The Effect of Corporate Social Responsibility Practices on Mobilis Customer Loyalty: A Study of Direct Influence and Mediating Effects through Satisfaction

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Abstract:

   This research aims to explore the direct impact of Corporate Social Responsibility (CSR) on Mobilis customer loyalty, and the mediating role of customer satisfaction on that impact; The study relied on a descriptive-analytical method, using e-questionnaire as a tool for collecting data from Mobilis company customers, applying convenience sampling technique to reach 1030 customers. For testing the study hypothesis, the researcher used partial least squares structural equation model using SmartPLS4;

   The main results of the research find out that CSR significantly impacts on Mobilis customer loyalty, and that effect get stronger when satisfaction mediating it.

Keywords: Social Responsibility; Loyalty; Satisfaction; Mediation effect; Mobilis.

(JEL) Classification: M14, M31

1. Introduction:

   The 20th century witnessed a major economic transformation, as consumers began to care mire about awareness of social and environmental issues. This transformation has reshaped the relationships between businesses, consumers, and society, causing in a fundamental shift of consumer behaviors. As a result, influential entities like consumer protection associations and human rights organizations have emerged, significantly shaping both corporate actions and governmental regulations. Today's consumers prefer socially responsible brands when evaluating similar products[1], which prioritize products that resonate with safety, health, and societal values, transforming their role from mere clients to strategic assets for businesses. Thus, achieving customer satisfaction and loyalty requires companies to align with these evolving expectations. Corporate Social Responsibility (CSR) is no longer a token gesture but a fundamental strategy, pivotal for businesses to sustain a competitive edge.

there is highly-circulated research from Environics International[2] found that 27% of consumers in 25 different countries have penalized companies due to irresponsible business practices, with the same percentage considering doing the same. A separate study conducted by the Australian firm Taylor Nelson Sofres found that 68% of Australian consumers have penalized companies for unethical behavior. Such penalties often manifest as a shift to the products of a competing company.

Corporate social responsibility is an integral part of the strategies of companies not only in the industrial sector but also in the service realm like the telecommunications, as it helps to balance between achieving profits and meeting the needs of society and the environment.

This research aims to explore the direct and indirect effects of CSR practices on Mobilis consumer loyalty and through Satisfaction.

The issue posed in this research paper: **how Corporate social responsibility practices Influence Mobilis Customers Loyalty Directly and Indirectly through Satisfaction?**

1.1. Research model and hypotheses:

To discuss the research problem, the researcher proposes a study model in figure 1 that describes the interactions between CSR practices, satisfaction, and customer loyalty. Accompanying this model, specific hypotheses will be clarified, laying the foundation for the empirical analyses that follow. These hypotheses will aim to address the gaps identified in the literature, providing clarity on the direct and mediating effects that drive customer loyalty in the context of CSR

figure (01): Research model
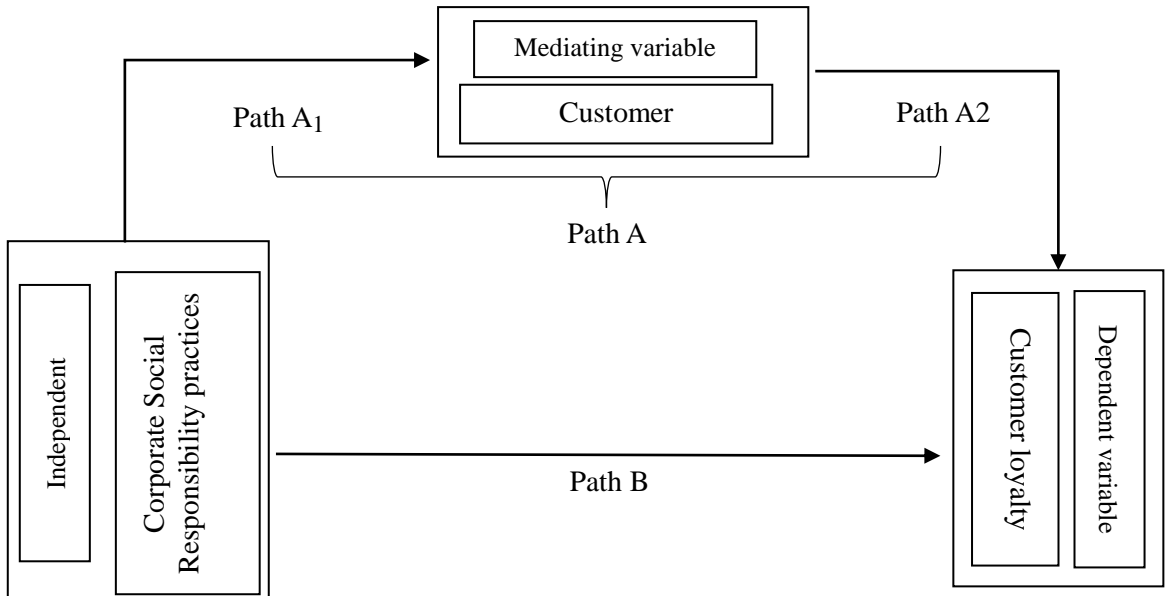
Source: Developed by Author

