



The Influence of Corporate Social Responsibility on Customer Loyalty Across Countries

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Abstract

Corporate Social Responsibility (CSR) is an organization's responsibility for the impact of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development, including the health and welfare of society; consider stakeholder expectations; comply with applicable laws and be consistent with international norms of behaviour; and integrated throughout the organisation and practised in its relations. Companies' corporate social responsibility (CSR) efforts can be influenced by a variety of variables. There are firms that focus on CSR as a way of giving back to society (community development), while others see it as a type of corporate giving/charity and continual improvement, with the goal of improving the company's image. The purpose of this study is to synthesise previous research on the impact of Corporate Social Responsibility (CSR) on consumer loyalty in various nations. This study employed a meta-analysis method combined with a qualitative approach. Based on the findings, the author concludes that effective Corporate Social Responsibility can boost customer loyalty through a variety of methods, including improved reputation, image, satisfaction, trust, and customer commitment.

Keyword : Corporate Social Responsibility, customer, loyalty, company, countries

1. Introduction

Corporate Social Responsibility is one part of Corporate Responsibility so that to carry it out whether requested or not, and whether there are rules or no rules required regarding the implementation of CSR, the company will continue to carry out CSR activities for local communities affected by their activities. do it. CSR, to put it briefly, is an organizational or corporate responsibility for the effects of its operations on society (Zi, 2020).

CSR, as defined by ISO 26000, is an organizational responsibility for the effects of its decisions and actions on the environment and society. It is carried out through ethical and transparent behavior that supports sustainable development, taking into account stakeholder expectations, adhering to applicable legal requirements, and being consistent with international norms of behavior. These activities will be integrated throughout the organization and carried out in tandem. Kotler and Lee state "CSR is a company's commitment to increasing the level of community welfare through good business practices and contributing some of the company's resources" (Wolak-Tuzimek et al., 2017).

Wibisono went on to say that businesses that aspire to be sustainable need to focus on the three Ps: profit, profit, and profit. All businesses will undoubtedly strive for cost- and productivity-saving measures. People, or the community, are a significant stakeholder in the business because the company depends heavily on community support to continue operating and growing. The planet, or environment, has an impact on every aspect of our lives. We have a cause-and-effect relationship with the environment, meaning that when we take care of it, it will also help us. (Sen & Ongsakul, 2018).

Fraderick holds a somewhat different view than the others. He defines corporate social responsibility (CSR) as a concept that explains why businesses have to accept full responsibility for the effects they have on the environment and community in which they operate. Kicullen & Kooistra contend, in essence, that the notion of CSR, or corporate social responsibility, is a moral obligation placed on the business in compliance with local regulations.

Howard R. Bowen initially proposed the idea of corporate social responsibility (CSR) in 1953. Howard R. Bowen stated, "it refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society". In simple terms, Jhonatan Sofian said that CSR is a concept that requires companies to fulfill and pay attention to the interests

of stakeholders in their operational activities in seeking profits. The stakeholders referred to include employees (laborers), customers, society, local communities, government and non-governmental organizations.

The term CSR first appeared in a worldwide setting in the 1970s and gained popularity, particularly with the publication of John Elkington's book *Cannibals With Forks: The Triple Bottom Line in 21st Century Business* (1998). Elkington outlines three crucial elements of sustainable development in his book: social justice, environmental preservation, and economic prosperity. The World Commission on Environment and Development (WCED) introduced these three crucial elements in the Brundtland Report (1987). Elkington divides its three CSR themes into: Profit, planet, and people are the three Ps. A good business will care about protecting the environment (the earth) and the welfare of society (the people) in addition to pursuing financial gain (profit).

Companies' CSR efforts can differ, as can the effects they have on the communities in which they operate. Some businesses prioritize corporate social responsibility (CSR) as a way to give back to the community (community development). Other businesses prioritize CSR as a way to engage in corporate giving or charity and as a means of continual improvement, with the goal of enhancing the company's reputation.

