

# **The Impact of Corporate Social Responsibility Dimensions on Intention of Referral (Case Study: Hotels of Guilan Province)**

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**Customers who receive more value organizations will have a higher emotional commitment to the organization, and as a result, the likelihood of loyalty behaviors will increase as they seek to re-enter. The main purpose of the present research was to investigate the effect of corporate social responsibility dimensions on the intention to revisit (case study: hotels in Gilan province). Therefore, the statistical population of the present study was all customers of hotels in Guilan province, which consisted of 420 statistical samples. After designing a questionnaire, 25 questions for conducting field studies were conducted using non-random sampling. Validity (Content Validity) with respect to the opinion of the respected master and reliability (Cronbach's alpha coefficient) of the questionnaire was verified by SPSS software. In the following, the models of measurement (confirmatory factor analysis) and the general model of research that were presented to achieve the research goal were tested. After testing the model with the help of PIs software, it was determined that the fitness fitting model Measurement and structural model obtained total values which indicate the fitting of the models. Also based on the presented model, the present study followed nine hypotheses that were analyzed by PIs software and the results showed that the economic and legal dimensions of social responsibility on the company image have a significant relationship, but the moral dimension and goodwill Social responsibility is not significant and there is no significant relationship between economic and legal aspects and ethical issues, but there is no meaningful relation between the intention of reciprocal social responsibility and the image of the company on the intention to re-buy a significant relationship. has it.**

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