Social Responsibility And Customer Loyalty

Rim Benaissa[1*], Sakina Hamlaoui[2], Mouna Mesghouni[3]

[1]*University of Eloued, PEDAA laboratory (Algeria), Benaissa-rim@univ-eloued.dz
[2] University of Eloued, PEDAA laboratory (Algeria)
[3] University of Eloued, Lpeem laboratory (Algeria)

ARTICLE INFO	ABSTRACT
	This study aimed to highlight the impact of social responsibility on customer loyalty through a documentary survey of previous studies and reinforcing it by using SPSS V21 for statistical analysis of data collected from questionnaires distributed to the study sample. The study was applied at the level of Ibn Hayan and Al-Rimal clinics in El Oued by distributing 60 questionnaires to the customers of the two clinics and testing the study hypotheses, using a set of statistical methods (mean, standard deviation, and Cronbach's Alpha coefficient). The study found that: - The healthcare institutions of Ibn Hayan and Al-Rimal clinics in El Oued implement social responsibility and adopt policies for acquiring customer loyalty. - There is a statistically significant relationship between the dimensions of social responsibility and customer loyalty in the clinics of Ibn Hayan and Al-Rimal clinics in El Oued. - There is a statistically significant effect of the dimensions of social responsibility on customer loyalty in the healthcare institutions of Ibn Hayan and Al-Rimal clinics in El Oued. - There is a statistically significant effect of two dimensions of social responsibility, namely the legal and philanthropic dimensions, on customer loyalty, while the economic and ethical dimensions have no effect on customer loyalty. **Keywords:** Social responsibility, customer loyalty, clinics of Ibn Hayan and Al-Rimal in El Oued, Algeria.

Introduction

The topic of social responsibility is one of the most interesting subjects in modern management science. It is a strategy that an organization can use as a marketing tool to create a positive and distinctive image for itself, aiming to achieve sustainable development. The customer is a crucial element in the success of any organization, hence the effort to attract customer trust, maintain it, and achieve their loyalty, to ensure sustainability and continuity. Based on the foregoing, we pose the following question: How does social responsibility affect customer loyalty in the studied healthcare institutions?

Study Hypotheses:
1. The studied healthcare institutions apply social responsibility.
2. There is customer loyalty towards the studied healthcare institutions.
3. There is a relationship between the dimensions of social responsibility and customer loyalty in the studied healthcare institutions.
4. There are no significant differences between the sample responses to the study dimensions due to personal information at the 5% significance level.
5. Social responsibility has a statistically significant impact on customer loyalty at the 5% significance level.

Study Methodology
To address the study's questions, we relied on a descriptive and analytical approach, based on gathering and processing information available in references and previous studies for the theoretical aspect of the study. To

highlight the impact of social responsibility on customer loyalty, we used the SPSS V21 program to process data and employ statistical analysis tools in presenting and analyzing the results of the applied study.

Study Structure
- Introduction
- Definition of social responsibility and customer loyalty.
- The relationship between social responsibility and customer loyalty.
- The applied study.

Introduction
The concept of social responsibility varies among researchers, reflecting the contributions of institutions to society. We will delve into the concept of social responsibility, its elements, its importance, and the indicators for measuring social performance and its dimensions.

Definition of Social Responsibility: Several definitions of social responsibility have been proposed by researchers and international institutions alike. Among the notable definitions related to the study:
- Peter Drucker defined social responsibility as "the commitment of business organizations towards the society they operate in." (1)
- The OECD, in 2001, provided a set of non-binding guidelines for multinational companies addressing human rights, disclosure and anti-corruption, taxes, labor relations, environment, and consumer protection. (2)

From these definitions, we can define the social responsibility of an organization as an ethical commitment between the organization and society. Through this, the organization aims to strengthen its bonds with the community, enhancing its standing in the minds of customers and society at large, which in turn reflects on its success, performance improvement, profitability, and distinction.

