

Retaining customers is very important for the future of many companies; this is even more the case in stagnating markets where service or product differences are minimal. This study attempts to investigate a few of directional paths in order to identify which factors can contribute in retaining customers in the industry. Objective of the study is to investigate the domains of the service quality, Trust, customer satisfaction, Brand image and WOM to identify the linkages among these variables and to establish and examine the causal relationship and effects or influences of these variables on each other.

This study aims to explore how organizations may retain customers by increasing repurchase intentions through different factors. Data of 500 respondents from international frequent flyer members of Pakistan International Airline and Shaheen Airline was collected by using self-administered questionnaire. Data was analysed through rigorous statistical technique to explore the nature of relationship among variables by examining construct validity and normality. To identify the extent of effects variables cast upon each other, the technique of Structural Equation Modeling (SEM) is applied through AMOS 20 yielding interesting insights about association among variables.

The research findings have provided support to conceptual framework showing both direct and indirect relationships among the variables thus endowing with quantitative model and insights. The study carries both academic and managerial implications, future direction and recommendations that can provide base for future studies.