The purpose of this study is to compile the body of knowledge about the impact of corporate social responsibility (CSR) on customer loyalty across national boundaries. A meta-analysis approach is the study methodology employed.

2. Literature Review

Corporate Social Responsibility

In action that includes its benefits, business relationships with groups of interested parties, including customers, suppliers, employees, communities, banks, investors, and managers, are highlighted by Freeman's stakeholder theory. CSR helps businesses with their actions centered on the interests of all stakeholders. According to (Davis & Putnam, 1960), some socially conscious business decisions can be supported by long, convoluted thinking that shows that the decision can help the company financially in the long run and rewards its socially conscious perspective. Furthermore, CSR was defined by McGuire (1969) as the financial commitment of a business to the law enforcement community and certain other societal duties.

It goes without saying that corporate social responsibility (CSR) is an organization's dedication to upholding business principles, supporting sustainable economic growth, and improving the living standards of workers, their families, communities, and society at large. Schwartz & Carroll (2003) classified corporate social responsibility (CSR) into four categories: legal, ethical, philanthropic, and economic. A second perspective on corporate social responsibility (CSR) was offered by Johnson (1971), who said that "social responsibility states that businesses implement social programs to increase profits for their organizations." According to this perspective, social responsibility is the same as maximizing profits in the long run.

According to Michael Hopkins, CSR is important for treating business stakeholders responsibly and ethically, as well as for an ongoing commitment to driving economic progress (World Council for Sustainable Development). According to Susanto (2009), corporate social responsibility includes humanitarian efforts, the legal system, ethical behavior towards the surrounding community, and the economic learning process.

According to (Schwartz & Carroll, 2018), corporate social responsibility is the duty of decision makers to act in the best interests of the general public by maintaining and improving the welfare of society. Preserving the common good means avoiding the company's negative impact on society. On the other hand, increasing welfare means providing benefits to society. Corporate Social Initiatives (CSI) are referred to as CSR by Kotler & Lee, (2005). They define corporate social responsibility (CSI) as the primary work that businesses do to address social problems and uphold their corporate social responsibility promises. According to (Peter & Olson, 2014), marketers can utilize CSI as a means to encourage consumers to make repeat purchases by connecting their brand or product with social problems.

Trust

According to Sanzo et al. (2010) trust is defined as the conviction or expectation that a particular kind of outcome—such as fulfilling obligations, acting in accordance with expectations, producing favourable outcomes, or meeting needs—will be valuable for any or all parties engaged in an exchange relationship and will motivate the desire to forge such a relationship. According to Morgan & Hunt (1994) trust "exists when one party to an exchange is aware of the other party's reliability and integrity" (p. 23).

Moorman et al., (1992) define trust as the belief that the other party will act in a certain way, the intention to act accordingly, the uncertainty of the other party's behaviour, and the vulnerability to the consequences of their actions. (Oney et al., 2017) found that trust is a key component in influencing consumer behaviour. Consumer trust in a company is based on their beliefs, feelings, and expectations, with a focus on the company's reputation. CSR actions can significantly improve the company's performance image (Pérez & Rodríguez del Bosque, 2014).

Morgan & Hunt (1994) define trust as the readiness of partners to exchange trust, indicating reliance. Long-term relationships between organisations and consumers rely on trust and satisfaction, which are key factors in customer loyalty in industrial settings. The service market context. This is research.

Loyalty

Loyalty is a sense of ownership that a person has for a product, service, or the people involved (Kotler, 2012). Gremler (1999) defines customer loyalty as the extent to which a client demonstrates recurrent purchase behaviour, a good attitude towards a service provider, and a preference to solely consume services from the same company if necessary to receive that service. Loyalty is a psychological function that refers to the purchase behaviour reaction displayed over time by many decision-making units to one or more alternative brand sets (Rundle-Thiele & Bennett, 2001). Meanwhile, (Oliver et al., 1997) describes consumer loyalty as a strong desire to buy or link product or service selections in the future, resulting in repetition of the same brand or a series of repeat purchases of the same brand.

