

Effect of Perception of Corporate Social Responsibility on Customer Satisfaction, Trust and Loyalty with Emphasis on Communication Values and Ethical Standards (Case Study: Irancell Customers)

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The purpose of this study was to investigate the effect of corporate social responsibility perceptions on customer satisfaction, trust and loyalty, with an emphasis on communication value and ethical standards (Case Study: Customers of Irancell Company) in Rasht. The present study is descriptive and is applicable to the purpose. In terms of data collection, you also know. The data gathering tool was a questionnaire which consists of 18 questions for measuring the total variables of the research. The 5-option Likert range is also used to measure variables. Validity of the questionnaire was evaluated by the opinion of the professors and experts and its reliability was verified using Cronbach's alpha. The statistical population of this research is all customers of Irancell company in Rasht city. Using the Cochran formula, 420 people were studied as the final sample. In order to test the hypotheses, structural equation modeling was used. The results showed that there is no significant relationship between the value of communication and the perception of social responsibility of Irancell company. The ethical standard has a significant effect on the perception of social responsibility of Irancell company. The perception of corporate social responsibility does not have any significant effect on Irancell's customers' satisfaction. The perception of corporate social responsibility The trust of customers of Irancell Company does not have any significant effect. Customer trust has a significant effect on Irancell customers' satisfaction. Customer satisfaction has a significant effect on loyalty of Irancell customers, and the trust of customers on loyalty of customers of Irancell Company is not influential.

Keywords : Keywords: Perception of Social Responsibility, Customer Trust, Customer Satisfaction, Customer Loyalty

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