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# **The effect of corporate social responsibility on customer loyalty in Saderat bank's of Khalkhal**

Mokhtar Azizi\*,

**Corporate social responsibility (CSR) has become one of the standard business practices of our time. It is a broad term used to describe as the main reason for the competitiveness and company survival. The aim of this study was to investigate the effect of corporate social responsibility on customer loyalty. In this research, service quality, corporate image and customer satisfaction were considered as intermediary variables. It is a descriptive survey study in terms of methodology and an applied regarding target. The population was comprised of the Saderat Bank's branches in Khalkhal city. The data were collected using a field method via a questionnaire. For this purpose, a Quota random sampling was used among 384 clients. In order to analyze the data, we used the method of structural equation modeling based on partial least squares in SmartPLS software. The results demonstrated that the corporate social responsibility would have a significant positive effect, both directly and indirectly, through intermediary variables on customer loyalty.**

**Keywords : Social Responsibility, Corporate Responsibility, Customer Loyalty, Saderat Bank**

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