Factors affecting customer loyalty with the mediating role of emotional satisfaction and brand trust; Case study: Pasargad Insurance customers in Ilam Province

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Abstract

The purpose of present study in terms of data collection is practical, and in terms of descriptive research is correlation. The statistical population of this study is all Pasargad insurance customers in 2019. For collecting data, 397 standard questionnaires were distributed and returned. The collected data were analyzed by SPSS 24 and SmartPLS3 software. The results show that brand reputation has a significant effect on brand trust and customer loyalty; alternative attractiveness has a positive and significant effect on brand trust, but its effect on customer loyalty was rejected. Also, the company's image has a positive and significant effect on customer loyalty and emotional satisfaction. Brand trust has a positive and significant effect on customer loyalty. Emotional satisfaction also has a positive and significant effect on customer loyalty. Also, the mediating role of emotional satisfaction in influencing the company's image on customer loyalty was confirmed, and finally, the mediating role of brand trust in the influencing of brand reputation on customer loyalty and alternative attractiveness on customer loyalty was confirmed.

1. Introduction

Today, due to widespread competition and diversity of interests, customers are influenced by motivational factors and many stimuli that trying to direct their behavior. One of the most important factors in this field is the brand, which has a special place in marketing discussions; having the right brand is one of the priorities of today's organizations. Companies are always trying to gain loyal customers to their brand (Sanaei et al., 2015: 104). The ability of companies to attract and retain customers in the right way ensures their survival in the business environment. In fact, the image that customers have of the company's brand, by creating a halo effect in the customer's mind, will be a potential source of effective on customer behavior with the company and their future interactions. Among these behaviors, the development of long-term relationships is the purchase of products and behaviors based on loyalty (Shafiee and Ahmadzadeh, 2017: 42). For sellers, it is essential that customers maintain the loyalty involved in the long-term profit of the business organization (Tseng, 2007). On the other hand, the main asset of many businesses is their brands, because brands are designed to enable consumers to identify products and services that offer them special benefits (Wilson and Gilligan, 2005).

Reputation is an intangible asset and as a strategic resource can lead to creating of value and competitive advantage. In other words, the ability to exploit the reputation of the organization can lead to its profitability (Shirazian, 2017: 132). Company reputation is an issue that has attracted the attention of many marketing researchers (Walsh et al., 2006). Although the power of the brand name is widely accepted in consumer markets, the importance and nature of the brand name and the company's reputation in commercial markets are vague and unexplored (Eliwa, 2006), more than the company's mental image and identity (Cravens and Oliver, 2006). Brand loyalty is one of the most important factors used by consumers to describe brand choice. For this reason, this concept has attracted the attention of many researchers in the field of marketing and consumer behavior. Companies with a higher share of loyal customers will have a larger market share, and as a result, the rate of return on their capital will be higher. These findings have encouraged marketers to build and maintain brand loyalty among customers. Achieving such goals, awareness of the determining factors in creating brand loyalty among customers has made an important and necessary thing (Mahdieh et al., 2016). No organization can survive without loyal and satisfied customers. In addition, due to the fact that customer expectations are constantly increasing, organizations are required to go beyond meeting the basic needs of consumers and focus on creating loyalty, long-term bilateral and profitable communication. Satisfied and loyal customers have many advantages, they usually help the organization to predict sales and increase the profit margin by buying additional goods. In addition, customers who are familiar with the brand name of the organization are more likely to introduce it to their friends and be considered in the feedback cycle and product evaluation (Selnes, 1993). Because competition in the insurance industry is fierce, insurance companies need to improve their customer loyalty by gaining a competitive advantage. In addition, they need to maintain the loyalty of existing customers to attract more customers. Therefore, brand reputation and trust are the most important issues in the insurance industry. Insurance companies need to know that they cannot easily gain a competitive advantage due to increased competition and similarity of services; Customers are the driving force behind profitable growth, and customer loyalty can lead to profitability (Hayes, 2008). Some researchers cite customer loyalty as a key resource in competitive superiority of the company against the competitors and see it as the key to the company's survival and growth (Jones & Taylor, 2008). Today, companies, regardless of their location, have realized the role and importance of organizational reputation (Ewing, 2010). Brand reputation was previously defined as the perception of quality along with the brand. The company's reputation, when customers want to judge organizational performance and service quality, high-reputation institutions can increase confidence and reduce their perceptual risk (Keh, 2009). One of the prominent structures in the formation of customer loyalty to products and services and, in general, to an organization's brand, is the image of the brand's personality in the minds of customers, so companies make long-term , extensive investments for their brand, especially in the field of advertising, consider sales promotion and packaging, because they know that their market capability is due to the creation of their product brand, and a strong brand brings customer loyalty to them (Shirkand et al., 2017: 34). A positive brand image, in turn, creates a reputation with a good brand. Establishing a brand image through advertising, logos and symbols determines the position of a product and strengthens successful positions. Consumers who are loyal to a brand often depend on a company with a positive reputation (Han et al., 2015: 87). Managers should try to create a suitable and desirable name and logo in order to create or maintain the image and reputation of their company's brand (Foroudi, 2019: 3). Finally, brand trustworthiness, which is a key component in the brand equation provided by Chlor (2001), shows an aspect of the customer's response to the brand and this aspect is the same as people's understanding of brand reliability (Hosseini et al., 2016). Since development in our country is one of the main goals in the 20-year vision document of the Islamic Republic of Iran and the insurance industry is a strong support that will have a significant contribution in achieving this important goal, attracting and retaining customers in the country's insurance industry due to the activation of private insurance companies and the development of information and communication at the international level, which makes it possible to compare the services of different insurance companies in different parts of the world, it has become much more difficult (Amirshahi and Sofianian, 2007). Therefore, the nature of insurance companies requires them to use appropriate strategies and methods for customer orientation and customer retention, because the durability and survival of these companies depends on their customers and the more, they can retain their current customers and will be the more successful in the long run. Therefore, considering the

