bangkok and vicinity area. The sample size was determined based on the criterion of 20 times the observed variables. They were selected via multi-stage sampling. Data were collected with the use of a questionnaire and analyzed with a structural equation model. As for the qualitative research component, in-depth interviews were conducted with 17 key informants consisted of executives of the insurance company, academics and the automobile insurance policyholders. The findings showed that: 1) service quality, corporate image, customer satisfaction, and customer loyalty were rated at a moderate level; 2) service quality, corporate image, customer satisfaction had an influence on the customer loyalty, with a 0.5 level of statistical significance, and all of these factors could predict the results by 65 percent. In addition, the qualitative research findings indicated that claims service was the key factor affecting the customer loyalty to the insurance companies; and 3) the model, developed by the researcher, was called the AIL Model or the Automobile Insurance Loyalty Model, consisting of integrated concepts and approaches which could be used for the insurance companies to formulate policies and strategies and implement rapid operations through the one-stop service by using call centers to respond to the needs of modern customers. These research finding can be used to reduce the business risks faced by the insurance companies which serve as the crucial factors for the stability of the business. In addition, the automobile insurance companies must allocate budgets to develop information system in order to establish the omni-channel to link the data of the customers, put in place a database system and data processing and analysis to formulate policies and strategies for creating good experiences, create customer service value, establish competitive advantage, and foster customer loyalty to achieve the overall development for the auto insurance industry.

Keywords: Customer Loyalty, service quality, corporate image, customer satisfaction, insurance industry
organizations can also gain financial strength, grow in market share and improve the security of the company (Meeboonsalang & Chaveesuk, 2019).

To achieve marketing goals and having an impact on the customer buying behaviour, the loyalty of the customer is the key. Customers who are truly loyal to any product or service are loyal in terms of behaviour and attitude. Most of the times, the behaviour of customers changes with time. Organizations like insurance companies need to adopt new strategies to generate more profit by attracting new customers. To succeed in the marketplace and to gain maximum market share, it is key that organizations develop customer loyalty (Chaudhuri & Holbrook, 2001).

Satisfaction of customers is the key to develop loyalty among customers. Satisfaction of customers is the measure of the way services and products provided by the organizations surpass or meet the expectations of customers. Customer satisfaction is mainly dependent on the expectations of the customers and the performance of the service or product. Researchers have reported that customers compare the performance or service or product with what is expected. If the performance of the product or service surpasses or match the expectations of customers, the customers will be satisfied. If the performance is low or shortfall than the customer expectation, it will lead to the dissatisfied customer which will eventually affect the loyalty of the customers (Okeke, 2019).

Branding is one of the key activities to enhance brand equity whereas, brand image is referred to as the perception of any brand in the mind of the customers. The purchase decision of customers is affected by the brand image. Companies brand is distinguished from the competitors based on brand image. If the evaluation of customers is favourable, it will lead to the association of customers with the organization. Brand image is the mental picture of the brand in the mind of the customers which is reflected by different elements like picture, logo and name etc (Adıgüzel, 2019). Therefore, it is one of the key factors affecting brand equity. The main purpose of the organizational marketing strategy is to develop a positive perception in the mind of the customers to maximize the profit, sales and market share (Ansary & Hashim, 2018).

The satisfaction and loyalty of the customers are dependent upon the evaluation by customers of a certain service and the level to which they meet the customers’ expectations is known as service quality. In order to determine different parameters that can affect service quality, it is key that organizations should give valuable consideration. Service quality plays an important role to keep customers satisfied and to develop a competitive position in the market (Pakurár, Haddad, Nagy, Popp, & Oláh, 2019).

Source: Internet

Automobile insurance is a very important business globally. This business is continuously growing around the globe. In 2019, the revenue earned through the car insurance business was more than 21 billion USD. Therefore,
organizations need to focus on customer loyalty. Thus, this study has examined the effect of brand image, customer satisfaction and service quality on customer loyalty in the context of the car insurance business in Bangkok.

