The Influence of Corporate Social Responsibility on Customer Satisfaction and Trust: A Case Study of Mobilis, Saïda Agency

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Abstract :
This research aims to impact social response's impact on customer satisfaction and trust in the service company Mobilis. To assess this effect, we conducted a field study involving the distribution of questionnaires to a sample of 60 Mobilis customers in the Wilaya of Saïda. The data was analysed using the SPSS v26 program, employing the legal correlation measurement method. Our findings reveal a direct positive impact of social responsibility dimensions on customer satisfaction and trust in the service company Mobilis

***Key Words*:** Social responsibility, satisfaction, trust, Mobilis Company.

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Introduction :

Business organizations strive to enhance and sustain customer relationships by adopting modern marketing principles and techniques that foster customer trust and satisfaction. Within this framework, the dimensions of social responsibility—including responsibility towards society, consumer protection, business ethics, and environmental stewardship—can significantly contribute to achieving these goals. The principles of social responsibility, encompassing various activities and practices, are pivotal in gaining customer satisfaction by meeting their expectations and fulfilling their needs and desires. Moreover, instilling trust in customers is crucial, especially in mitigating the adverse effects of unethical practices that may violate their rights. Based on this context, the following research problem can be posed:

How does social responsibility influence customer satisfaction and trust at the Mobilis Saïda Province Agency?

Research Hypotheses:

- Hypothesis 1: Social responsibility dimensions statistically impact customer satisfaction at the Mobilis Saïda Province Agency.
- Hypothesis 2: Social responsibility dimensions statistically impact customer trust at the Mobilis Saïda Province Agency.

Significance of the Study: The importance of this study lies in:

- Diagnosing the dimensions of social responsibility and their contribution to achieving customer satisfaction and trust.
- The growing interest of consumers in social and ethical aspects.

Objectives of the Study:

- To identify the nature of the activities and programs adopted by Mobilis in embodying social responsibility towards society, consumers, and the environment.
- To understand the role of social responsibility in achieving customer satisfaction and trust.

I.Theoretical Framework of the Study

1.The Concept of Social Responsibility:

Social responsibility refers to the nature of the relationship that should exist between an organization and the local community in which it operates. It encompasses society's economic, legal, and ethical expectations for organizations within a given period. It is also defined as "all decisions, philosophies, actions, and managerial practices that aim for the development and welfare of society" (Al-Tuwaijri, 1988, p. 21). Social responsibility is a contract between the organization and society whereby the organization commits to satisfying societal needs and aligning with the public interest. Holmes defines it as the organization's obligation to the community in which it operates, demonstrated through its involvement in various social activities such as poverty alleviation, healthcare improvement, pollution control, and job creation (Al-Ghali, 2015, p. 49). It also represents the duty and obligation of the organization toward society and stakeholders—including employees, suppliers, and shareholders—ensuring their goals and expectations are met while still pursuing the organization's objectives, particularly profit-making (Al-Khaldi, 2010).

The American Management Association defines social responsibility as the corporate response to changing consumer expectations. It focuses on addressing the needs of all segments of society in which it operates while making unique contributions through business activities to create economic wealth (Al-Sayrafi, 2008, p. 17). Kotler identifies corporate social responsibility as a commitment to achieving social welfare through socially responsible practices, charitable activities, and contributions of corporate resources.

In essence, social responsibility implies that a company has obligations and responsibilities toward society, which it strives to fulfill beyond merely pursuing profit-oriented goals. Social responsibility is thus a voluntary social service based on the needs of the community (Sanjo, 2017, pp. 1-9).

2. Dimensions of Organizational Social Responsibility:

Researchers have offered various perspectives on the dimensions of social responsibility, yet most of them converge on four key dimensions (Al-Hamdi, 2003, p. 47):

2.1. Social Responsibility towards the Community:

This dimension emphasizes the long-term welfare of the community, aiming to minimize the negative impacts of the organization's activities while achieving societal satisfaction. It also seeks to strengthen trust between the organization and the community by fostering goodwill and enhancing its consumer reputation.

2.2. Social Responsibility towards Consumer Protection:

Consumer protection is a significant issue within social responsibility. Organizations must consider it when planning and making decisions, as numerous violations of consumer rights occur, including pricing, warranties, transportation, and storage issues.

2.3. Social Responsibility towards Business Ethics:

This dimension comprises a set of standards that govern the behavior of individuals within the workplace. It also helps distinguish between ethical and unethical factors influencing decisions. Moreover, it enables the organization to identify the best approaches to improving ethical decisions, ultimately enhancing its relationship with the community it serves.