category of attracting and retaining current customers in the insurance industry and also based on studies, in this study, was decided to investigate the factors affecting customer loyalty with the mediating role of emotional satisfaction and brand trust in Pasargad Insurance in Ilam province.

2. Literature review
2.1. Brand reputation
Reputation is inherently mental because it is based on perception. It's basically a summary experience that a stakeholder has with the organization. Reputation is widely regarded as one of the key foundations for organizational success. Reputation is one of the most valuable intangible assets that any organization can have. Good reputation can help the organization produce better results, more customers, more loyalty to the organization, and more investors want to invest in that organization.

2.2. Brand trust
Researches on trust have been going on for decades. Trust is often seen as an inherent feature of valuable social interaction that comes from personal relationships in social psychology (Song et al., 2019: 51). Brand reliability is a key component of the brand pyramid provided by Keller (2001), which shows an aspect of the customer's response to the brand, and this aspect is our understanding of the brand's reliability, as it shows customer relationship with that brand over time. In marketing literature, trust is an essential prerequisite for building relationships with customers and influencing consumer buying behavior (Hong and Cho, 2011). Brand trust is the average consumer's desire for a brand based on the fact that the brand can do everything that it has announced.

2.3. Costumer's loyalty
According to Dick and Basso (1994) and Yakubi and Kinner (1973), brand loyalty should include a positive attitude towards the brand and a positive shopping behavior (Song et al., 2019: 51). But there is also a more complete definition of loyalty, as stated by Oliver (1999): Loyalty refers to a strong commitment to repurchase a top product or service in the future, as the same brand or product is bought despite potential marketing influences and efforts from competitors. In most definitions of loyalty, two approaches are seen: 1. Attitude approach: Different feelings in a person create a sense of belonging to the organization, services and goods, this feeling determines the degree of customer loyalty, which is quite cognitive. Attitude loyalty scales include positive word-of-mouth advertising, a willingness to advise and encourage others to using goods and services. 2. Behavioral approach: The customer's desire to buy services and products frequently is to provide services and maintain communication with the supplier of goods and services (Rashidi and Rahmani, 2013).

2.4. Customer feelings
Over the past few decades, there has been a growing focus on consumer sentiment in research. Researchers have tried to define emotion, but there are several challenges to reaching an agreement on its definition. Cabanac (2002) defines emotions as "any high-intensity psychological experience." His definition of emotion is derived from three conditions: 1) Emotions are a mental experience; 2) Emotions have four dimensions after all mental objects (quality, intensity, delusion and duration). And 3) every mental object now has a nature and a duration. Bagozzi et al. (1999) described a comprehensive definition of emotion as "mental state of readiness that results from cognitive evaluation of events or thoughts; it has a phenomenological tone; it is accompanied by a physiological process; often physically expressed and may lead to certain actions to confirm or counteract the feeling, depending on the nature and meaning of the person who has it (Torres et al., 2018: 2). The customer's close relationship with the brand depends on the positive feeling that the brand creates in him. Therefore, loyalty is related to customers' feelings about the brand name, and the greater this feeling, the more loyalty there will be (Matzler et al., 2008).

2.5. Alternative attractiveness

Alternative attractiveness is a positive feature of a service provider, which affects the cost of customer change (Fariz et al., 2014). The cost of change is the cost of changing from one provider of product or service to another provider. In other words, the cost of perceived change is defined as the economic and psychological costs associated with the process of changing from a provider to another provider (Jones et al., 2007). Higher levels of overall customer satisfaction with services can increase the expectation of a change in service provider if other factors such as cost of profit and higher prior customer satisfaction are constant.

2.6. Company image

Image usually includes beliefs, perceptions, feelings, and attitudes that relate to a consumer's psychological image of the product. According to Bullmore (1984) theory, Cretu and Brodie (2007) and Padgett and Allen (1997) accurately determine that consumers choose a brand or product through a brand image, which is a type of brand performance in the minds of consumers. (Song et al., 2019: 51).

2.7. Emotional satisfaction

Customer satisfaction has become very important in recent years and an important issue for marketing managers. All managers believe that customer satisfaction is a key factor in the success of organizations and perhaps the most important task of the organization is to attract customer satisfaction and joyfulness. An organization can satisfy its customers when it can identify and meet their obvious and hidden needs. In fact, the organization must move beyond customer expectations. The importance of customer satisfaction for the organization is such that the satisfied customer is a positive asset for the organization, because through reuse of service, repurchase of the product or word-of-mouth propaganda leads to increased profitability of the organization (Poursolimi et al., 2014: 241).