II. LITERATURE REVIEW

Customer Loyalty
Past studies have defined customer loyalty as the intentions of customers to purchase the products and engage in repeated buying on a continued basis. Studies revealed that customer loyalty simply means repurchasing or reusing of a certain product or certain service. Whereas few studies have stated that customer loyalty means there is very little need to switch the brand and use the substitute or competitor brand. Brand loyalty shows the strength of the service or product of competitors. Repurchase intention is one of the important tools to measure brand loyalty. Satisfaction of customers positively influences loyalty of the customer with business and product. Moreover, it also creates repurchase intention from the customers. To get an advantageous position over the competitors, organizations have priority to gain loyalty among customers. The loyalty of customers is mainly affected by the satisfaction of customers and it is characterized as one of the key organizational assets. A loyal customer is mostly ready to pay more to get the required services or product (Haq, 2012).

Customer Satisfaction
Scholars in past studies have explained customer satisfaction as the difference among customer desire, expectations and performance of service or product. Satisfaction is the feeling of the customer in terms of disappointment or pleasure which results by comparing the performance of service or products. Therefore, satisfaction is the psychological effect that involves the feeling of pleasure and wellbeing which results in getting what a customer expects and what product deliver. Researchers also postulate that satisfaction of customer is the post-purchase evaluation of product or service by the customers. It is the response of the customers based on the overall experience of service or product (Cruz, 2015).

The price and value of the product derive customer satisfaction. Value is described as the overall assessment of a product or service by the customer regarding the utility of the services or products as compared to the price paid to get those services. The process of perceived value involves trade-off among what customer sacrifices in the form of learning cost, opportunity cost, perceived risk, sacrifices and price in exchange of what he/she get as utilities, benefits and quality. In this regard, Pereira, de Fátima Salgueiro, and Rita (2016) confirmed that price and value are a strong predictor of customer satisfaction.

Brand Image
The present perspective of the brand among customers is the brand image. Image characterized several bundles showing what the actual brand represents. Image is the set of belief regarding a certain product or service in the mind of the customer. Thus, it is the perception of a product or service in the mind of customers. Brand image is the way to identify the position of a certain service or product in the market. Past scholars have also described the brand image as the organizational image, and it shows the worth of the brand. It is the accumulation of perception and contact by the stakeholders outside the organization. The image of the organization must reflect vision and central goal. The brand image includes distinction, functionality, ease of use, products appeal and overall worth of the organization. At the stage when customers are buying the products of the organization, they are buying the image of the organization. When a brand exceeds the desire of customers, it creates a positive brand image and improves the brand worth and goodwill of the organization (Mehta & Tariq, 2020).

Researchers mentioned that corporate image is the overall concept which reflects the general evaluation of brand among corporaion. As the concept of image is very broad, therefore there was no exact definition of an image upon which different scholars and the public may get agreed. Scholars claimed that corporate image is derived from the social responsibility and capability of the organization. In this aspect, studies also claimed that corporate image indicates that existing or potential customers may be willing to come in contact with the organization (Tran, Nguyen, Melewar, & Bodoh, 2015).

On the other hand, scholars believed that there are a number of different factors that come from the perception of customers that creates the corporate image. These factors also known as elements of the brand include a diversity of services, operational vision, tradition, and corporate name. These factors are the outcome of the interactive influence of all knowledge, ideas, feelings and experience of customers. On the other hand, a similar definition
was proposed by TANG (2007) who pointed that brand image is the total offering to a customer by the organization and it is the total of customer impressions, ideas and beliefs towards a certain organization. Therefore, corporate image is defined by Lee (2019) as the combination of meanings that customers assign towards the organization and is used to describe, relate and remember the meaning as a total outcome of knowledge, feelings, beliefs, impressions and experience.

**Service Quality**

Researchers have mentioned that service quality is the evaluation of the way a business can fulfil the customers’ expectations. The service quality is mainly dependent upon the level to which expectations are fulfilled from a certain service or product. Service quality plays an important role to keep customers loyal and satisfied for a longer period. These loyal customers play a positive role to develop sustainable competitive advantage and help to survive in the current marketplace (Bryman & Bell, 2015).

