
Investigation the effect of corporate social responsibility on customer loyalty in the banking industry in Rasht

Ali Haydari Tavakoli*, Dr. Alireza Farokh Bakht,

The main objective of this study is to answer this key question that, can Corporate Social Responsibility affect the behavior of banking industry customers in Rasht? The population in this study is the customers of Melli Bank in Rasht; that according to Morgan, 423 for unlimited population of non-probability sampling were ed. The research is applied in terms of objective, and its methodology is descriptive-correlational and in terms of data collection was field. Data were analyzed through statistical structural equation modeling using SPSS 20 and Smart PLS 2.0 software. Results show all hypothetical, except for c-c Identification impact on customer satisfaction, was confirmed.

Keywords : Keywords: Customer loyalty, customer satisfaction, corporate social responsibility, c-c Identification, Bank Melli Iran.

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