3. Background

Nazemi and Saadat Yar (2013) conducted a study entitled "The role of reputation variables and innovation on customer loyalty by considering the role of intermediary of perceived satisfaction and value" and concluded that reputation and innovation through perceptual value variables and customer satisfaction with the distinguished restaurant can affect the loyalty and behavioral intentions of a restaurant customer. Aghazadeh et al. (2013) in a study entitled "Study of the effect of brand personality on the intention to buy again through perceived value and brand loyalty (studied: Life Insurers of Saman Insurance Company)" concluded that the brand personality of Saman Insurance has significant effect on the perceived value and loyalty of the life insurance brand and the perceived value and brand loyalty also affect their intention to repurchase. The results also show that brand honesty, competence and strength of perceived value and brand honesty, excitement and competence affect brand loyalty, meanwhile, brand competence has the greatest impact on the perceived value and loyalty of Omar Insurers brand. Nayebzadeh and Shahbazi (2013) in a study examined the relationship between risk aversion and brand loyalty due to the role of customer trust and feelings in this regard and concluded that customer feelings have a positive and significant effect on customer loyalty. Bardbar and Ghazavi (2011) conducted a study entitled "Investigating the effect of customer trust and satisfaction on customer loyalty (Case study: Sina Insurance in Yazd Province)" and concluded that trust and satisfaction play a significant role in customer loyalty to the insurance company. Also, the mediating role of trust and satisfaction in customer loyalty to the insurance company was confirmed. This indicates that by strengthening the company's image in the minds of customers, their trust in the company has increased, which in turn increases their loyalty to the company. Motameni et al. (2010) in a study entitled "The effect of the organization's reputation on the value of the brand, especially in the service sector" concluded that the company's reputation has a direct and significant effect on the dimensions of brand equity and among the dimensions of awareness of Brand, perceptual quality, association of brand meanings and brand loyalty are the only factors that have a significant and positive effect on brand equity. Dehdashti et al. (2010) conducted a study entitled "Model for measuring the effect of bank brand reliability on customer loyalty commitment". The results show that brand trustworthiness plays a very important and key role in improving customer behavioral tendencies. This means that increasing customer satisfaction allows them to

advertise and recommend their bank to others and also reduce their tendency to changing of the bank. Also, increasing the continuous commitment of customers reduces their desire to changing of the bank. Hosseinzadeh Shahri and Taft (2009) conducted a study entitled "Study of the effect of company reputation and brand image on loyalty in the industrial market (studied in the paper industry)". The results show that all research hypotheses have been confirmed. Fariz et al. (2014) conducted a study entitled "The Impact of The Relationship Marketing Tactics (Brand Reputation and Alternative Attractiveness) on Loyalty". The research results show the direct effect of brand reputation and alternative attractiveness on customer trust and loyalty. Emotions also have a direct effect on loyalty.

Ariff et al. (2012), in a study aimed at investigating the effect of brand equity on customer loyalty in the hotel industry, concluded that the most important dimension of brand equity that affects customer loyalty is brand image. Orth and Green (2009) conducted a study entitled "Comparing the Role of Company Image, Trust and Family Business and Non-Family Business Satisfaction on Customer Loyalty" and concluded that the company's image directly and indirectly affects customer loyalty. Customer satisfaction is also directly affected by the store's image and indirectly by trust. Eliwa (2006) examined the direct effect of customer image of a premium restaurant on loyalty. His research showed that restaurant reputation has a direct and positive effect on loyalty as well as customer's satisfaction. In fact, this relationship has a direct and indirect effect on customer's loyalty through satisfaction.

4. The conceptual framework

After reviewing the documentary on valid international and sometimes domestic articles and treatises, the following model was used in relation to the background of the present study, which is shown in Figure 1. According to the conceptual framework of the research, the following hypotheses are formed:
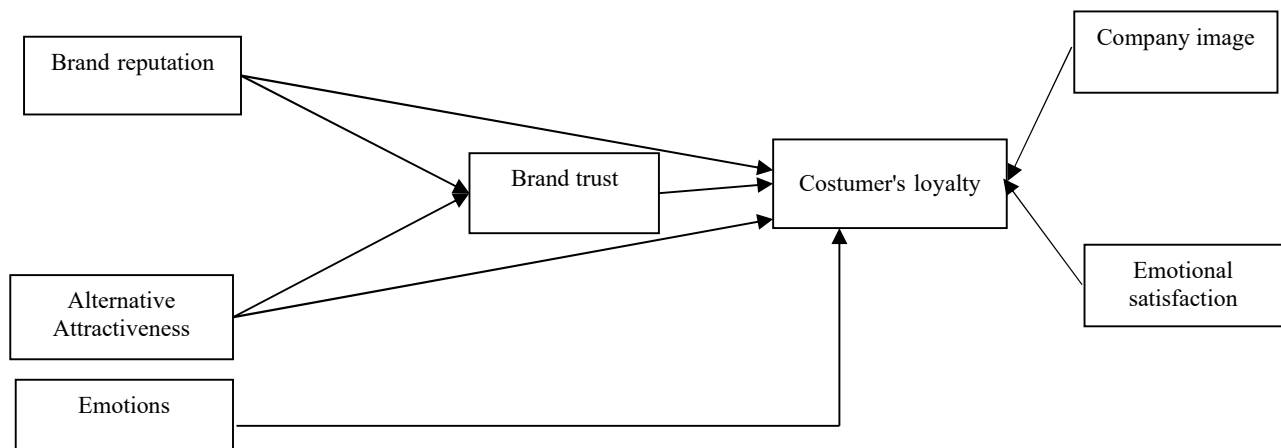

