

The Impact of Social Responsibility on Customers Due to the Mediating Role of Communication Quality (Case Study of Mellat Bank Customers in Rasht)

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Abstract Today customer loyalty is considered as an important variable between bank and customer. In the current situation, given the existing competitive market between banks, in order to increase profitability and to provide the interests of shareholders, managers and employees of these banks should pay special attention to the various dimensions of the relations between the bank and the customer and increase their loyal customers. In this regard, the present study aims to investigate the effect of social responsibility on customer loyalty with regard to the mediating role of relationship quality among Mellat Bank customers. The statistical population of this research is the population of the clients of Mellat Bank in the city of Rasht. Sampling method in this research is available as an inaccurate method. 421 customers were selected as the sample of the statistical population of the research. The method of collecting information in this field research and its tool is a questionnaire. Content validity was used to prove the validity of the questionnaire and Cronbach's alpha coefficient was used to determine the reliability. To test the research hypothesis, Structural Equation Modeling was used using Lisrel software. The results showed that social responsibility and relationship quality explained about 69% of Customer Loyalty and the results showed that the quality of the relationship between partial mediator role. **Keywords:** social responsibility, loyalty, relationship quality

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