By following the relationships observed between the variables in Research model figure (1), hypotheses for this study are:

1. **Hypothesis 1 (H1): Direct Effect of CSR on Mobilis Customer Loyalty (Path B)**
   a. Null Hypothesis (H1_0): There is no significant direct effect of Corporate Social Responsibility on Mobilis Customer Loyalty.
   b. Alternative Hypothesis (H1_A): There is a significant direct effect of Corporate Social Responsibility on Mobilis Customer Loyalty.

2. **Hypothesis 2 (H2): Effect of CSR on Mobilis Satisfaction (Path A_1)**
   a. Null Hypothesis (H2_0): There is no significant effect of Corporate Social Responsibility on Mobilis Customer Satisfaction.
   b. Alternative Hypothesis (H2_A): There is a significant effect of Corporate Social Responsibility on Mobilis Customer Satisfaction.

3. **Hypothesis 3 (H3): Effect of Satisfaction on Mobilis Customer Loyalty (Path A_2)**

a. Null Hypothesis (H3_0): There is no significant effect of Satisfaction on Mobilis Customer Loyalty.

b. Alternative Hypothesis (H3_A): There is a significant effect of Satisfaction on Mobilis Customer Loyalty.

4. **Hypothesis 4 (H4): Mediating Effect of Mobilis Satisfaction (Path A)**

a. Null Hypothesis (H4_0): Satisfaction does not mediate the effect of Corporate Social Responsibility on Mobilis Customer Loyalty.

b. Alternative Hypothesis (H4_A): Satisfaction mediates the effect of Corporate Social Responsibility on Mobilis Customer Loyalty.

1.2. Systematic Literature Review:

Once the research model and hypotheses have been designed, it is important to support this research paper with foundational studies that support the model mentioned in figure 1, the research will Explore studies that have examined models that explained and analyzed the different relationships between CSR, consumer satisfaction, and loyalty.

The table 1 provides a structured overview of the different studies, their methodologies, variables of interest, and main results.

Table (01): Systematic Literature Review

Title & author	Variables	Method & tools	Main Results
Impact of CSR on medicines consumers[3] (Roblek, et Al,2014)	Consumer trust, CSR perception, virtual brand loyalty	Structural equation modeling	Consumer trust mediates the relationship between CSR perception and virtual brand loyalty
CSR and customer-based brand equity[4] (Vasiukov, et Al, 2019)	CSR activities, customer satisfaction, customer-based brand equity	Quantitative using questionnaire	CSR activities affect customer-based brand equity for the "Activia" brand

Corporate Social Responsibility and Customer Loyalty in Food Chains[5] (Waris, et Al, 2021)	Corporate Social Responsibility Customer Loyalty Customer Satisfaction Corporate Reputation	The Partial Least Square Structural Equation Modeling, PLS-SEM analysis	significant positive impact of perceived CSR on customer loyalty, corporate reputation, and customer satisfaction. Further, customer satisfaction and corporate reputation appeared to mediate the relationship between perceived CSR and customer loyalty
Integrative approach to the nexus of brand loyalty and CSR[6] (Kataria, et Al, 2021)	CSR practices, customer satisfaction, brand trust, brand affect, brand loyalty	Structural equation modeling and PROCESS method	CSR practices influence customer satisfaction, brand trust, brand affect, and brand loyalty
CSR towards purchase intention across regional identity in South Asia and Southeast Asia[7] (Ooi, et Al, 2022)	PCSR, satisfaction, brand loyalty, regional identity	Quantitative research with questionnaire data, Smart PLS analysis	PCSR positively influences purchase intention, mediated by satisfaction, brand loyalty, and regional identity
Consumers' willingness to pay for CSR[8] (Narayanan, et Al, 2023)	CSR, willingness to pay, brand trust, loyalty, satisfaction, purchase intention	Systematic literature review based on 116 articles, conceptual framework using TCM framework	CSR positively affects consumers' willingness to pay, mediated by variables like brand trust, loyalty, satisfaction, and purchase intention