Figure 1. The research conceptual framework

5. Methodology

The present research is applied in terms of purpose and is in the category of descriptive-survey research in terms of research method. Data and information were collected by library and field methods. The sampling method in this study is a simple sampling-random sampling, which was performed using a combined questionnaire of studies and collected from Pasargad Insurance customers in the form of a Likert scale. In this study, the statistical population of Pasargad Insurance customers in Ilam province has been selected in the period of 2019. The Cochran's formula was used to determine the number of research samples, and the statistical population of this study was 379. The independent variables in the present study are brand reputation, alternative attractiveness, emotions, and company image. The dependent variable is customer loyalty and the mediating variable is trust and emotional satisfaction. Multi-choice questions and a five-point Likert scale were used to measure the variables. In this study, in addition to the standardization of data collection tools, a logical type of visual validation method (used by professors and other experts) has been used to ensure greater reliability. In the

present study, after a preliminary study (pilot) in a sample of 40 people and the return of the questionnaires, the collected data were entered into the SPSS software and it was found that the research questionnaires have a very high reliability because after calculating Cronbach's alpha, the numerical value of this coefficient for the standard questionnaire in general was 0.912. The distribution of the questionnaire questions and their Cronbach's alpha coefficient are given in the table below.

Table 1. Relationship between variables and questionnaire questions

No.	Variables	Items	Cronbach's alpha	References
1	Fame	1-3	0.899	(Kohe et al., 2009)
2	Alternative charm	4-7	0.901	(Sharma et al., 2000)
3	Trust	8-11	0.921	(Matzler et al., 2008)
4	Emotions	12-14	0.865	(Matzler et al., 2008)
5	Customer loyalty	15-19	0.930	(Raja et al., 2008)
6	Emotional satisfaction	20-22	0.901	(Ladari et al., 2011)
7	Company image	22-27	0.852	(Ladari et al., 2011; Kang et al., 2004)

Structural equation modeling technique in Smart PLS software has been used to analyze the inferential analysis of research data and to investigate the simultaneous effect of several independent variables on the dependent variable. Due to the small size of the statistical sample, the up-to-date software and the complexity of the model (large number of structures), SmartPLS3 software has been used (Davari and Rezazadeh, 2014: 69).

6. Findings
6.1. Demographic variables
The results of the respondents' demographic statistics on gender account for 42% of male respondents and 58% of female respondents, regarding marital status, 65% of married respondents and 35% of singles, regarding the age of respondents, 25 Percentage age of 20-30 years, 35% of age 30-40 years, 33% age 40-50 years and 7% age over 50 years, also in terms of education, 22% have a diploma, 6% have a postgraduate degree, 38% have a bachelor's degree, 26% have a master's degree and 8% have a doctorate, and finally, 24% of employees are employed, 21% are self-employed, 17% are students, 28% are housewives and 10% have other jobs.

6.2. Measurement model
In the modeling method, structural equations in Smart Pls3 are used to evaluate the fit of three measurement models of reliability, convergent validity and divergent validity. According to Fornell and Larker (1981), reliability in PLS method is measured using factor load coefficients, Cronbach's alpha coefficients and composite reliability (CR: Composite Reliability). A factor load is a numerical value that determines the intensity of the relationship between a latent variable and the corresponding explicit variable during the path analysis process. The higher the value of a factor in relation to a given structure, the greater its share in explaining that structure. Also, if the operating load is a negative indicator, it indicates its negative effect on the explanation of the relevant structure. In other words, the question related to that index is designed in reverse.

Table 2. Composite reliability, Cronbach alpha and convergent validity and common values

Variable	Hypotheses	Factor loadings	Composite reliability coefficient	Cronbach's alpha Reliability coefficient	AVE Composite reliability	Rho-a values	R^2
Brand reputation	Q1	0.962	0.967	0.948	0.906	0.949	
	Q2	0.957					
	Q3	0.936					
Alternative charm	Q4	0.887	0.944	0.921	0.809	0.921	
	Q5	0.914					
	Q6	0.922					
	Q7	0.873					
the trust	Q8	0.921	0.943	0.918	0.805	0.921	0.714
	Q9	0.938					