Loyalty is conceptually divided into four thought eras (Gremler & Brown, 1999) :

- a. Customer loyalty is associated with customer satisfaction.
- b. The most crucial aspect of customer loyalty is client retention.
- c. To create customers, organisations must be proactive, not allowing them to switch or chose competitors.
- d. Customer loyalty is not necessarily defined by the desire to repurchase, but rather by the degree of passion to suggest the usage of a product to others.

According to Bowen & Tzetzis (2001), customer loyalty is crucial for achieving business goals such as revenue growth, reputation building, community development, and quality of life. As a result, in today's competitive business environment, many corporations prioritise client growth and retention (Han et al., 2011).

Loyalty can be defined as both attitudinal and behavioural. Loyalty attitude refers to consumers' understanding of a certain product or service, whereas loyalty behaviour refers to consumer behaviour or repurchase intentions for a specific brand. Loyalty attitude as a consumer's level of commitment to a product or service, whereas loyalty behaviour relates to consumer behaviour towards specific products/brands that are likely to be repurchased.

Customers

According to Greenberg, (2010), customers are individuals or groups who are accustomed to purchasing a product or service based on benefits and price considerations. According to Kotler & Armstrong (2018), consumers are defined as all individuals and families who purchase or get goods or services for personal consumption.

Everyone is a customer. Customers are defined as any person, unit, or entity with whom we conduct business, either directly or indirectly, in order to provide products(Kotler, 2012). "Customer satisfaction is the result of your customer perceiving that your organisation has met or exceeded his or her expectations regarding overall conduct and key performance criteria (which you have identified as being critical)".

According to Gaspersz (1997), clients are independent of us but rely on us :

1. Customers are individuals who guide us towards their aspirations.
2. Nobody has ever won an argument with a consumer.
3. Customers are the most important people and cannot be discarded.

According to Gaspersz (1997), customers (consumers) are all those who expect a party (business) to fulfil particular quality criteria, which can have an impact on the performance of a party (company). Based on the several definitions provided above, it is possible to conclude that consumers (customers) are all people who purchase goods or services that require the company to achieve quality requirements, which affect the company's performance.

Customer loyalty

According to Oliver (Sangadji & ..., 2013), customer loyalty is a commitment to using the same product or service in the future, even if circumstances or marketing attempts impact behaviour. Morais (Sangadji & ..., 2013) defines customer loyalty as a consumer's devotion to a shop brand or supplier that is founded on a very positive attitude that is expressed in regular and recurrent purchases. According to Hasan (2014), customer loyalty refers to consumers who make recurring purchases. They constantly and frequently return to the same location to satisfy their demands by purchasing a product, using a service, or paying for the product.

According to Kotler (2012), customer loyalty is a commitment to the product or service chosen even when situational factors or marketing efforts may tempt consumers to switch, implying a strong intention to repurchase or subscribe in the future. Other items.

Based on the definition above, it is possible to conclude that consumer loyalty is an attitude that drives behaviour to purchase products or services from a company that includes emotional aspects, particularly those who buy regularly and repeatedly with high consistency, but not only buy repeat goods and services, but also have a commitment and positive attitude towards the company that provides the product/service.

Customer loyalty has indicators. The following are several indicators of customer loyalty according to Kotler (2012):

1. Repeat, Loyalty to product purchases).
2. Retention, resistance to negative influences on the company).
3. Referrals, Referring total company resistance).

3. Methods

This study takes a qualitative approach while using the meta-analysis method. Research created by compiling, analyzing, and extrapolating findings from earlier studies is known as meta-analysis. When conducting a meta-analysis, there are several statistical models that can be used to derive research results and interpretations. According to Brockwell & Gordon (2007), various statistical models that only include effects studies are classified into two types: fixed effects models and random effects models. These two models are used to calculate the total effect size or what is called an effect summary. This is intended to obtain a summary or overall picture of the observed effect size after determining the effect size, variance and standard. This research intervention is CSR. The research results were obtained through observations of several journals that discussed the influence of CSR on customer loyalty and several stages in meta analysis.