Source: Developed by Author based on sources mentioned in the table1

The previous studies in Table 1 discussed the relationship between corporate social responsibility and deferent consumer behaviors especially customer loyalty in various industries and geographies. These studies have developed theoretical and practical models that confirm and explain the influence of socially responsible practices on consumer loyalty, whether directly or through an intermediary or

moderating variable that varies according to the goal of each study. The methods of analysis varied between quantitative and qualitative, also the tools used to analyze primary and secondary data such as SPSS and SMART PLS and AMOS, either for impact analysis or prediction. The current study relied on previous studies to build the hypothetical model of the study mentioned in figure 1, and this study targets a service sector that has not been addressed by the mentioned in previous studies, specifically Mobilis company in Algeria.

1.3. Defining the variables of the research:

After reviewing some of previous studies about the relationship between Corporate Social Responsibility and Customer Loyalty and satisfaction, this part of the research will clearly explain each variable.

1.3.1. Corporate Social Responsibility (CSR): For any business, to survive it's important at least make a profit and meet its legal responsibilities. However, what it does with those earnings and the higher moral standards to support its employees, customers, community and market, will vary enormously, this is what the philosophy of social responsibility centers around.

The idea of corporate social responsibility starts getting formal attention in literature during 20th century, and the concept of corporate social responsibility got wide variety literature importance in literature during 1950s, according to Caroll[9] "Bowen's book Social Responsibilities of the Businessman (1953) to be the landmark contribution in the still ongoing debate on CSR"

Friedman argues that business organizations have a fundamental responsibility to utilize resources and develop strategies aimed at achieving long-term profitability. the practical implementation of social responsibility should primarily be the responsibility of governmental and nonprofit organizations

However, modern approaches such as the European commission [10] defined Corporate Social Responsibility as a conception whereby businesses voluntarily incorporate social and environmental issues into their everyday operations and interactions with stakeholders, and the previously Commission has simplified its definition to "the responsibility of the business for their impact on the society ", It is important to note that the concept of social responsibility can be difficult to understand, even from the perspective of a customer. In this context, briefly "CSR

can be much more than a cost, a constraint, or a charitable deed – it can be a source of opportunity, innovation and competitive advantage[11]"

And in 1991, Carroll presented a four-layer pyramid framework for social responsibility. The basic layer is economic responsibility, whereby companies are expected to be profitable while considering costs and pricing. The next layer comprises legal responsibility, which necessitates compliance with applicable laws in the jurisdictions in which companies operate. The third layer pertains to ethical responsibility, encompassing adherence to specific moral and religious principles. The highest level is philanthropic responsibility, which involves voluntary initiatives aligned with the company's mission and values. These initiatives prioritize sustainability and continuity, rather than being ad hoc or driven by a crisis. Together, these four responsibilities collectively define the organizational burden, with motivations, contexts, and historical background contributing to the diverse conceptualizations of social responsibility.

1.3.2. Customer satisfaction: Customer satisfaction measures how happy clients are or not after buying a products, services, or skills of a specific company.

Satisfaction is defined as a comparison process between expectations and perceived performance of a product or service[12], and it defined also by Philip Kotler like: "it's a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) to their expectations[13]."

A company can gain knowledge about how to improve or adjust its offerings by using feedback from things like surveys and ratings. Measuring customer satisfaction in marketing is necessary to guarantee continuing any business success, and companies can measure its customer satisfaction using surveys and questionnaires or engaging with clients directly through interviews, or tracking the feedback through social media, Customer satisfaction data, reflecting market perceptions, serve two main objectives:

Internally; To check how crucial it is to ensure that customers are satisfied with company's services or products.