Dimensions of Social Responsibility
According to Carroll, the four dimensions of an organization's social responsibility are:
- Economic Dimension: Representing the basic responsibilities that business organizations must undertake. (3)
- Legal Dimension: Based on environmental protection principles, occupational safety, justice, and consumer protection laws.(4)
- Ethical Dimension: Meaning that the organization is built on ethical foundations, commits to correct actions, and refrains from harming others.(5)
- Philanthropic Dimension: Related to the principle of improving the quality of life in general, including aspects related to public taste and the quality of food, clothing, and transport available to individuals.(6)

Definition of Customer Loyalty
- Brown defines customer loyalty as "the expectation to purchase a brand more often based on a positive past experience."(7)
- Philip Kotler defines it as "the positive or negative impression of a customer towards a purchase or consumption experience, formed through comparing the product's performance with the customer's expectations."(8)

Dimensions of Customer Loyalty
There are three dimensions to customer loyalty:
- Behavioral Dimension (9): The buying behavior of the customer is complex and difficult to understand, especially if this behavior is random, making a comprehensive explanation of customer behavior nearly impossible.
- Attitudinal (Positional) Dimension (10): Customer loyalty in this dimension focuses on psychological influences that strengthen customers' attitudes towards the product, including customer preferences, commitment to the product, and intention to repeat purchasing behavior.
- Composite Dimension: Loyalty encompasses both behavior and attitudes, extending beyond to manifest in buying behavior accompanied by a psychological dimension, directly or indirectly related to customers' purchasing behavior.

The Relationship between Social Responsibility and Customer Loyalty
Organizations have focused on social responsibility, becoming an integral part of most of their strategies, through the relationship between the institutions and the community. Protecting the customer has become essential to satisfy and win their loyalty. The relationship between social responsibility and customer loyalty is interconnected and mutually beneficial to business organizations and society.

The Applied Study

The applied study primarily focuses on investigating the impact of social responsibility on customer loyalty, from the perspective of customers in the private healthcare institutions (Ibn Hayan Clinic and Al-Rimal Clinic) in El Oued.

## Study Population and Sample Drawing Method

Study Population: Since the phenomenon under study relates to the impact of social responsibility on customer loyalty, the specified population for the study is customers in the private healthcare institutions (Ibn Hayan Clinic and Al-Rimal Clinic) in El Oued, as illustrated in the following table:

Table 01: target population

	Health care institution	Number of distributed surveys
01	clinic of Ibn Hayan	30
02	clinic of Al-Rimal	30

Source: prepared by researchers

Model of the study Independent variables: We will establish the study model between independent variables and dependent variables according to the following format, which in turn illustrates testing the hypotheses of the applied study as follows:

Figure 01: the study conceptual framework
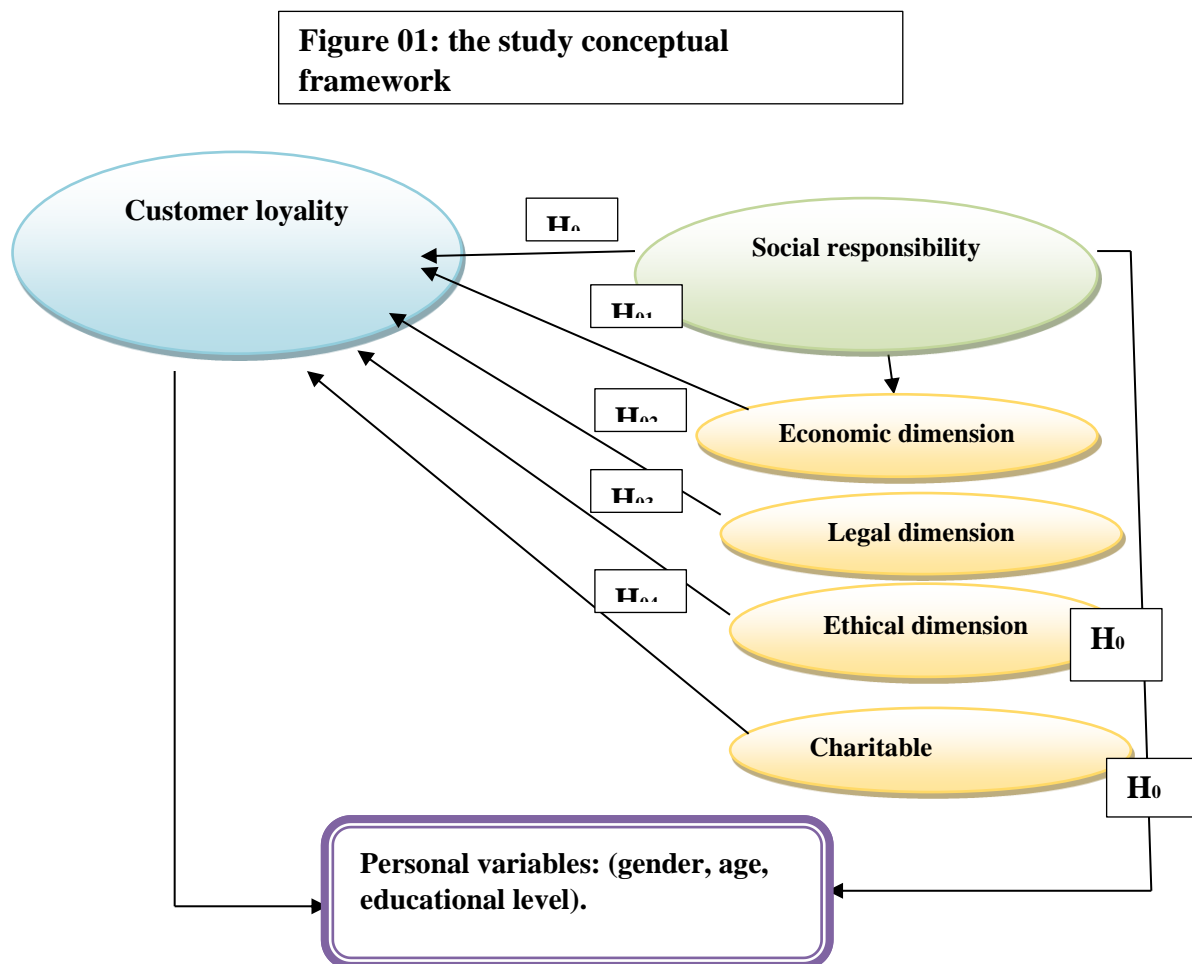
Study Tools and Methods

To facilitate the process of analysis and discussion of the results, the following programs were used: Excel and the Statistical Package for the Social Sciences (SPSS) version 21 for data processing, analysis, and extracting the study results. Additionally, several statistical methods were used, including frequencies, percentages, means, standard deviations, and correlation coefficients to detect the relationship between variables. To ensure the validity and reliability of the study tool and to test the measurement tool, Cronbach's alpha coefficient was used to measure the reliability of responses to questionnaire statements.

In order to achieve reliable results that fulfill the study's objectives and test its hypotheses, the questionnaire data were transcribed, tabulated, and organized to facilitate handling by the computer. The data were

processed to test the study model and hypotheses using the SPSS statistical package version 21 for analyzing questionnaire data and obtaining answers to identify the extent of agreement among the sample individuals.
2.   Determining the Statistical Methods Used in the Study: The data underwent statistical analysis using the Statistical Package for the Social Sciences (SPSS: V21) software. Several statistical methods were employed, as indicated in the following table:
Table No. (02): Explanation of Statistical Methods for Data Analysis and Testing Study Hypotheses

Table 02: Indicates the explanation of statistical methods for data analysis and testing the study hypotheses.	
Statistical Tool	**Description**
Frequency, Percentage, and Charts	To describe the individuals in the study sample
Cronbach's Alpha Coefficient	To test the reliability of the questionnaire
Pearson Correlation Coefficient	To test the validity of the questionnaire
Mean	To calculate the average of the respondents' answers on the questionnaire and compare it to the hypothesized average (usually 3) since the scoring ranges from 1 to 5. The mean helps in ranking the statements based on their highest value.
Standard Deviation	To determine the extent to which the respondents' answers deviate towards each statement or theme. It clarifies the dispersion of the responses. Values closer to zero indicate concentrated and non-scattered answers. It also helps in ranking statements based on the least dispersion when their means are equal.
T-Test (One-Sample t-test)	To determine the statistical significance (significant or non-significant) in hypothesis testing (inferential statistics). This test helps to reveal whether there is a substantial difference (statistically significant) between the calculated mean (e.g., 3).
Significance Level	The hypothesis is tested at a specific significance level. The commonly used level in previous studies is 0.05, also known as alpha. This means the null hypothesis is tested at a significance level of alpha equal to 0.05. It signifies that the probability of error in sampling should not exceed 0.05, or in other words, a maximum error of 0.05 is acceptable in the accuracy of the results.
Significance Level (Sig), or (Probability of Error) (P-value)	Appears in the outputs of statistical software like SPSS. It is used to test the statistical significance of the calculated statistical indicators by comparing the P-value associated with each indicator to the significance level of 0.05.
Source: Prepared by the researchers and based on the following reference: Touiti Mustapha, Dr. Waïl Meloud, a university publication entitled "Methods of Designing and Preparing Field Studies - Statistical Perspective," approved by the Scientific Council of the Faculty of Economic, Commercial, and Management Sciences - University of Bouira, on 06/30/2014. http://dspace.univ-bouira.dz:8080/jspui/handle/123456789/3327	

