# Investigating the Impact of Social Responsibility and Service Quality on Customer Loyalty by Intermediating the Customer Identity of the Organization (Case Study: Sadeght Bank Customers in Guilan Province)

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**Abctact The main objective of this research was to investigate the effect of social responsibility and service quality on customer loyalty by mediating customer identity organization. The research method was descriptive-correlational. The statistical population of this study is all customer customers of Sardar Bank in Guilan province. Sample size sampling was used to 415 customers. The research questionnaires included the standard of social responsibility, service quality, customer identity of the organization and customer loyalty. The research hypotheses were studied using the structural equation model in Amos software version 24. The research findings indicate that customer identity organization (Beta coefficient: 0.547) has a significant effect on customer loyalty. Social Responsibility (beta factor: 418/0) and service quality (beta coefficient: 0.410) have a significant effect on the identity of customers the organization. Social Responsibility (beta factor: 0.229) and service quality (beta factor: 0.224) have a direct impact on customer loyalty by directly influencing customer identity the organization. Also, social responsibility and service quality have been able to predict 34% of customer identity variances the organization. Also, social responsibility, customer service quality and customer identity of the organization have allowed 300 percent of the variance in customer loyalty to be predicted. Keywords: Social Responsibility, Quality of Service, Customer Identity of Organization and Customer Loyalty, Export Bank.**

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