
Impact Social Responsibility on Customer-Oriented with Mediating Role of Trust and Organizational Commitment and Job Satisfaction Staff (Case study: SINA BANK Gilan Province)

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Today, customer orientation, an important lever for the economic success of organizations and companies considered. And institutions play an important role in competitiveness and market orientation is considered as the primary dimension. In this regard, this study sought to examine the impact of social responsibility of the bank's customer-oriented with the role of organizational trust and job attitudes in Sina Bank is designed. The research method is descriptive and applied purpose. The population of this study included employees, Sina bank branches in Gilan province and sampling due to the small size of the community as a whole, is ed. The method of collecting the data in this survey. The tool is a questionnaire. In order to determine the validity of the content validity method and Cronbach's alpha reliability coefficient was used. Finally, to analyze data and test hypotheses using structural equation modeling software was used smart pls 2. The results of the analysis of the data collected showed that the economic and philanthropic responsibility on trust has a positive impact on the rate of 56/1 percent of the trust to explain. Also, after the economic responsibility, legal and philanthropic have a positive impact on commitment the 37/8 determination percent of the commitment. Positive impact on job satisfaction, commitment and confidence also confirmed and explained the job satisfaction study 72/9 percent. Finally a job satisfaction positive impact on customer orientation also job satisfaction explained 15/3 percent by customer orientation.

Keywords : Social responsibility, Organizational trust, Job satisfaction, Organizational

Commitment, Customer Orientation

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