

Effect of customer perception on the bank social responsibility on customer satisfaction by mediating brand attitude in Mellat Bank of Guilan Province

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the banking industry is One of the service industries that has grown enormously in recent years, especially in Iran, with its incredible margin of attraction, has attracted a huge amount of investors. With attention to encouraging customers to use banking services and facilities, followed by customer satisfaction as a principle, has been accepted by all banks, , But in some cases, factors such as unfavorable quality of service and facilities, non-compliance, the existence of abusive rules and high rates of payment of facilities have somehow reduced customer satisfaction and disapproved customers. This factor reflects the weakness of the banks' marketing systems. So, the main objective of this research , is Effect of customer perception on the bank social responsibility on customer satisfaction by mediating brand attitude in Mellat Bank of Guilan Province. Current research was a descriptive and applied research. The statistical population of the study was Mellat Bank customers in Guilan province. The sample size was 305 customers. The sampling method was available cluster and non-Probable sampling method. A questionnaire was used to collect data. The analysis of the research data was done through SPSS and LISREL softwares and analyzed using structural equation modeling and path analysis. The results of research hypotheses show that customer perception of bank's social responsibility is related to attitude toward brand. The relationship between perceived social responsibility and attitude toward the brand was confirmed by customer satisfaction. In addition, the mediating role of brand attitude in the relationship between understanding social responsibility of the bank and customer satisfaction was also confirmed.

Keywords : Key words: Customer Satisfaction, Social Responsibility, Brand attitude.

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