Scholars Parasuraman, Zeithaml, and Malhotra (2005) mentioned that service quality is measured from five different aspects namely responsiveness, assurance, tangibles, empathy and reliability. The tangible factor of service quality represents the physical features that are being offered to customers and employees availability that play an important role to enhance customer satisfaction. On the other hand, the element of reliability represents the ability to deliver and provide the level of services that are promised without alteration inaccuracy. Moreover, they are delivered in the same way as they were promised. Responsiveness is described as the level of interest of the organization to solve customer problems. Moreover, assurance is the level of understanding and attitude of organizational staff towards their customers. In the end, understanding of customers and taking care of customers is denoted by empathy (Yuen & Chan, 2010).

**Service Quality and Brand Image in Insurance**

Park and Lee (2005) revealed that brand image is the combination of beliefs and norms of customers. Moreover, the Image of any brand is created when customers have overall information regarding the services and products. At the time when customers decide on the purchase of a product or service, perceived service quality plays a very important role (Mehta & Tariq, 2020).

Customers get emotionally attached to the organization when they completely understand the disadvantages and advantages of the services and products being offers. The organization needs to fulfil the needs of the customers by handling the target customers with the help of different marketing strategies. It provides the vision and mission to the organization and also helps the organization to complete its goals, objectives and vision effectively and efficiently (Mehta & Tariq, 2020). Past studies examined the relationship between corporate image and service quality. They revealed that customers who get the good quality of services on regular basis by the service offering firm develop a positive image regarding the organization. Therefore, corporate image affects the choice of the customers on the regular basis (Srivastava & Sharma, 2013).

**H1: Service Quality Positively affects Image insurance.**

**Service quality and customer satisfaction**

To attain a competitive position in the marketplace, customer satisfaction and service quality play a very important role. Organizations must be able to use different elements of their services to gain a higher level of satisfaction to survive in the marketplace. Scholars conducted the study to assess the effect of service quality in the insurance industry and they revealed that service quality in terms of planning, competence, technology plays a very important role to develop customer satisfaction. On the other hand, scholars assessed the effect of different dimensions of service quality. They found that responsiveness and reliability dimensions play a very important role in different customer profile to gain customer satisfaction (Pakurár et al., 2019).

Another study was conducted by scholars to assess the effect of different dimensions of SERVQUAL on the satisfaction of patients. The study revealed that it is important for the organizations to prioritize the timely delivery of the services, the accuracy of the bills and on-time communication regarding employees willingness to help the customers, promptness of services and delivery of the services. On the other hand, a study conducted by Paposa, Uinkar, and Paposa (2019) examined the effect of service quality on customer satisfaction in the context of restaurants of emirates. The findings of the study pointed that service quality is one of the important predictors of customer satisfaction.

**H2: Service quality significantly impacts customer satisfaction.**
Service quality and customer loyalty

In past studies, a number of researchers have confirmed the strong relationship between service quality and customer loyalty. In this aspect, studies have confirmed the direct effect of service quality on customer loyalty. On the other hand, the researcher also pointed out that customer loyalty is the result of service quality. If the level of customers is high, then service quality will create a high level of loyalty among them. As today business environment is very competitive and dynamic, therefore it is very difficult for organizations dealing in the service sector to attain customer loyalty. Several different authors have mentioned repurchase intention and WOM as the dimensions of customer loyalty. Therefore, service quality has a significant effect on these dimensions of customer loyalty (Keshavarz & Jamshidi, 2018).

The study conducted by researchers in the banking sector pointed out that ambience significantly affect customer loyalty. The same results were reported by Zineldin (2005) in the banking sector of Sweden. On the other hand, Khan and Fasih (2014) revealed that the reliability and assurance dimensions of service quality affect customer loyalty significantly.

H3: Service quality significantly influences customer loyalty.

Insurance Image, customer satisfaction and Loyalty

Researchers pointed out that a brand can be anything. The scholar has defined image as the perception of the service or product in the mind of customers. Brands of organizations are intangible assets that are hard to be replicated. Service brands are very difficult to be replicated and different from a product brand. Set of values are also received by the customers when they are involved in purchasing product from any organization. Moreover, they are also set of values that an organization represent and encourage customers to rebuy from the same organization again. Customers who possess a positive image regarding the organization, have a high level is satisfaction from the product or service (Yu-TeTu & Hsu, 2013).