2.4.Social Responsibility towards Environmental Protection:

Business organizations must consider environmental aspects when formulating their strategies, ensuring the preservation of available resources to guarantee the sustainable use of natural resources.

II.Customer Satisfaction :

1. Definition of Customer Satisfaction:

Oliver (1997) defines satisfaction as the feeling of pleasure experienced by a customer when purchasing a product or service that meets their needs and desires or helps them achieve certain goals (Oliver, 1999, pp. 33-44). On the other hand, Kotler describes satisfaction as "the extent to which a product's performance matches the buyer's expectations" (Sawwar et al., 2019, p. 22). According to this view, if the product's performance aligns with the customer's expectations, the customer is

satisfied and content. However, the customer becomes dissatisfied if the performance falls short of expectations.

Customer satisfaction is also defined as the feelings or emotions a consumer experiences, whether positive or negative, after comparing the sacrifices (whether financial or emotional) made with the compensation received after purchasing a product or service (Ray, 2001, p. 22).

Based on the above, satisfaction can be defined as the consumer's judgment of a product or service, derived from evaluating how well it meets their needs and desires by comparing the expected performance with the actual or achieved performance.

2. Satisfaction and Social Responsibility:

- Consumers feel satisfied and happy with certain products due to the company adopting appropriate social responsibility activities.
- Social responsibility contributes to shaping the company's identity and familiarizing consumers with it, strengthening customer loyalty.
- Corporate social responsibility influences customer and employee satisfaction by boosting employee morale, positively impacting productivity and company profits (Atallah, 2019, p. 573).

III. Customer Trust:

1. Definition of Customer Trust:

Trust is a multifaceted concept with various definitions. Researchers Barclay and Smith (1997) identified two main perspectives on trust. The first defines trust as "cognitive expectations or an emotional feeling," while the second describes it as "a risk-taking behavior or the willingness to engage in a particular action." Roehrich and Spencer (2005) view trust as a characteristic that often mitigates "uncertainty" and is also linked to the level of risk involved. Zaheer et al. (1998) identify two dimensions of trust (Ben Ashnou, 2015, p. 07):

- **Integrity Dimension:** This refers to the consumer's belief that the company is genuinely concerned about their well-being.
- **Loyalty Dimension:** This refers to the belief that the company does not engage in opportunistic behavior, even when such opportunities exist.

Several researchers have highlighted the following benefits of trust (Park, 2017, pp. 8-13):

- Trust creates a positive impression, making consumers confident in the quality of the product or service.
- Trust is crucial to customer satisfaction, often leading to repeat purchases.
- A consumer's trust in a company fosters greater loyalty.

2. Trust and Social Responsibility:

According to various studies, social responsibility significantly impacts trust. Trust can also serve as a mediator between social responsibility and customer loyalty. Social responsibility activities can also help build trust between customers and the company. For instance, customers associate higher satisfaction and trust with products that contribute to environmental preservation (2019, p. 574).

IV.Field Study:

1. Study Tools:

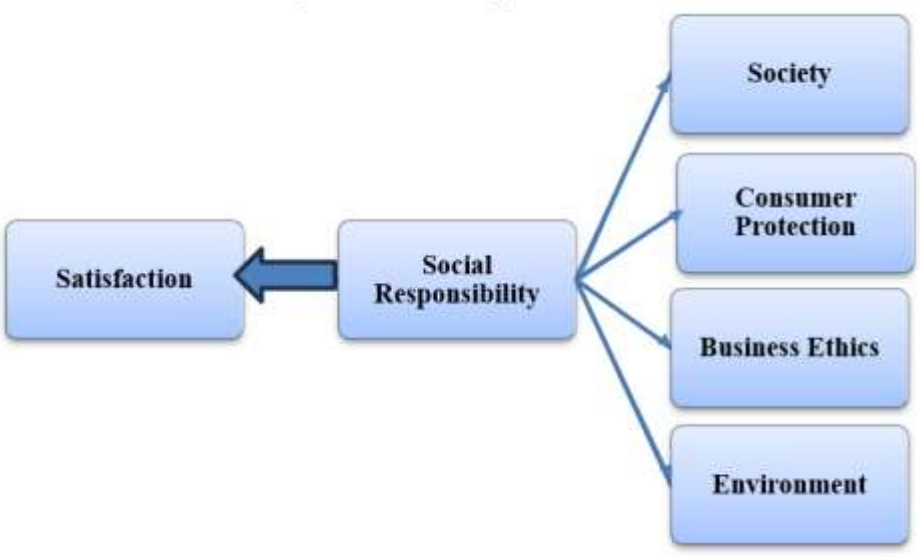
a. Study Model: This study utilized two models to illustrate the relationships between the primary variables:

Table 1: Study Model

Model	Independent Variable	Dependent Variable
First Model	Dimensions of Social Responsibility	Satisfaction
Second Model	Dimensions of Social Responsibility	Trust

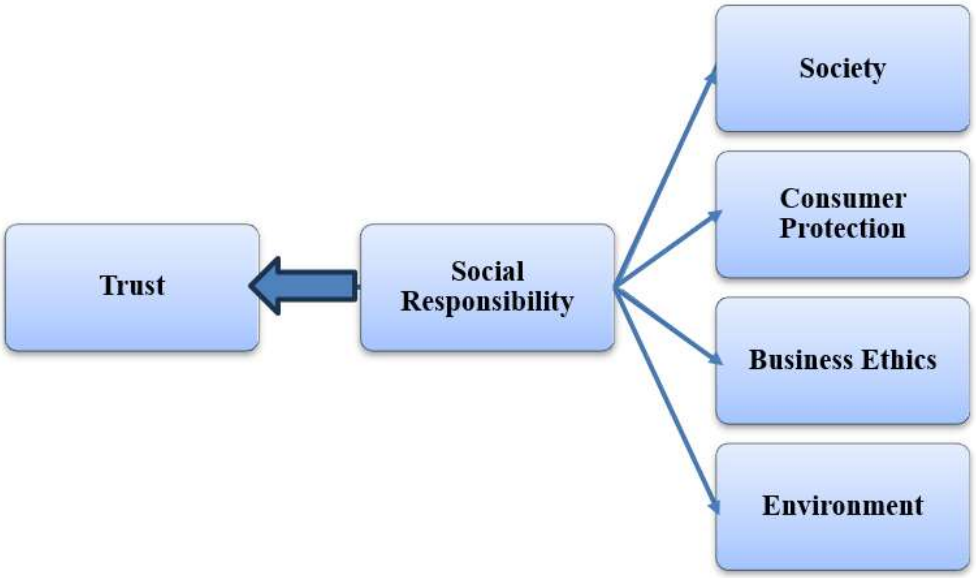
Source: Prepared by the Researchers

Figure 1: First Study Model



Source: Prepared by the Researchers.

Figure 2: Second Study Model



Source: Created by the Researchers

b. Study Population and Sample:

- **Study Population:** The study population consists of all customers of the Mobilis agency in Wilaya of Saïda.
- **Study Sample:** The sample was drawn randomly from the customers of the Mobilis agency in Wilaya of Saïda, consisting of 60 participants (clients).

c.Calculating the Reliability of the Questionnaire: The reliability of the study instrument refers to the consistency (stability) of the questionnaire results and their minimal variation when administered to the sample multiple times over specific intervals. The reliability of the questionnaire was assessed using Cronbach's Alpha coefficient as follows:

Table 04: Cronbach's Alpha Coefficient Value for the Questionnaire

Questionnaire Dimensions	Cronbach's Alpha	Test Result
All Questionnaire Items	0.80	Reliable

Source: Created by the researchers based on SPSS software outputs

The Cronbach's Alpha coefficient for the overall set of 37 items on the questionnaire was 0.80, which exceeds the minimum threshold of 0.6, indicating the stability of the study instrument. Notably, a Cronbach's Alpha value approaching 1.0 signifies high reliability.

2.Descriptive Presentation and Analysis of the Personal Data of Sample Participants:

Based on (Appendix 01) and considering the sample size of 60 individuals, the distribution is as follows:

- **Gender Variable:** There are 39 males, representing 65%, while the number of females is 21, accounting for 35%. This distribution is attributed to...
- **Age Variable:** 51 individuals, or 85%, are in the 18-30 age group. Five individuals, or 8.3%, are in the 31-40 age group. The remaining participants are distributed across other age groups. This indicates that most Mobilis customers in Saïda Province are young, likely due to the company's offerings and Algerian society's generally youthful demographic.
- **Duration of Association Variable:** Twenty-two individuals, or 36.7%, have been associated with the company for over five years, representing the highest percentage and suggesting strong loyalty. The remaining 15 individuals, or 25%, belong to the 2-3 years category, with varying percentages.