Externally; to predictive indicators future purchasing behaviors, especially when factored at extreme satisfaction levels.

1.3.3. Customer loyalty: Customer loyalty is a complex concept that has been defined in a number of different ways in the academic literature. Loyalty basically defined as a continuous commitment of a client with the same service or product over extended periods of time, in 1999 Oliver[14] defined Customer Loyalty as "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior." So, it's important for companies to increase the possibility that a consumer will keep using or purchasing a particular product or service for a long time.

2. Methodology:

To achieve the study's objectives, the research relied on descriptive-analytical methodology. this section will present in detail the methodological framework, and it is important to note that the structure of this research paper based on IMRAD (Introduction, Methods, Results, and Discussion).

2.1. Population and Sample:

The total population of the study is about 20 million Mobilis customers[15]. from this population, a sample of 1030 Mobilis customers was taken utilizing the convenience sampling method[16]. This non-probability sampling technique was chosen because it is easy to access to respondents. The results of describing Sample will be presented in the following table 2.

Table (02): Demographics of the study sample

Category	Group	Frequency	Percent %	Category	Group	Frequency	Percent %
Another sim	No	377	36,6	Gender	Female	654	63,5
	Yes	653	63,4		Male	376	36,5
Region	Eastern	508	49,3	Duration of use/ by years	>1	203	19,7
	Central	193	18,7		1 to 5	298	28,9
	Western	162	15,7		5 to 10	475	46,1
	Southern	167	16,2		≤ 10	203	19,7
Total		**1030**	**100**	**Total**		**1030**	**100**

Source: by the researcher based on SPSS's output

The table presents nominal data statistics from a sample of 1030 current Mobilis company clients. It indicates a majority of the participants use a secondary SIM card apart from Mobilis. The questionnaire captured responses from 376 men and 654 women.

Furthermore, the data highlights geographic usage trends among the users: 49.3% are located in the Eastern Willayas, 18.7% in the Central Willayas, 16.2% in the Southern Willayas, with the remainder situated in the Western Willayas.

Regarding the length of usage, the findings suggest a significant portion of customers have been with Mobilis for 5 to 10 years. Additionally, 28.9% have been clients for over a year but under 5 years, while 19.7% have continued their service for over 10 years. Interestingly, the same percentage, 19.7%, represents the clients who have been using Mobilis for less than a year.

2.2. Questionnaire design and Data Collection:

The primary tool for data collection was a questionnaire. The design of the questionnaire as following:

- **Section 1**: to collect demographic details of the study sample.
- **Section 2**: Comprising three subsections (Using a 5-point Likert Scale):
  a) **Corporate Social Responsibility (CSR)**: Based on The Pyramid of Corporate Social Responsibility, the researcher created a set of items/ indicators to measure the level of implementation of corporate social responsibility at Mobilis Company, as perceived by customers
  b) **Satisfaction**: According to the definition of customer satisfaction, the researcher formulated a set of items/ indicators to measure the extent to which Mobilis Company applies this dimension from the perspective of its customers.
  c) **Customer Loyalty**: Based on the definition of customer loyalty, the researcher created items to assess the level of loyalty that Mobilis Company receives from its customers.

The questionnaire was designed and distributed online using Google Forms. To reach a diverse group of Mobilis customers, the questionnaire link was shared on popular social media platforms such as Facebook, TikTok, and Instagram. Additionally, the questionnaire was disseminated via email. The data collection process spanned three months - from June to August 2023 - to accumulate responses from 1030 Mobilis customers.

2.3. Data and tools Analysis:

To analyze the collected data, a combination of statistical techniques was employed:

a) **Descriptive Statistics**: to summarize and describe the basic features of the data Using SPSS.

b) **Inferential Statistics**: It helped to find out the relationships between the variables, Using SPSS & SmartPLS4.

c) **Partial Least Squares Structural Equation Modeling (PLS SEM)**: to examine the relationships between the observed and latent variables, and to determine the mediating effect of Satisfaction on the relationship between CSR and Customer Loyalty, the researcher will use PLS SEM technic to assess both the measurement and structural model, Using SmartPLS4.

3. Results:

3.1. Descriptive analytics:

The two different indicators will be utilized in descriptive analysis to examine the responses of the study sample. The first indicator is Mean, which identifies the direction of the opinions from the study sample. The Coefficient of Variation (CV), which measures the degree of opinion dispersion in the study sample, serves as the second indicator.