This research uses a random effect model because there is heterogeneity in the studies observed. Borenstein et al., quoted by Hari in his book, stated that the random effects model is used when there are functional differences in the research population being analyzed due to the treatment given to many people. The following are several stages carried out in meta-analysis:

Criteria for selecting research articles for inclusion in the meta-analysis.

1. Collect data by selecting articles or research that are related and relevant to the research
2. Evaluate journals that are appropriate to the section to be researched.
3. Classify the journals to be merged.
4. Using models

The following are several criteria that must be met to be included in the meta analysis:

- a. Studies published in journals indexed in Copernicus or other leading indexing services.
- b. Studies examining the relationship between CSR and customer loyalty.
- c. Studies that provide sufficient statistical data, such as sample size and correlation coefficient.
- d. Studies conducted outside Indonesia to ensure geographic diversity.

4. Results and Discussion

Researchers Arslan Irshad, Abdul Rahim, Muhammad Fayaz Khan, and Muhammad Muddassar Khan studied the effects of corporate social responsibility (CSR) on consumer loyalty and satisfaction in Pakistan in 2017 (Irshad et al., 2017). The study's findings demonstrate that CSR significantly and favorably affects consumer loyalty. The research results show that CSR has a positive and significant effect on customer loyalty. Research data was obtained using convenience sampling techniques from the government sector, private sector and students. Corporate social responsibility (CSR) is the most prominent area in the literature from the customer's perspective. Over the last 20 years, CSR has proven to be very effective in attracting many customers. This review employs a qualitative research methodology and questionnaires distributed to 370 target populations, 236 of whom responded and 219 of whom were deemed eligible for testing, to examine how CSR variables affect customer satisfaction and loyalty when corporate image is present and acts as a moderator in the Pakistani economy. Six hypotheses were generated through data analysis using SPSS, and each one was found to be justified. In conclusion, the results demonstrate that corporate social responsibility (CSR) has a favorable effect on client loyalty and satisfaction, with a moderate effect on Leading businesses have a better correlation between CSR and customer happiness and loyalty. Research is needed on the implications of this for the market and wider region with a focus on resource optimization.

In 2019, David Servera-Francés and Lidia Piqueras-Tomás conducted research on the impact of corporate social responsibility on consumer loyalty. They have examined how customers view retail organizations' corporate social responsibility (CSR) initiatives. Specifically, this research shows that funding CSR initiatives increases customer value, satisfaction, and brand loyalty. A sample of 408 Spanish-speaking shoppers from supermarkets and hypermarkets was used to test the model. Methodologically, PLS path modeling—a variance-based technique for estimating structural models—was chosen. Research demonstrates that CSR initiatives bring value to customers for companies by raising their degree of dedication, contentment, loyalty, and trust. The uniqueness and significance of this paper lies in its consumer-focused examination of CSR as a variable that facilitates a company's competitive differentiation by strengthening customer relationships and creating perceived value. The relationship between CSR and consumer values is still not well understood, despite the fact that it is increasingly popular as a research issue in the business literature.

From the results obtained, it has confirmed the proposed hypothesis, so it can be said that CSR activities aimed at consumers as the main stakeholders increase the value felt by them and their trust in the organization. At the same time, the trust variable increases commitment between the client and the organization while increasing the perceived value. In this investigation examined a sample of real customers, which allows us to measure real customers' opinions about CSR more precisely. We derive and evaluate a causal relationship model to do this.

Research originating from Vietnam conducted by Ngoc Tu Tran who researched CSR in the jewelry industry in 2022 explained that corporate social responsibility is getting a lot of attention and playing a bigger role in global efforts. In several commercial fields, the relationship between a socially conscious company and its patronage base has been researched. Thus, this research seeks to ascertain and measure how corporate social responsibility influences customer loyalty in the jewelry sector. To achieve this, this research uses structural equation modeling (SEM) and confirmatory factor analysis using AMOS software to determine whether a company's social

responsibility influences customer loyalty or not. There were 300 respondents who filled out the survey, which covered a total of 22 items, providing analytical input by providing information from clients of well-known jewelry brands in Vietnam. The findings of this study highlight the fact that corporate social responsibility helps jewelry companies as well as customer perceptions of various elements of loyalty, satisfaction and trust. According to the research, CSR perceptions play a significant effect. As such, corporate managers should be aware of this influence and keep an eye on service recovery interactions to make sure that the process enhances customers' impressions of the company's CSR.

