

Explaining Customer Response through Corporate Social Responsibility and Islamic Ethics in Mellat Bank Branches in Guilan Province, Rasht

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Abstract One of the most important issues for service organizations, especially the banking network, is the responsiveness of their customers. Attention to infrastructures such as ethics and social responsibility of organizations today is a criterion for assessing the performance of banks for customers. The purpose of this study was to measure the misplacedness of the intermediary between Islamic ethics in the relationship between social responsibility of the organization and the responsiveness of clients of Mellat Bank Branches in Rasht. The data gathering tool was a standard questionnaire whose validity was confirmed by content validity and with the opinion of faculty members and convergent and divergent narrative. The reliability of the questionnaire was confirmed by Cronbach's alpha, composite reliability and reliability of the representative. In order to analyze the data in descriptive statistics using mean, frequency, standard deviation by software SPSS21 and inferential statistics and test hypotheses using structural equation modeling-based approach Partial Least Squares software Smart PLS action Is. The findings of the research showed that there is a positive and significant relationship between the social responsibility of the organization and the ethics of Islam and customer responsiveness. There is also a positive and significant relationship between Islamic morality and customer-bank identity and customer responsiveness. Also, the positive and significant relationship between customer identity and customer responsiveness was confirmed. Finally, the role of mediator of Islamic ethics has been proven appropriately in the relationship between organizational responsibility and customer responsiveness. **Keywords:** Customer Responsiveness, Islamic Ethics, Corporate Social

Responsibility, Mellat Bank Branches in Rasht (Guilan Province)

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Mellat Bank Branches in Rasht (Guilan Province)**

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