Table (03): Descriptive Statistics of the three variables

Variables	Mean	CV	sig
Corporate Social Responsibility	3,42	28,87	,000
Consumer satisfaction	3,05	36,56	,066
Customer loyalty	3,16	35,87	,000

Source: by the researcher based on SPSS's output

The table shows in general the descriptive statistics results that:

the majority of Mobilis costumers agree that the company practices corporate social responsibility in acceptable level because the mean score for CSR is 3.42 on the 5-point scale, indicating a acceptable performance. The coefficient of variation (CV) of 28.87% shows low variability. A significance level (sig) of .000 confirms the statistical significance of this value.

The achieved satisfaction level is average, with a mean of 3.05on the 5-point scale, The CV of 36.56% indicates a little variability in responses. The significance level of .066 indicates that values are not strongly significant.

Mobilis customer loyalty achieves a mean score of 3.16 suggests a positive orientation towards loyalty among customers. The variability, represented by the CV of 35.87%, is akin to consumer satisfaction. Its sig value of .000 indicates its strong statistical relevance.

3.2. The measurement model:

The measurement model serves as a foundational tool in quantitative research, to measure the quality and conformity of the measurement model, and to examine its effectiveness, the following indicators will be used: discriminant valisity fornell-lacker criterion [17], Cross-loading, Cronbach's alpha, Average variance extracted (AVE), results present in the following tables.

3.2.1. discriminant valisity fornell-lacker criterion: The table represents the results of the Fornell-Larcker criterion analysis for the relationships between the three constructs.

Table (04): discriminant valisity fornell-lacker criterion

Constructs	CSR	Loyalty	Satisfaction
Corporate Social Responsibility	0.858		
Customer Loyalty	0.681	0.840	
Satisfaction	0.721	0.786	0.863

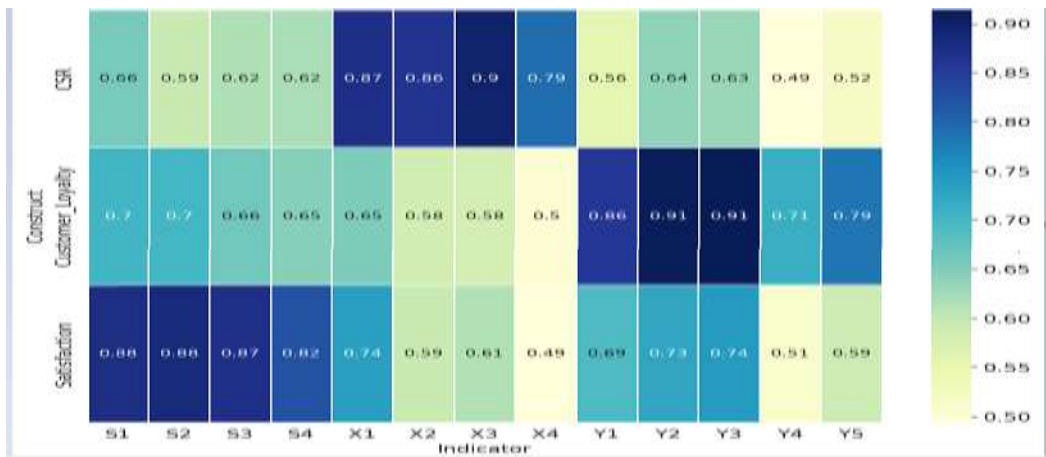**Source:** by the researcher based on Smartpls4's output

The findings on the table 4 show that the Fornell-Larcker criterion, discriminant validity was confirmed for all constructs in the model. Specifically, cells highlighted with blue which show the square root of the AVE for Corporate Social Responsibility (0.858), Satisfaction (0.840), and Customer Loyalty (0.863) was greater than the correlations between these constructs. This indicates that each construct is distinct and captures unique variance, supporting the validity of the measurement model.

3.2.2. The cross-loading: The cross-loading an indicator's correlation with other constructs in the model, and cross-loading analysis will provide insights into the relationships between the observed indicators (X_1, X_2, X_3, X_4, Y_1, Y_2, Y_3, Y_4, Y_5, S_1, S_2, S_3, S_4) and variables (Corporate Social Responsibility, Customers Loyalty,

Satisfaction). This helps to understand how strongly each indicator is related to its construct.