This research focuses on the jewelry industry in Vietnam and finds that CSR also significantly influences customer loyalty, but with a slightly different mechanism. In the context of jewelry, CSR has a direct influence on customer loyalty and an indirect influence through word-of-mouth (WOM). This research emphasizes that jewelry companies need to monitor and improve customer perceptions of CSR through effective service recovery processes. In addition, this research notes the importance of improving service quality and customer trust related to CSR to strengthen customer loyalty. This research also shows that CSR promotion is an effective strategy to ensure long-term customer loyalty.

Apart from that, there is other research also from Vietnam conducted by Thi Huong Mai et al., 2023. The impact of corporate social responsibility on client loyalty in the life insurance industry is covered in this study. Academic and management interest in responsibility Corporate social responsibility (CSR) is increasing (Maon et al., 2010), especially considering the influence of the topic on variables related to customer behavior. Businesses employing sustainable development strategies have turned their attention to these relationships in response to market and economic changes (Hao and He, 2022). However, to date, research and clarification regarding the exact nature of the customer perspective relationship between CSR and loyalty has not been included in the framework. Additionally, the main areas where CSR impacts loyalty are in the banking and lodging sectors. However, customer research has not yet been implemented in the insurance industry. Therefore, the purpose of this study is to look into how consumer loyalty is impacted by corporate social responsibility. Clientele within the life insurance industry: Evidence from Vietnam demonstrating the concomitant influence of factors like contentment, word-of-mouth marketing plans, and consumer loyalty beliefs.

This research focuses on the jewelry industry in Vietnam and finds that CSR also significantly influences customer loyalty, but with a slightly different mechanism. In the context of jewelry, Customer loyalty is impacted by CSR both directly and indirectly through word-of-mouth (WOM). This research emphasizes that jewelry companies need to monitor and improve customer perceptions of CSR through effective service recovery processes. In addition, this research notes the importance of improving service quality and customer trust related to CSR to strengthen customer loyalty. This research also shows that CSR promotion is an effective strategy to ensure long-term customer loyalty.

Both articles have similarities in highlighting the important role of CSR in building customer loyalty. In both the life insurance industry and the jewelry industry in Vietnam, CSR is recognized as a key strategy that can improve a company's image and cultivate enduring connections with clients. Both studies show that CSR not only influences customer loyalty directly, but also through intermediary mechanisms such as word-of-mouth (WOM) and customer trust. In addition, both emphasized that effective CSR implementation can provide added value to companies by increasing customer satisfaction and trust, which ultimately encourages their loyalty.

Overall, although both studies investigate the impact of CSR on customer loyalty in Vietnam, there are differences in the industrial context and mechanisms analyzed. The first study highlights the importance of WOM and service quality in the jewelry industry, while the second study emphasizes the role of trust and satisfaction as mediators in the life insurance industry. Additionally, research in the jewelry industry suggests increased geographic coverage and emphasis on legal and ethical aspects for future research, which were not addressed in the life insurance research.

Another study from Romania by Nicolae Nae et al., 2020 discusses how corporate social responsibility relates to customer loyalty in Romanian retail. Many businesses today highly value corporate social responsibility (CSR) initiatives and policies. Romania follows this global trend as do many companies that engage in corporate social responsibility every day. Why this business is motivated to participate in social initiatives. Business ecology is connected to the moral and ethical aspects of business and its many benefits, which include increased brand recognition and increased client loyalty. This research examines the relationship between consumer loyalty and

corporate social responsibility in the Romanian retail industry. Apart from that, research has also been conducted on how CSR affects company reputation and how reputation works as a go-between for corporate social responsibility and client loyalty. In this case, the company's reputation and level of social responsibility are assessed through a questionnaire-based survey, as well as their loyalty to a particular store, as reported by customers of Romanian retail stores. These findings indicate not only partial mediation but also The favorable correlation between corporate social responsibility (CSR) and customer loyalty.