Variable	Hypotheses	Factor loadings	Composite reliability coefficient	Cronbach's alpha Reliability coefficient	AVE Composite reliability	Rho-a values	R^2
Emotions	Q10	0.923	0.929	0.885	0.813	0.884	
	Q11	0.801					
	Q12	0.893					
	Q13	0.929					
	Q14	0.882					
Customer loyalty	Q15	0.808	0.927	0.902	0.719	0.902	0.811
	Q16	0.884					
	Q17	0.879					
	Q18	0.849					
	Q19	0.816					
Company image	Q20	0.905	0.931	0.888	0.818	0.889	0.684
	Q21	0.914					
	Q22	0.893					
	Q23	0.860	0.932	0.909	0.734	0.910	

The criterion for the appropriateness of load factors coefficients is 0.4 (Hu11lland, 1999). In the present study, as is clear from Table 2, all coefficients indicate that this criterion is appropriate. All loads factors are above 0.4 and are 99% significant in terms of reliability, indicating that indicators (indicator variables) explain concept variables well. As can be seen, the studies show that the value of Cronbach's alpha coefficient and the composite reliability of all structures are more than the minimum acceptable, ie 0.7; Therefore, the structures of this study are reliably desirable. Also, the study of AVE criterion (average extracted variance) and common reliability show that all structures have a value higher than the minimum acceptable, ie 0.5, so the structures of this study have a convergent validity. According to the table results, since all indicators have average values of extracted variance above 0.5, convergent validity is established at the level of all indicators.

6.3. Model fitness
The general model includes both parts of the measurement and structural model, and by confirming its fit, the fitting in a complete model is examined. To measure the fit of the overall model, it is only necessary to measure a criterion called GOF:

$$GOF = \sqrt{Communalities \times \overline{R^2}}$$

The amount of $\overline{Communalities}$ is obtained from the average of the common values given in Table 2.

According to the values in the table above, the average amount of shared values is 0.811.
Since there are four first –order hidden endogenous variables in this model for, the value ($\overline{R^2}$) is equal to: 0.75.

Therefore, the value of the GOF criterion is equal to: 0.39. According to the three values of 0.01, 0.25 and 0.36, which are introduced as weak, medium and strong values for GOF (Wetzel et al., 2009: 177-195), the value of 0.39 for this criterion indicates the strong fitting in the overall research model.

Table 3. Divergent Narrative Measurement Matrix

Variables	Emotions	Brand trust	Company image	Attractiveness	Emotional satisfaction	Brand reputation	Customer loyalty
Emotions	0.902						
Brand trust	0.844	0.897					
Company image	0.848	0.856	0.857				
Attractiveness	0.812	0.834	0.814	0.899			
Emotional satisfaction	0.767	0.828	0.827	0.816	0.904		

Variables	Emotions	Brand trust	Company image	Attractiveness	Emotional satisfaction	Brand reputation	Customer loyalty
the fame	0.772	0.788	0.793	0.864	0.788	0.952	
Customer loyalty	0.821	0.833	0.835	0.825	0.841	0.805	0.848

Based on the above and the results of Smart PLS software output in the above tables, it shows that the measurement models have appropriate validity (convergent and divergent) and reliability (factor load, composite reliability coefficient and Cronbach's alpha coefficient).
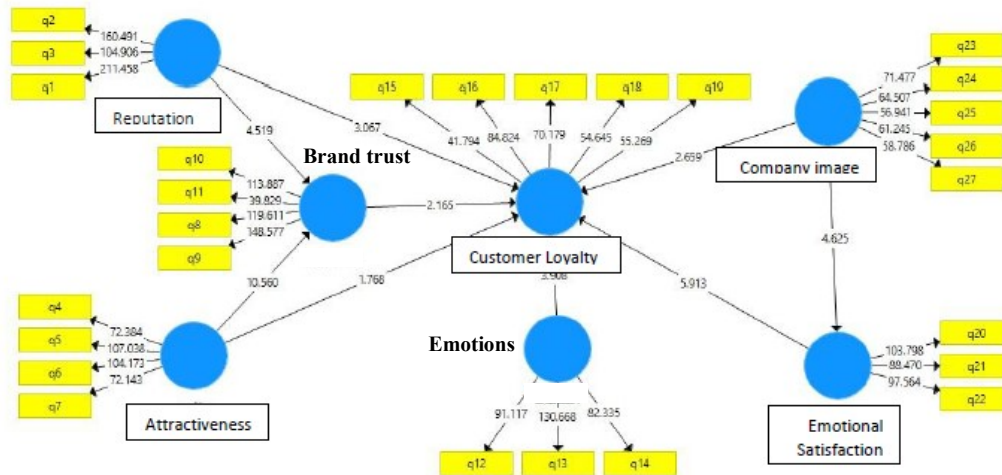

