

The Impact of Corporate Social Responsibility on Customer Relationship Behavior Based on Serving Leadership Mechanisms and Relationship Marketing Orientation (Case study: Hope for entrepreneurship fund of Guilan province)

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Abstract The importance of corporate social responsibility is on the rise, and it has an important place in the banking industry. One of the reasons for this is due to the fact that corporate social responsibility affects customer loyalty. The purpose of this paper is to investigate the impact of corporate social responsibility on the customer's customer relationship interoperability through the use of serving leadership mechanisms and relationship marketing orientation. The data collection tool is a questionnaire. In this research, 397 questionnaires were distributed among the clients of the Omid Investment Fund of Guilan province. Using the content validity of the questionnaire, by using the Cronbach's alpha and hybrid reliability, the reliability of the questionnaire was confirmed. The present study is descriptive in purpose and has a survey method. The data were analyzed using SPSS and PLS analysis of the equations modeling approach based on partial least squares method using the software. The results showed that corporate social responsibility had a positive and significant effect on the customer's customer relationship.

Keywords : Key words: Corporate Social Responsibility - Customer Behavioral Behavior - Relationship Marketing - Service Leader.