Scholars mentioned that if the brand image of customers is increased, it will increase their customer satisfaction. So, the positive perception is the consumer positive image of a brand in the mind of the customer regarding services or product being offered by the organization and it increases the level of trust among the customers for the brands. As a result, these brands achieve customers satisfaction. In the case of satisfaction, an appropriate relationship with the customer is developed by the organization (Yulisetiarini & Prahasta, 2019).

H4: Insurance Image significantly affects customer satisfaction.

H5: Insurance Image Positively Effect Loyalty.

Customer satisfaction and customer loyalty

Other than directly assessing the loyalty of the customers, there are a number of different factors that affect customer loyalty i.e. customer satisfaction. Other factors create customer satisfaction through experience by using a service. Emotional and affective attachment of customer with the organization is included in it. Researchers believe that customer satisfaction affects the factors which help in the creation of long term relationship with the organization (Risheim & Moberg, 2017).

Researchers conducted a study in the context of the hairstyle industry argued that customer satisfaction creates loyalty among the customers and develop a strong bond between organization and customer. If the satisfaction of customer is high, it will have a positive effect on the repurchase intention of the customers that is an important dimension of loyalty. Whereas, it has the opposite effect on repurchase intention if the satisfaction level is low. On the other hand, studies revealed in a study that service quality and customer satisfaction have a positive influence on loyalty among the customer of the telecom sector of Bangladesh. Overall, one can illustrate that attitudinal and behavioural loyalty of customers is positively affected customer satisfaction. Several past studies have also examined the effect of service quality on loyalty through customer satisfaction and confirmed the relationship (Carelse, 2017).

H5: Customer satisfaction significantly influences the customer loyalty.

Mediation relationships

H6: Customer satisfaction mediates the relationship between service quality and customer loyalty.

H7: Brand Image mediates the relationship between service quality and customer satisfaction.
H8: Customer satisfaction mediates the relationship between Brand Image and customer loyalty.

III. METHODOLOGY

The present study adopted a mixed methodology approach in this study which is comprised of qualitative as well as quantitative methods. The first phase was the qualitative part for which in-depth interviews were conducted by the 17 executives of the insurance company, policyholders of automobile insurance organizations and academics. The second component of the study is a quantitative approach for which survey data was collected from the customers of the automobile industry around Bangkok and the surrounding area. The total number of respondents to whom data was distributed was 400. Multi-stage sampling was used in the present study. The questionnaire was designed in Likert 5 Scale to get the quantitative response from the customers. On Likert 5 scale, the figure of 1 shows strongly disagree whereas 5 represents strongly agree. Figure 3 represents the neutral opinion of the respondents. For the analysis of collected data SEM approach was used to test the hypothesis by using LISREL 9.30. Later to show the reliability of the data in the measurement model, Cronbach Alpha and factor analysis was used.

IV. RESULTS

4.1 Qualitative facet of the study

4.1. Determinants Identification process of Customer loyalty

A qualitative process (i.e. in-depth interview method) was employed by the researcher to identify the antecedents of customer loyalty. In-depth interviews were conducted with 17 key informants consisted of executives of the insurance company, academics and the automobile insurance policyholders to understand the determinants of the customers’ loyalty. Response guided approach was used to conduct interviews to understand customer loyalty. For the data analysis, the open-analysis technique was used. Based on the beliefs and preferences of the respondents the significance of the statements was tested. These preferences and beliefs play a significant role in determining the satisfaction and loyalty of the customer. Interviews were recorded and the responses were written in the form of statements. After the identification of a particular phenomenon, it was banged up into categories (Wahyuni,2012). By observing the illustrations and reading the text line to line, the analysis of interviews was completed (Ryan & Bernard, 2003). In the qualitative process, the researcher should categories the identified items if they possess similar characteristics. Through labelling and categorizing text material content analysis classified and summarized (Kolbe & Burnett 991). Based on this procedure, three major categories of customers loyalty were generated. The extracted categories are (1) service quality (2) company image and (3) customer satisfaction. The first category encompassed such attributes as (a) tangibility (b) assurance (c) reliability (d) responsibility and (e) empathy. The second category comprised (e) Insurance image (f) brand (g) function. The third category included (h) value, (I) customer preference, and (J) expectation

