

The Impact of Bank Social Responsibility on Customer Satisfaction with Mediating Role of Brand Image (Case: Melli Bank in Rasht City)

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Organizations today find that customer satisfaction and loyalty are crucial factors in maintaining a competitive position in the market and should attract newer customers if competitors provide even or higher level services. So today service companies such as banks are trying their best to turn satisfied customers into loyal customers, so this study seeks to investigate the mediating effect of brand image on the effect of bank social responsibility on bank customer satisfaction in Melli Bank in Rasht city. The purpose of this study is applied-descriptive and it is a descriptive and cross-sectional survey. The research sample consisted of 409 customers of National Bank of Rasht which were selected based on Cochran formula and selected by simple random sampling. Data required using Jamalia et al.'s (2015), Corporate Responsibility Questionnaires, Brand Verheoff et al.'s (2007) and Claire's (1993) questionnaires and Walter et al.'s (2013) and Liang et al.'s questionnaire to measure customer satisfaction. (2011) was collected. Reliability and validity of the research instruments were assessed by factor loadings, alpha cronbach, hybrid reliability, face validity, convergent validity and divergent validity. Data were analyzed using SPSS software and Smart-PLS software. Also, the Sobel and VAF were used to measure the effect of brand image and mediator role on T-statistic. Data analysis showed that social responsibility of bank had a significant and positive effect on brand image and customer satisfaction of bank and brand image also had a positive and significant role on customer satisfaction. On the other hand, analysis using Sobel test showed that approximately 22% of changes in bank social responsibility on customer satisfaction is explained by the mediator variable of brand image.

Keywords : Bank Social Responsibility, Customer Satisfaction, Brand Image, Melli Bank in Rasht city

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