Figure 2. Model in significant numbers mode

The fitting of the structural model using the coefficients T is such that these coefficients must be greater than 1.96 to be able to confirm their reliability at 95% confidence level. Figure 2 shows that some pathways between model variables have been confirmed and are significant.
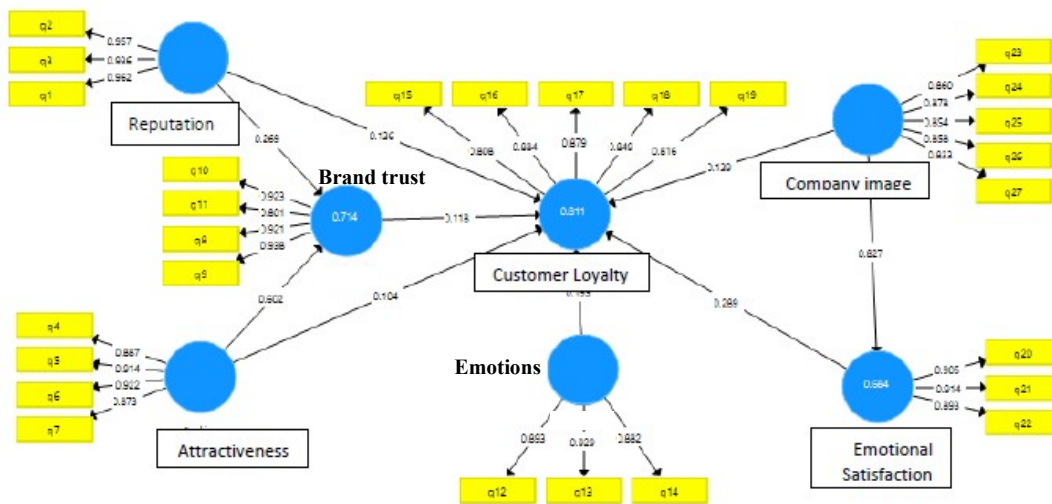

Figure 3 model in standard mode load factor coefficients

The second criterion for examining the fitting of a structural model in a study of R^2 coefficients is related to the hidden endogenous (dependent) variables of the model. R^2 is a criterion of the effect of exogenous variables on an endogenous variable, and three values of 0.19, 0.33, and 0.67 are considered for the weak, moderate, and strong values of R^2. An endogenous structure is affected by only one or two exogenous structures, the value of R^2 from 0.33 and above indicates the strength of the relationship between that structure and the endogenous

structure (Davari and Rezazadeh, 2013). These criteria are shown in the circles related to the structural model of the research, and for the structural model of this research, considering that there are three latent endogenous variables, it is natural that the number within the other four circles is zero. The above figure shows that in this study, three criteria are higher than 0.67 (criterion of strong values), so the structural model from the perspective of this criterion also has a strong fitting. In Table 4, the test results for the research hypotheses can be stated as follows.

Table 4. Regression coefficients and t-test statistics

No.	Hypothesis	Coefficient	t-value	Significance	Result
1	Brand Reputation → Brand Trust	0.269	4.519	0.000	Confirmed
2	Brand Reputation → Customer Loyalty	0.136	3.076	0.003	Confirmed
3	Alternative Charm → Brand Trust	0.602	10.560	0.000	Confirmed
4	Alternative Attractiveness → Customer Loyalty	0.104	1.718	0.085	Confirmed
5	Brand trust → Customer Loyalty	0.118	2.165	0.030	Confirmed
6	Emotions → Customer Loyalty	0.193	3.908	0.000	Confirmed
7	Company Image → Customer Loyalty	0.139	2.659	0.013	Confirmed
8	Emotional Satisfaction → Customer Loyalty	0.289	5.913	0.000	Confirmed
9	Company Image → Emotional Satisfaction	0.827	4.625	0.000	Confirmed

6.4. test results

▪ *Brand reputation affects brand trust.*

The results show that the T-statistic for this path is 4.519 and the standardized value of its coefficient is 0.269 and its significance level is 0.000, which indicates the confirmation of the hypothesis and it can be said with 95% confidence that it has a positive and weak effect.

▪ *Brand reputation affects customer loyalty.*

The results show that the T-statistic for this path is 3.067 and the standardized value of its coefficient is 0.136 and its significance level is 0.003, which indicates the confirmation of the hypothesis and can be said with 95% confidence that it has a positive and weak effect.

▪ *Alternative attractiveness affects brand trust.*

The results show that the T-statistic for this path is 10.560 and the standardized value of its coefficient is 0.602 and its significance level is 0.000, which indicates the confirmation of the hypothesis and it can be said with 95% confidence that it has a positive and strong effect.

▪ *Alternative attraction affects customer loyalty.*

The results show that the T-statistic for this path is 1.768 and the standardized value of its coefficient is 0.104, and according to its significant level, which is 0.085, this hypothesis is rejected .

▪ *Brand trust affects customer loyalty.*

The results show that the T-statistic for this path is 2.165 and the standardized value of its coefficient is 0.118 and its significance level is 0.030, which indicates the confirmation of the hypothesis and can be said with 95% confidence that it has a positive and weak effect.

▪ *Emotions have a significant effect on customer loyalty.*

The results show that the T-statistic for this path is 3.908 and the standardized value of its coefficient is 0.193 and its significance level is 0.000, which indicates the confirmation of the hypothesis and can be said with 95% confidence that it has a positive and moderate effect.

- *The company's image affects customer loyalty.*

The results show that the T-statistic for this path is 2.659 and the standardized value of its coefficient is 0.139 and its significance level is 0.013, which indicates the confirmation of the hypothesis and can be said with 95% confidence that it has a positive and weak effect.