3.Descriptive Presentation and Analysis of Sample Participants' Responses to the Questionnaire Items Related to Measuring the Level of Availability and Implementation:

3.1.Social Responsibility Dimension:

The overall conclusion regarding the opinions and attitudes of the sample participants concerning the levels of social responsibility at the studied institution is as follows: The mean score of respondents' answers to all items on this dimension was 3.63, with a standard deviation of 0.944. This indicates that respondents' views are closely clustered around the mean, and the standard error of the mean (Std. Error Mean = 0.067) is tiny. Thus, the overall mean represents the center of the data regarding the sample's attitudes, with 72.60% agreeing that the level of employee empowerment at the institution is high. The following is the ranking of the dimensions of employee empowerment at the institution based on the respondents' perspectives.

Table 04: Analysis of the Evaluation Levels of Study Dimensions

Dimension	Mean	Standard Deviation	Rating
Community Commitment	2.64	0.79	Average
Consumer Protection	2.77	0.94	Average
Business Ethics	2.50	0.78	Average
Environmental Dimension	2.32	0.76	Low

Source: Created by the researchers based on SPSS software outputs

According to the above table, most responses related to the social responsibility dimensions showed an average tendency:

- **Community Commitment:** With a mean of 2.64 and a standard deviation of 0.79, customer attitudes towards this dimension vary minimally, suggesting that community commitment plays a significant role in achieving customer satisfaction and trust.
- **Consumer Protection:** With a mean of 2.77 and a standard deviation of 0.94, customer attitudes towards this dimension vary minimally, indicating that consumer protection is crucial for customer satisfaction and trust.
- **Business Ethics:** With a mean of 2.50 and a standard deviation of 0.78, customer attitudes towards this dimension vary minimally, showing that business ethics are essential for customer satisfaction and trust.
- **Environmental Dimension:** With a mean of 2.32 and a standard deviation of 0.76, customer attitudes towards this dimension vary minimally, indicating that environmental responsibility is essential for achieving customer satisfaction and trust.

The mean scores for the dependent variables of customer satisfaction and trust were 2.83, with standard deviations of 0.88 and 0.81, respectively.

3.2. Customer Satisfaction Dimension:

The general conclusion regarding the sample participants' opinions and attitudes towards customer satisfaction levels at the studied institution is as follows: The mean score of respondents' answers to all items on this dimension was 2.83, with a standard deviation of 0.88. This suggests that opinions are closely aligned around the mean, and the standard error of the mean (Std. Error Mean = 0.067) is tiny. Thus, the overall mean represents the central tendency of the data regarding the sample's attitudes, with 72.60% agreeing that the level of employee empowerment at the institution is moderate.

Table 04: Analysis of Customer Satisfaction Dimension

Dimension	Mean	Standard Deviation	Rating
Customer Satisfaction	2.83	0.88	Average

Source: Created by the researchers based on SPSS software outputs

3.3.Trust Dimension:

The general conclusion regarding the sample participants' opinions and attitudes towards trust levels at the studied institution is as follows: The mean score of respondents' answers to all items on this dimension was 2.83, with a standard deviation of 0.81. This indicates that opinions are closely aligned around the mean, and the standard error of the mean (Std. Error Mean = 0.067) is tiny. Thus, the overall mean represents the central tendency of the data regarding the sample's attitudes, with 72.60% agreeing that the level of employee empowerment at the institution is moderate.

Table 04: Analysis of Trust Dimension

Dimension	Mean	Standard Deviation	Rating
Trust	2.83	0.81	Average

Source: Created by the researchers based on SPSS software outputs

The researcher notes that the lack of high ratings for the four dimensions representing the organization's social responsibility may be attributed to the sample participants' dissatisfaction with Mobilis's role in addressing the various aspects of social responsibility.

V. Testing Study Hypotheses and Discussion of Results:

This section involves testing the study hypotheses to determine the impact of social responsibility on customer satisfaction and trust at Mobilis using canonical correlation analysis. This method aims to reduce the number of variables by grouping independent variables into one set and corresponding variables into another set and then examining the strength of the relationship between these sets, as follows:

Testing Hypothesis One:

- **H0:** No statistically significant positive effect of social responsibility dimensions on customer satisfaction exists.
- **H1:** Social responsibility dimensions have a statistically significant positive effect on customer satisfaction.