The matrix in figure the cross-loading values for the three constructs: Corporate Social Responsibility (CSR), Customer Loyalty, and Satisfaction. The values in the cells represent the strength of the relationship between the observed indicators and the latent variables.

Figure (02): Matrix of Cross-loading values

Source: by the researcher based on Smartpls4's output

. Based on the matrix in figure 2, the researcher will look for cases where an indicator loads more strongly on a construct other than its intended one

The indicators or items X_1, X_2, X_3, X_4 are strongly related with Corporate Social Responsibility (CSR) compared to the other indicators, the heatmap shows cross-loading values ranging from 0.79 to 0.9 with CSR (highlighted in dark blue) reflecting strong relationships of X_1, X_2, X_3, X_4 with CSR than the other items.

The cross-loading values with Customer Loyalty show that the strong relationship with indicators range from 0.71 to 0.91 indicating the dark blue area which is items Y_1, Y_2, Y_3, Y_4, Y_5. the highest cross-loading values for Satisfaction range from 0.74 to 0.884 (highlighted in dark blue) reflecting varying strengths of relationships between satisfaction and S_1, S_2, S_3, S_4.

Generally, the cross-loading analysis provides that the indicators seem to load strongest on their intended constructs, indicating good discriminant validity,

which means that the researcher could leave the model as it is without any modifications.

3.2.3. construct reliability and validity: For the constructs of Corporate Social Responsibility (CSR), Customer Loyalty, and Satisfaction, the dataset offers information about construct reliability and validity. Included are the following measures[18]:

- − Cronbach's alpha: a measure of internal consistency reliability that assumes equal indicator loadings. it represents a conservative measure of internal consistency reliability.
- − Composite Reliability (rho_a and rho_c): is a measure of internal consistency reliability, which, unlike Cronbach's alpha, does not assume equal indicator loadings. It should be above 0.70 (in exploratory research, 0.60 to 0.70 is considered acceptable)
- − Average Variance Extracted (AVE): An indicator of convergent validity that represents the amount of variance captured by the construct in relation to the variance because of measurement error.

The table 4 is presenting reliability and validity results of each Constructs.

Table (04): construct reliability and validity

Constructs	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Corporate Social Responsibility	0.880	0.893	0.917	0.736
Customer Loyalty	0.893	0.908	0.922	0.705
Satisfaction	0.886	0.887	0.921	0.745

Source: by the researcher based on Smartpls4's output

The researcher summarizes this results in three main points:

- - Cronbach's Alpha of CSR: 0.880 and Customer Loyalty: 0.893 and Satisfaction: 0.886; all these values are re less than 0.9 and greater than 0.7, indicating good internal consistency for the constructs.
- - Composite Reliability (rho_a and rho_c) of CSR: 0.893 (rho_a), 0.917 (rho_c) and Customer Loyalty: 0.908 (rho_a), 0.922 (rho_c) and Satisfaction: 0.887 (rho_a), 0.921 (rho_c) ; all recent values are over 0.7, suggesting strong composite reliability.

- Average Variance Extracted (AVE) of CSR: 0.736 and Customer Loyalty: 0.705 and Satisfaction: 0.745; All values are above the threshold of 0.5, indicating satisfactory convergent validity.

Generally, the results of the table 4 show strong convergent validity and reliability for the variables studied in the dataset, confirming that the constructs are accurately defined by their indicators.

3.3. The structural model:

In order to evaluating the model's quality, the following coefficient will be employed[19]:

- R-square (R^2): Its values range from 0 to 1 indicate the interpretation of external latent variations to the extent of variance in the dependent latent variable, where the following levels indicate: 0.75 is high, 0.5 is medium, and 0.2 is weak.
- Q^2: examines whether a model accurately predicts data points not used in the estimation of model parameters. It ranges from 0 to 1, where higher values indicate a better fit.