- *Emotional satisfaction affects customer loyalty.*

The results show that the T-statistic for this path is 5.913 and the standardized value of its coefficient is 0.289 and its significance level is 0.000, which indicates confirmation of the hypothesis and can be said with 95% confidence that it has a positive and weak effect.

- *The company's image has a significant effect on emotional satisfaction.*

The results show that the T-statistic for this path is 4.625 and the standardized value of its coefficient is 0.827 and its significance level is 0.000, which indicates the confirmation of the hypothesis and it can be said with 95% confidence that it has a positive and strong effect.

6.5. Mediating hypothesis

One of the most widely used tests to significantly measure the mediating effect of one variable on the relationship between two other variables is the Sobel Test. Sobel Test is also called the result of the multiplication of the coefficients, the delta method, or the normal theory approach. The Sobel Test is based on the same inference theory used for the direct effect to derive the coefficient of the indirect effect of ab. The indirect effect of ab is a specific estimate of a sample of the indirect effect on society (TaTb) that is exposed to sampling variance. A p-value for ab can be obtained by estimating the standard ab error and by assuming that the ab sampling distribution is normal. In general, in the Sobel Test, a normal estimate can be used to examine the significance of the relationship. By estimating the standard error of the indirect effect, the null hypothesis can be tested against the opposite hypothesis. The Z statistic is equal to the ratio of ab to its standard error. In the Sobel Test, a Z-Value value is obtained by the following formula, which, if exceeded by 1.96, can confirm the significant mediating effect of a variable at 95% confidence level. The Z-Value value is obtained from the following equation:

$$Z - \text{Value} = \frac{a * b}{\sqrt{(b^2 * s_a^2) + (a^2 * s_b^2) + (}}$$

In this regard:

a: The path coefficient between the independent variable and the mediator;

b: The path coefficient between the mediating and dependent variables;

Sa: Standard error of independent and mediated variable path;

Sb: Standard error of the intermediate and dependent variable path.

This estimator reduces the product of the standard multiplication errors from the first two expressions of the equation. It is not recommended to use Goodman's estimate because it is possible that the standard error will be negative. The values of a and b and their standard errors can be derived from the output of regression analysis or structural equation modeling.

Hypothesis: Emotional satisfaction plays a mediating role in influencing the company's image on customer loyalty.

Table 5. Regression coefficients and their significance levels

Relationship	Indirect path coefficient	Direct path coefficient	Total path coefficient	Significance	Result
Company image → Emotional satisfaction → Customer loyalty	0.289	0.139	0.428	0.000	Confirmed

The above results show that the emotional satisfaction variable increases the path coefficient between the company's image variable and customer loyalty by 0.289%. According to values a and b and standard errors, the value of Z-Value is obtained by placing it in the Sobel formula.

Table 6. the results of Sobel test

Route coefficient		Standard error		Z- Value	Standard error	P- Value
The value of a	0.827	Sa value	0.112	2.738	0.087	0.006
The value of b	0.289	Sb value	0.098			

As observed, the Z-Value of the Sobel test was 2.738, due to the fact that it is higher than 1.96., emotional satisfaction plays a mediating role in influencing customer loyalty.

Hypothesis: Brand trust has a mediating role in influencing brand reputation on customer loyalty.

Table 7. Regression coefficients and their significance levels

Relationship	Indirect path coefficient	Direct path coefficient	Total path coefficient	Significance	Result
Brand reputation → brand trust →customer loyalty	0.269	0.136	0.405	0.003	Confirmed

The above results show that the brand trust variable increases the path coefficient between the brand reputation variable and customer loyalty to 0.269%. According to the values of a and b and standard errors, the value of Z-Value is obtained by placing it in the Sobel formula.

Table 8. the result of Sobel Test

Route coefficient		Standard error		Z- Value	Standard error	P- Value
The value of a	0.269	Sa value	0.112	2.063	0.015	0.039
The value of b	0.118	Sb value	0.098			

As you can see, the Z-Value of the Sobel test was 2.063, due to it is more than 1.96, it can be stated that at the 95% confidence level, brand trust plays a mediating role on the brand's reputation to customer loyalty.

Hypothesis: Brand trust plays a mediating role in influencing customer loyalty.

Table 9. Regression coefficients and their significance levels

Relationship	Indirect path coefficient	Direct path coefficient	Total path coefficient	Significance	Result
Alternative attraction → customer trust → customer loyalty	0.000	0.706	0.104	0.602	Confirmed

The above results show that the brand trust variable increases the path coefficient between the alternative attractiveness variable and customer loyalty to 0.602%. According to the values of a and b and standard errors, the value of Z-Value is obtained by placing it in the Sobel formula.

Table 10. the result of Sobel Test

Route coefficient		Standard error		Z- Value	Standard error	P- Value
The value of a	0.602	Sa value	0.112	2.031	0.034	0.042
The value of b	0.118	Sb value	0.098			

As observed, the Z-Value value of the Sobel test was 2.031, due to being higher than 1.96, it can be said that at the 95% confidence level, brand trust plays a mediating role in influencing customer loyalty.