4.2 Quantitative analysis

Table 1 shows the results of the preliminary data analysis. It includes the values of mean standard deviation, skewness, kurtosis etc. From this table, it is clear that all values of the indicators are according to the normal standards. The data is collected at a 5 Likert scale therefore, the values of mean and standard deviation are acceptable. The acceptable range for the skewness is -3 to +3 while the acceptable range for the kurtosis is -10 to
+10 (Brown, 2006). This table demonstrates that the values of skewness are between -2 to +2 and the values of kurtosis are between -10 to +10 exhibiting that the data is adequate for further analysis.

Table 1 Statistical test of empirical variables (n=400)

<table>
<thead>
<tr>
<th>Variable</th>
<th>X</th>
<th>S.D.</th>
<th>%CV</th>
<th>Sk</th>
<th>Ku</th>
<th>χ²</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>TANGI</td>
<td>3.220</td>
<td>.924</td>
<td>28.70</td>
<td>-1.177</td>
<td>-5.14</td>
<td>.295</td>
<td>.863</td>
</tr>
<tr>
<td>RELIA</td>
<td>3.363</td>
<td>.956</td>
<td>28.43</td>
<td>-1.601</td>
<td>-1.095</td>
<td>1.560</td>
<td>.458</td>
</tr>
<tr>
<td>RESPON</td>
<td>3.295</td>
<td>.962</td>
<td>29.20</td>
<td>-2.368</td>
<td>-1.245</td>
<td>1.687</td>
<td>.430</td>
</tr>
<tr>
<td>ASSUR</td>
<td>3.345</td>
<td>.984</td>
<td>29.42</td>
<td>-1.594</td>
<td>-1.548</td>
<td>2.748</td>
<td>.253</td>
</tr>
<tr>
<td>EMPAT</td>
<td>3.215</td>
<td>.962</td>
<td>29.92</td>
<td>-1.293</td>
<td>-1.164</td>
<td>1.440</td>
<td>.487</td>
</tr>
<tr>
<td>INSIMA</td>
<td>2.947</td>
<td>1.048</td>
<td>35.56</td>
<td>.097</td>
<td>-1.711</td>
<td>2.938</td>
<td>.230</td>
</tr>
<tr>
<td>BRAND</td>
<td>3.100</td>
<td>.973</td>
<td>31.39</td>
<td>-1.175</td>
<td>-1.593</td>
<td>.383</td>
<td>.826</td>
</tr>
<tr>
<td>FUNCT</td>
<td>3.310</td>
<td>.941</td>
<td>28.43</td>
<td>-1.325</td>
<td>-1.288</td>
<td>1.764</td>
<td>.414</td>
</tr>
<tr>
<td>VALUE</td>
<td>3.348</td>
<td>.959</td>
<td>28.64</td>
<td>-1.594</td>
<td>-1.269</td>
<td>1.963</td>
<td>.375</td>
</tr>
<tr>
<td>PERFOR</td>
<td>3.195</td>
<td>.919</td>
<td>28.76</td>
<td>-1.170</td>
<td>-1.256</td>
<td>.094</td>
<td>.954</td>
</tr>
<tr>
<td>EXPEC</td>
<td>3.333</td>
<td>1.109</td>
<td>33.27</td>
<td>-1.934</td>
<td>-3.074</td>
<td>1.320</td>
<td>.006</td>
</tr>
<tr>
<td>COGNI</td>
<td>3.193</td>
<td>1.126</td>
<td>31.26</td>
<td>-1.534</td>
<td>-2.933</td>
<td>8.887</td>
<td>.012</td>
</tr>
<tr>
<td>ATTIT</td>
<td>3.430</td>
<td>1.078</td>
<td>31.43</td>
<td>-1.107</td>
<td>-2.745</td>
<td>8.758</td>
<td>.013</td>
</tr>
<tr>
<td>BEHAVI</td>
<td>3.855</td>
<td>1.042</td>
<td>27.03</td>
<td>-2.918</td>
<td>-4.094</td>
<td>25.275</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 2 reveals the factor loadings and T-values of the dimensions used in the study. From the Table, it is evident that all dimensions have factor loadings greater than 0.70 and T-value is greater than 1.96, that is according to the defined standards that dimensions should have loadings ≥ 0.70 (Hair Jr, Sarstedt, Matthews, & Ringle, 2016); Mikalef and Pateli (2017) and T-value ≥1.96 (Wijanto, 2008). Thus, all dimensions are significant to be used in further analysis. The coefficient of determination tests the extent to which the dimensions predict the latent variable, the given table indicates the values of the coefficient of determinations fulfil the requirement. Therefore, all the dimensions are appropriate to form the latent variable.