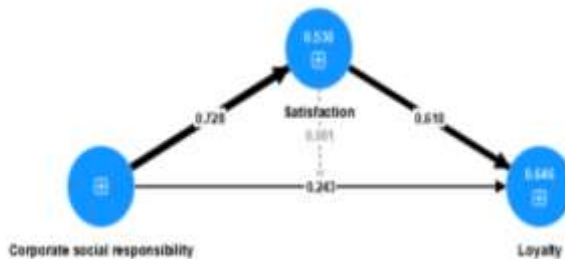**Figure (03): The structural model according to Smartpls4's output**

Table (05): Evaluating the mode results

Variable	R-square	Q^2
Loyalty	0.646	0.462
Satisfaction	0.530	0.518

Source: by the researcher based on Smartpls4's output

The R-square values represent the proportion of the variance in the dependent variables (Loyalty and Satisfaction) that is predictable from the independent variable (CSR).

- – **Loyalty**: According to an R-square value of 0.646, satisfaction and corporate social responsibility (CSR) together account for about 64.6% of the factors impacting consumer loyalty in Mobilis company.
- – **Satisfaction**: An R-square value of 0.530 reveals that CSR explains about 53.0% of the fluctuations in customer satisfaction in Mobilis company.

The Q^2 value of 0.462 for Loyalty and 0.518 for Satisfaction indicates that the model gives good predictive relevance.

3.4. Hypothesis Testing:

Table 6 represents the statistic findings of path coefficients (Mean and stdev and p value) and the decision about the fit Path.

Table (06): information on the statistical significance of each path.

Paths	Original sample	Sample mean	Standard deviation	P values	decision
Corporate Social Responsibility -> Customer Loyalty	0.238	0.240	0.040	0.000	**Refuse (H1_0) Accept (H1_A)**
Corporate Social Responsibility -> Satisfaction	0.721	0.721	0.018	0.000	**Refuse (H2_0) Accept (H2_A)**
Satisfaction -> Customer Loyalty	0.614	0.613	0.035	0.000	**Refuse (H3_0) Accept (H3_A)**

Source: by the researcher based on Smartpls4's output

In this case, all p-values are 0, indicating that paths are statistically significant at $P < 0.001$ level, this means the relationships between CSR, Satisfaction, and Customer Loyalty are statistically significant.

Effect Analysis

- a) Direct Effect of CSR on Customer Loyalty: The path coefficient of 0.238 indicates a positive direct effect of CSR on Customer Loyalty in Mobilis company.
- b) Effect of CSR on Satisfaction: CSR has a strong positive effect on Satisfaction in Mobilis company, with a path coefficient of 0.721.

c) Effect of Satisfaction on Customer Loyalty: Satisfaction also has a strong positive effect on Customer Loyalty in Mobilis company, with a path coefficient of 0.614.

d) Testing Mediating Hypothesis: For satisfaction to be a mediating variable, the study model must meet two conditions[20]:

- 1st condition: the total effect (Corporate social responsibility -> Loyalty) should be significant at P <0.01 or P<0.05. (Bootstrap the indirect effect (total effect))

- 2nd condition: the Confidence Interval should not include zero. (Bootstrapped Confidence Interval)

d₁) Bootstrap the indirect effect (total effect)

Table (07): total indirect effect

Path	Original sample	Sample mean	Standard deviation	T statistics	P values
Corporate social responsibility -> Loyalty	0.444	0.443	0.027	16.168	0.000

Source: by the researcher based on Smartpls4's output

The P value of the total indirect effect proves that the relationship between social responsibility and loyalty through satisfaction is statistically significant, and it is the first condition for the mediator, **So the first condition is achieved.**

d₂) Bootstrapped Confidence Interval

Table (08): Confidence Interval (Lower and Upper level)

Unstandardized Regression Coefficients	Path Coefficient of the CSR --> loyalty	0,444
	Path Coefficient of the Moderator--> loyalty	0,728
	Path Coefficient of the Interaction--> loyalty	0,610
	95% LL	0,413
	95% UL	0,475

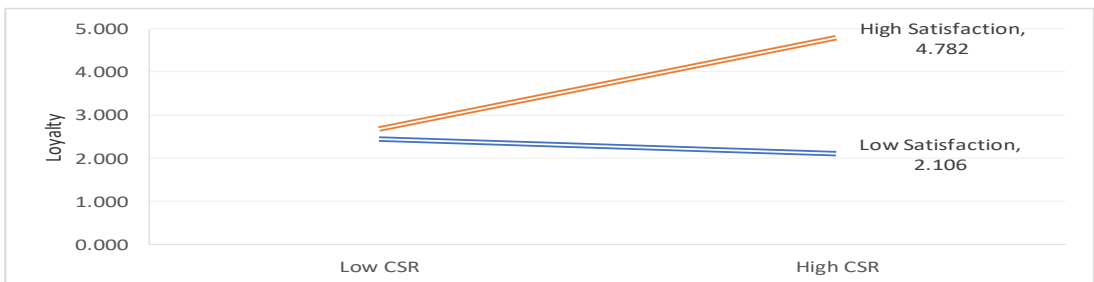**Source:** by the researcher based on Smartpls4's output