7. Conclusion and suggestion

The present study examined the effect of brand reputation, alternative attractiveness, emotions and image of the company on customer loyalty of Pasargad Insurance with the mediating role of emotional satisfaction and brand trust that has been done in Ilam province. The results of the test of research hypotheses in the form of structural equation modeling showed that brand reputation has a positive and significant effect on brand trust, which is consistent with the results of research by Fariz et al. (2014). Brand reputation is one of the most important factors in any organization that can help sell the organization and attract customers and maintain and sustain the customer. Brand reputation is the result of several factors in the organization that have led to customer trust. Brand trust is so important that it makes the company successful and maintains the company. Therefore, brand reputation can play a decisive role in brand trust. Brand reputation has a positive and significant effect on customer loyalty, which is consistent with the results of Fatemi and Saadat Yar (2013), Motameni et al. (2010), Hosseinzadeh Shahri and Taft (2009) and Fariz et al. (2014). Customer loyalty means how much the company has been able to retain customers and the customer come back to the company to buy again. Therefore, it can be said that another important factor in any organization is the loyalty of its customers. A brand's reputation will lead to customer loyalty if it is acceptable to the customer and if the brand's reputation is high in the target community. The present study showed that alternative attractiveness has a positive and significant effect on brand trust, which has been in line with the results of research by Fariz et al. (2014). If the organization can be successful in terms of trust in customers, it can increase the positive features of its services. As long as the customer does not need to spend and move to another brand. The present study showed that the desired alternative attractions have had a significant impact on brand trust. The effect of alternative attraction on customer loyalty was not confirmed, as the significance of this relationship was less than the absolute value of 1.96. One of the reasons for the rejection of this hypothesis is that the insurance company has not focused on some of the factors of attractiveness and services it has provided to the customer or has not had long-term plans. Brand trust has a positive and significant effect on customer loyalty, which is consistent with the results of Bordbar and Ghazi research (2011), Dehdashti et al. (2010) and Orth and Green (2009). As it turns out, trust is a prerequisite for customer relationship. Trust affects consumer buying behavior. In fact, brand trust in the consumer is a good result of what the brand has announced. One of the important factors in the quality of communication is trust, which leads to re-purchase and re-referral to that brand. The results of the present study showed a positive and significant effect of brand trust on brand loyalty. In the other part of the results, it was shown that emotions have a positive and significant effect on customer loyalty, which is consistent with the results of Nayebzadeh and Shahbazi's research (2013). In fact, emotions are the positive or negative mental experience of a brand. Considering that the customers' mental experience towards the brand has been positive, which has led to a recurrence of using the brand's services. For this reason, creating a positive mindset and feelings towards the brand has led to customer loyalty. The results of the research show the positive effect of the company's image on customer loyalty. Company image that shows the customer's performance and attitude towards the brand. If the company's performance is good, the company's image is also suitable for customers. As the results of the present study showed, the company's image has a positive and significant effect on customer loyalty. The results showed that emotional satisfaction has a positive and significant effect on customer loyalty.

Satisfaction is the emotional state due to customer interactions with the service provider over time. If this interaction is positive and in order to meet the customer's needs, the customer will return to buy and there will be this purchase in the long run. Therefore, it can be concluded that emotional satisfaction has a positive and significant effect on the loyalty of Pasargad Insurance customers in Ilam province. The results also showed that the company's image has a positive and significant effect on emotional satisfaction. In the present study, the positive performance and attitude of the brand in the mind of the customer has caused its satisfaction. The mediating role of emotional satisfaction in the impact of the company's image on customer loyalty has been confirmed. In fact, emotional satisfaction has been able to have an indirect effect between the two variables of the company's image and customer loyalty, and has increased customer loyalty. The results also showed that brand trust as a mediating variable has been able to have a positive effect on brand reputation on brand trust and help the company's customer loyalty. And in the last part, the role of the mediating variable of brand trust on the impact of alternative attractiveness on customer loyalty was also confirmed. Brand trust has increased the loyalty of the company's customers. The results of the present study can be of great help to Pasargad Insurance Company and by using these results and maintaining their strengths as well as identifying their weaknesses and strengthening them, can cause customer loyalty. The results showed that one of the variables that had the greatest impact on customer loyalty was customer satisfaction, which by creating a greater sense of customer satisfaction, the company makes loyalty and positive results. As the results of the research showed, important consequences such as customer loyalty, brand trust and emotional satisfaction have been achieved. In order to strengthen these consequences, Pasargad Insurance can stabilize and strengthen these cases during planning and marketing. Extensive marketing and the use of experts can be one of the things that can be strengthened. Various and extensive advertising is also one of the important things to strengthen these consequences. For example, one of the company's life insurance ads could be that with the life insurance of 5 friends, you can be insured for one year for free. Rapid insurance response to life or car accidents can lead to verbal advertising, which not only satisfies customers but also attracts their loyalty. This research has been done only in Ilam province and despite the higher statistical population in the country, wide results can be obtained. It is also recommended to do research on customer loyalty and satisfaction, which is an important and vital factor in any brand.

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