

Customers are considered as a decisive factor in any business organization, their loyalty and satisfaction is more important than making new ones. Loyal and satisfied customers are the great assets of any business organization that's way customer satisfaction and loyalty has become the top priority of all organizations, and they spend a lot of attention on the factors that affect the client's decision. Customer retention is the most important concern of the companies which payback in the form of long term profitable relationship. Marketing managers primarily focus on the satisfaction of customers. The prime motive of the marketing manager is to increase loyalty by creating a strong bond between customers and company. Present study is conducted to investigate the impact of brand image, service quality and trust on customer loyalty.

The study also investigates the mediating role of customer satisfaction and moderating role of perceived price fairness between factors and customer satisfaction. For this purpose the data was obtained from the target population that is telecom users. Total 250 respondents completed the questionnaire containing 30 questions related to study. SPSS 20.0 software was used to verify the validity of the instrument, while reliability was confirmed with Cronbach,s alphas. For the purpose of analysis statistical techniques were used such as descriptive, correlation, linear and multiple regression analysis is used in this research. Four sub models have been used to investigate the impact of brand image, service quality and trust on customer loyalty, mediating effect of customer satisfaction and moderating effect of perceived price fairness.

The results of the study support the hypothesis and results indicated that selected three factors that are brand image, service quality and trust has a positive and significant impact on customer loyalty. Customer satisfaction significantly mediates between factors and customer loyalty. This study support moderating effect of perceived price fairness. The results identify the significant relationship of perceive price fairness between service quality, brand image and customer satisfaction.

In Pakistan the future of telecom is very bright that's way it needs to maintain their service quality for the customer satisfaction and loyalty. Telecom sector should focus to improve their brand image through advertisement and other market strategies and try to get the trust of their customer.