Table 2 Factor Loadings (n = 400)

<table>
<thead>
<tr>
<th></th>
<th>Factor Loading (λ)</th>
<th>Error (θ)</th>
<th>t</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Service Quality Insurance (QUAINSU)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1 TANGI</td>
<td>.67</td>
<td>.55</td>
<td>14.16</td>
<td>.45</td>
</tr>
<tr>
<td>1.2 RELIA</td>
<td>.54</td>
<td>.70</td>
<td>11.04</td>
<td>.30</td>
</tr>
<tr>
<td>1.3 RESPON</td>
<td>.69</td>
<td>.52</td>
<td>14.79</td>
<td>.48</td>
</tr>
<tr>
<td>1.4 ASSUR</td>
<td>.77</td>
<td>.40</td>
<td>17.24</td>
<td>.60</td>
</tr>
<tr>
<td>1.5 EMPAT</td>
<td>.76</td>
<td>.43</td>
<td>16.72</td>
<td>.57</td>
</tr>
<tr>
<td>ρc= .82, ρv= .57</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Image Insurance (IMAINSU)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1 INSIMA</td>
<td>.58</td>
<td>.77</td>
<td>8.89</td>
<td>.23</td>
</tr>
<tr>
<td>2.2 BRAND</td>
<td>.65</td>
<td>.58</td>
<td>12.55</td>
<td>.42</td>
</tr>
<tr>
<td>2.3 FUNCT</td>
<td>.72</td>
<td>.48</td>
<td>14.10</td>
<td>.52</td>
</tr>
<tr>
<td>ρc= .78, ρv= .51</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Customer Satisfaction (SATINSU)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 VALUE</td>
<td>.73</td>
<td>.46</td>
<td>14.17</td>
<td>.54</td>
</tr>
<tr>
<td>3.2 PERFOR</td>
<td>.59</td>
<td>.65</td>
<td>11.26</td>
<td>.35</td>
</tr>
<tr>
<td>3.3 EXPEC</td>
<td>.45</td>
<td>.79</td>
<td>8.40</td>
<td>.21</td>
</tr>
<tr>
<td>ρc= .72, ρv= .50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Customer Loyalty (LOYINSU)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1 COGNI</td>
<td>.64</td>
<td>.59</td>
<td>10.32</td>
<td>.41</td>
</tr>
</tbody>
</table>
4.2 ATTIT
    .70  .51  12.60  .49
4.3 BEHAVI
    .72  .48  12.06  .52

\rho_c = .73, \rho_v = .51

Figure 3 Conceptual model(n=400)

Table 3 Parameter estimation result of direct effect coefficient, indirect effect and total effect from adjusting model (n=400)

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>R^2</th>
<th>Effect</th>
<th>Image Insurance (IMAINSU)</th>
<th>Customer Satisfaction (SATINSU)</th>
<th>Service Quality Insurance (QUAINSU)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Insurance (IMAINSU)</td>
<td>.55</td>
<td>DE IE TE</td>
<td>.74* (7.78)</td>
<td>.74* (7.78)</td>
<td></td>
</tr>
<tr>
<td>Customer Satisfaction (SATINSU)</td>
<td>.69</td>
<td>DE IE TE</td>
<td>.39* (3.29)</td>
<td>.49* (4.61)</td>
<td>.29* (3.37)</td>
</tr>
<tr>
<td>Customer Loyalty (LOYINSU)</td>
<td>.65</td>
<td>DE IE TE</td>
<td>.23* (3.62) .42* (2.56) .52* (3.10)</td>
<td>.030* (4.24)</td>
<td>.82* (7.08)</td>
</tr>
</tbody>
</table>