Discussion

This research discusses the impact of CSR on buyer loyalty. CSR is an activity aimed at consumers as the main stakeholders in order to increase their perceived value and their trust in the organization. In addition, CSR activities aimed at consumers, as the main stakeholders, are proven to increase perceived value, trust and commitment, thereby leading to competitive differentiation and added value for consumers. Attitude loyalty to a brand or organization and perceived value can both be positively impacted by consumer commitment. Similar to values, these influence attitudinal satisfaction and loyalty, thus confirming the classic relationship between satisfaction and loyalty. Implementing CSR policies not only mitigates the impact of business on society but also increases customer trust and loyalty, resulting in a competitive advantage for the company.

Numerous industries have examined the connection between corporate social responsibility and client loyalty, therefore CSR is increasingly recognized as an important strategy for improving a company's image and fostering long-term customer relationships. Customer loyalty will be positively impacted by corporate social responsibility to a greater extent. Customer value, contentment, and loyalty to the business can all be raised by putting CSR policies into practice. But as far as the customer is concerned, the true nature of the relationship between CSR and loyalty has yet to be investigated and elucidated in an integrated framework.

Furthermore, the term "perceived CSR" is frequently used in publications that examine the relationship between CSR and loyalty, indicating a strong emphasis on the assumption that customers' loyalty is not determined by actual CSR efforts but rather by how they perceive these actions. The study's findings demonstrate that corporate social responsibility (CSR) improves client loyalty and a company's reputation.

By highlighting the mediating role of positive word of mouth (WOM), this research adds to the body of literature by investigating the relationship between CSR and customer loyalty. Although extensive research has explored the impact of CSR on satisfaction and loyalty, there is still a need for more comprehensive studies in developing countries. This shows that CSR has both direct and indirect influence on customer loyalty.

Incorporating corporate social responsibility (CSR) practices into businesses that cater to customer requirements not only produces positive business benefits on society but also adds value for the customer. This research shows that consumers are aware and appreciate these companies for carrying out CSR actions that are oriented towards their needs. This indicates a rise in customer loyalty and satisfaction as well as a rise in consumer trust and commitment to the business.

Research shows that the importance given to CSR has been realized in various companies. These businesses believe that cultivating devoted clients is a tactical objective that gives them an edge over rival businesses. Thus, scholars can conclude that corporate social responsibility (CSR) is a tactical tool employed by businesses to attain both sustainable development and financial success. Additionally, improving customer trust in CSR and providing higher-quality services can boost word-of-mouth marketing and boost customer loyalty.

5. Conclusion

The conclusion from five journals regarding the influence of CSR on customer loyalty is that CSR has a significant positive impact. All journals show that implementing good CSR practices increases customers' positive perceptions of the company, which in turn increases customer loyalty. CSR not only influences customer loyalty directly, but also through improving the company's reputation. Companies that are active in social and environmental activities tend to have a better reputation, which contributes to higher customer loyalty.

Apart from that, CSR also improves the company's image and customer satisfaction. Customers who are satisfied with the company's CSR actions tend to be more loyal. These journals also emphasize the importance of

integrating CSR in a company's business strategy. CSR that is well integrated into company policies and strategies is able to create sustainable competitive advantages. Companies that combine CSR with good management will have more loyal customers because customer trust and commitment to the company increases.

Furthermore, CSR also contributes to increasing word of mouth (WOM) and service quality. Customers who are satisfied with a company's social commitment tend to recommend the company to others, which in turn increases customer loyalty. Thus, these five journals consistently show that effective CSR can increase customer loyalty through various mechanisms such as increasing customer reputation, image, satisfaction, trust and commitment.

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