Table 05: Canonical Correlation Coefficient Between Social Responsibility Dimensions and Customer Satisfaction

Canonical Correlation Coefficient	Wilkes' Lambda Value	Significance Level
0.63	0.65	0.000

Source: Created by the researchers based on SPSS software outputs

The results of the canonical correlation coefficient presented in Table 05 indicate a statistically significant impact of social responsibility dimensions on customer satisfaction, with a canonical correlation coefficient of R = 0.63 at a significance level of (α = 0.05). The significance value of 0.000 is less than 0.05, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis.

Testing Hypothesis Two:

- **H0:** No statistically significant positive effect of social responsibility dimensions on customer trust exists.
- **H1:** Social responsibility dimensions have a statistically significant positive effect on customer trust.

Table 06: Canonical Correlation Coefficient Between Social Responsibility Dimensions and Customer Trust

Canonical Correlation Coefficient	Wilks' Lambda Value	Significance Level
0.70	0.50	0.000

Source: Created by the researchers based on SPSS software outputs

The results of the canonical correlation coefficient presented in Table 06 reveal a statistically significant impact of social responsibility dimensions on customer trust, with a canonical correlation coefficient of R = 0.70 at a significance level of (α = 0.05). The significance value of 0.000 is less than 0.05, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis.

Conclusion:

From the theoretical perspective, we defined social responsibility as a continuous commitment by businesses to act ethically and contribute to the social welfare of the communities in which they operate. Based on previous academic studies and research, the theoretical review highlighted the importance of the relationship between the study variables—social responsibility, satisfaction, and trust.

The field study yielded the following results:

- There is a statistically significant positive effect of social responsibility dimensions on customer satisfaction.
- There is a statistically significant positive effect of social responsibility dimensions on customer trust.

Recommendations:

- Mobilis should significantly emphasize social responsibility activities, as they are crucial for customer satisfaction and trust.
- Implement continuous training programs for employees to enhance their skills in customer interactions.
- Engage in charitable activities to improve the company's image among customers and the broader community.
- Increase focus on customers by offering promotions and services that match their needs, enhancing their trust and satisfaction with the company.
- Contribute to environmental awareness campaigns to protect the environment and consumer health.

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Appendix:

Appendix 01: Distribution of Sample Individuals by Personal Information Variables

Variables	Frequency	Percentage
Gender		
Male	39	65%
Female	21	35%
Total	60	100%
Age		
18 to 30 years	51	85%
31 to 40 years	5	8.3%
41 to 50 years	3	5%
51 years and older	1	1.7%
Total	60	100%
Duration of Engagement with the Organization		
Less than one year	15	25%
1 to 2 years	8	13.3%
2 to 3 years	15	25%
More than five years	22	36.7%
Total	60	100%

Source: Created by the researchers based on SPSS software outputs

Appendix 02: Analysis of the Evaluation Level of Study Dimensions

Dimension	Statements	Mean	Standard Deviation	Rating
Community Commitment	- Mobilis participates in voluntary work and humanitarian initiatives to support the community (e.g., blood donation, accompanying pilgrims)	2.27	1.023	Low
	- Mobilis services provide satisfaction and well-being to the community	2.90	1.217	Medium
	- Mobilis creates job opportunities for community members	2.77	1.140	Medium
Consumer Protection	- Mobilis adheres to the prices advertised in its promotional campaigns	2.60	1.182	Medium
	- Mobilis's advertising policy is characterized by credibility	2.83	1.181	Medium
	- Mobilis ensures the quality of services provided to customers	2.88	1.354	Medium
Business Ethics	- Mobilis enjoys a good reputation and acceptance from the community	2.40	1.123	Medium
	- Mobilis employees exhibit courtesy and prompt service	2.88	1.263	Medium
	- Mobilis is committed to respecting customs, traditions, and ethical aspects	2.22	0.993	Low
Environmental Aspect	- Mobilis contributes to awareness campaigns, particularly those related to the environment	2.42	0.979	Medium
	- Mobilis engages in activities to protect the environment	2.57	1.015	Medium
	- Mobilis sends SMS messages to its customers to promote environmental and natural resource conservation	2.00	0.974	Low
Customer Satisfaction	- Mobilis services provide me with a significant amount of satisfaction	3.05	1.141	Medium
	- Mobilis meets the needs and desires of its customers	2.75	1.129	Medium
	- Overall, I am satisfied with the services provided by Mobilis	2.70	1.183	Medium
Trust	- I have great trust in Mobilis	2.62	1.379	Medium
	- Mobilis employees handle customers with honesty and integrity	2.45	0.999	Medium
	- The products accompanying Mobilis services do not pose a risk to my health and environment	2.27	1.087	Low

Source: Created by the researchers based on SPSS software outputs