\chi^2 = 90.93 df = 65 p-value = .01858, RMSEA=.032, RMR=.034, SRMR=.033,CFI = .99, GFI=.97, AGFI=.95, CN = 404.79

4.3 Structural model analysis

Structural model tested with the LISERAL software. The model is a good fit model because all the values of CFI, GFI, AGFI are greater than 0.95 (Hair et al., 2006). From Table3 it is evident that Service quality significantly
positively affects the image insurance with β=0.74 (at p-value ≤0.05 and T-value ≥1.96) (supported H1). Service quality significantly impacts the customer satisfaction with β=0.49 (at p-value ≤0.05 and T-value ≥1.96) (supported H2). Service quality significantly indirectly affects the customer satisfaction via a brand image with β=0.29 (at p-value ≤0.05 and T-value ≥1.96) (supported H7). Therefore, Brand image partially mediates the effect of service quality on customer satisfaction. Insurance Image positively significantly affects the customer satisfaction with β=0.39 (at p-value ≤0.05 and T-value ≥1.96) (supported H4). Insurance Image directly positively significantly affects customer loyalty with β=0.23 (at p-value ≤0.05 and T-value ≥1.96). Similarly, brand image significantly indirectly affects the customer loyalty with satisfaction via customer satisfaction with β=0.16 (at p-value ≤0.05 and T-value ≥1.96) (supported H8). As both direct and indirect effects are significant, therefore, customer satisfaction partially mediates the effect of brand image on customer loyalty. Customer satisfaction significantly affects the customer loyalty with β=0.42 (at p-value ≤0.05 and T-value ≥1.96) (supported H5). Service quality significantly directly affects the customer loyalty with β=0.52 (at p-value ≤0.05 and T-value ≥1.96) (supported H3). At the same time service quality significantly indirectly affects the customer loyalty via customer satisfaction with β=0.30 (at p-value ≤0.05 and T-value ≥1.96) (supported H6). Therefore, customer satisfaction partially mediates the effect of service quality on customer loyalty.

V. CONCLUSION

The current business environment is very dynamic and competitive. It is very important for organizations dealing in the automobile sector to fulfil the needs of customers to satisfy them. Customers who are satisfied develop a positive image regarding the organization. These customers are retained which help in maximizing organizational profit and developing sustainable competitive advantage. For all this, the organizations need to focus on service quality. The same is evident from the findings of the present study. The results of the study illustrate that insurance firms must focus on all five dimensions of service quality namely tangibility, reliability, responsiveness, assurance and empathy to develop a positive image in the mind of customers in the form of brand and its functionality. These factors will lead to the development of a positive image in the mind of customers in the form of superior value and performance of the brand.

Later, the service quality of the insurance firms also has a positive effect on all three aspects of customer loyalty namely behavioural loyalty, attitudinal loyalty and cognitive loyalty. The findings of the present study also confirm the direct effect of a positive image of insurance firms on customer satisfaction. The results reveal that satisfaction level is affected by the positioning of the insurance firm in the mind of the customer. It shows that the evaluation of customer is based on the image in their mind already settled. Moreover, this image also helps in retaining them and making them loyal to the organization. Results point out that all three loyalty dimensions i.e. cognitive, behavioural and attitudinal loyalties are positively affected by customer satisfaction and insurance image. In the end, all proposed mediating results are also confirmed by the findings of the study.

These results show that organizations dealing in the automobile sector must focus on five dimensions to service quality to develop a positive image among the customers, deliver superior services to the customer to gain their trust and develop customer loyalty. There are few limitations in the present study as well. The mediation effect of variable like brand engagement can be a good contribution to the present model. Moreover, the present study can be conducted in countries like India to have a different perspective in terms of the different geographic location of customers. In the end, the findings of the present study are helpful for the policymakers of the automobile sector and academicians for their future research.

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