The table represent numerical data related to the path coefficients and confidence intervals for the analysis, the interaction effect of the mediator (Satisfaction) to the effect between CSR and Customer Loyalty.

Based on Preacher and Hayes (2008)[21] method, The 95% confidence interval for the path coefficient of the interaction is [0.413, 0.475]. Since this interval does not include zero, it confirms the significance of the moderation effect; **so, the second condition is achieved.**

Therefore, it can be concluded that Satisfaction mediates the relationship between Corporate Social Responsibility (CSR) and Mobilis Customer Loyalty, so, Hypothesis 4 (H4): Mediating Effect of Satisfaction (Path A)/ **Refuse (H4_0)**, and **Accept (H4_A)**.

the graph in figure 4 represents the Mediation Satisfaction Effect of Customer Loyalty Influenced by CSR.

Figure (04): the Mediation role of Mobilis Customer Satisfaction.

Source: by the researcher based on Smartpls4's output using excel.

Satisfaction strengthens the positive effect of Corporate Social Responsibility practices on loyalty, which identified that satisfaction is a strong mediator between CSR and customer loyalty in Mobilis.

The graph shows that higher Satisfaction levels lead to greater effect of Corporate Social Responsibility practices on Mobilis Customer Loyalty.

4. **Discussion & Conclusion**:

The current research aimed to explore the direct impact of Corporate Social Responsibility (CSR) on Mobilis customer loyalty, and its mediating effect through customer satisfaction. The study was conducted on a sample of 1030 Mobilis customers, and it concluded with the following results:

− The research clearly demonstrates that CSR has fundamental role in influencing customer satisfaction and loyalty in Mobilis.

- Customer satisfaction mediates the relationship between CSR and customer loyalty. R^2 value of 0.530 signifies that 53% of Mobilis's customer satisfaction is achieved due to social responsibility practices and R^2 value 0.646 indicates that 64% of Mobilis's customer loyalty is achieved due to both social responsibility practices and customer satisfaction.
- The path coefficient of 0.238 indicates a positive direct relationship between CSR and customer loyalty. Businesses in the telecom sector, especially Mobilis must comprehend the consequences of this relationship and include strong CSR practices to increase customer loyalty.

The main findings of this research are in line with some of previous academic research on how CSR affects consumer satisfaction and loyalty, indicated in table1, therefore:

- According to Roblek et al. (2014); consumer trust mediates the relationship between CSR perception and virtual brand loyalty. same, current research indicates that satisfaction, which can be considered a close relative of trust, mediates the relationship between CSR and customer loyalty for Mobilis.
- Such as Vasiukov et al. (2019); CSR activities significantly affect customer-based brand equity for the "Activia" brand. This is supporting the findings of current research which suggest that CSR directly enhances customer loyalty in Mobilis,
- And from Waris et al. (2021); found that perceived CSR has a strong significant positive impact on customer loyalty, and corporate reputation, and customer satisfaction. Also, they found that customer satisfaction and corporate reputation mediate the relationship between CSR and customer loyalty. This similar with current research results, which identified that satisfaction is a strong mediator between CSR and customer loyalty in Mobilis.
- additionally; Kataria et al. (2021) concluded that Customer happiness, brand trust, brand affect, and brand loyalty are all influenced by CSR practices. This assertion is supported by current research which claiming that CSR practices in Mobilis not only have a direct positive effect on customer loyalty but also enhance customer satisfaction.

Although the level of social responsibility application in Mobilis is average, its customer loyalty is influenced by corporate social responsibility practices, that have a double effect on improving customer satisfaction as well as raising loyalty

rates. The research therefore recommends that Mobilis should formulate a clear strategy for social responsibility and ensure that it is applied, especially in the direction of customers.

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