• Measurement of Questionnaire Reliability: Questionnaire reliability refers to whether the questionnaire yields the same results if redistributed multiple times under the same conditions. This is assessed through Cronbach's Alpha coefficient, which is one of the most reliable measures for indicating the reliability and validity of the questionnaire. This measure was estimated using the SPSS program, with its values shown for each dimension and axis as in the following table, which illustrates the testing of reliability and validity for the study dimensions.

Table 03: Results of testing the reliability and validity of the questionnaire.				
Dimensions	**Sub-Dimensions**	**Number of Statements**	**Reliability Coefficient**	**Validity Coefficient**
Social Responsibility	**Economic**	6	0.781	0.833
	Legal	6	0.784	0.885
	Ethical	5	0.835	0.913
	Charitable	6	0.811	0.900
	Total Social Responsibility	23	0.922	0.960
Customer Loyalty		11	0.807	0.898
Total		34	0.937	0.967
Source: Prepared by the researchers based on the outputs of SPSS.				

The reliability coefficients indicate the overall stability of the content, as the reliability coefficient is high and approaches unity, indicating the tool's ability to achieve the study's objectives. From the previous table, it is evident that the highest reliability coefficient regarding the dimensions of social responsibility is (0.835) for the ethical dimension, while the lowest reliability coefficient is (0.781) for the economic dimension. However,

the overall reliability coefficient for all dimensions is very high, reaching (0.937), indicating the stability and validity of the questionnaire content.

As for the validity coefficient, it is the square root of the reliability coefficient. It is noticeable that the validity coefficient for all dimensions in the study exceeds 0.800, reaching 0.970, indicating the validity of the content for all dimensions.

Presentation of Study Results and Testing Hypotheses

After retrieving, encoding, and entering the questionnaires into the SPSS 21 statistical program, the results are presented by identifying the sample's response trends to all statements and separating the dimensions to test the study hypotheses as follows:

Direction of Sample Responses to Questionnaire Items according to Likert Scale

We will calculate weighted averages for the statements of each dimension individually to determine the sample's response trends according to the Likert five-point scale. We will also identify the sample's response trends for the dimensions of social responsibility and customer loyalty overall without detailing their statements to determine which dimensions achieved the highest ranking and importance as follows:

Table No. (04): Sample Response Trends regarding Dimensional Axes.					
Dimensions	**Sub-Dimensions**	**Mean**	**Standard Deviation**	**Rank**	**Direction**
Social Responsibility	**Economic**	3.531	0.572	4	Positive
	Legal	3.597	0.527	2	Positive
	Ethical	3.607	0.514	1	Positive
	Charitable	3.452	0.603	5	Positive
Customer Loyalty		3.544	0.486	3	Positive
Source: Prepared by the researchers based on the outputs of SPSS.					

From the previous table regarding sample response trends, we notice that the mean score for the social responsibility variable was 3.546, which is high, indicating the availability of social responsibility. The ethical dimension in the social responsibility axis ranked first with the lowest standard deviation and the highest mean score. Responses tended to agree with all statements in this dimension. Meanwhile, the legal dimension ranked second with the second-highest mean score, and all its statements leaned towards agreement. Additionally, we observe that most dimensions had responses leaning towards agreement with the statements in terms of importance, respectively.

Through the table, we note that the mean score for customer loyalty is 3.554 with the lowest standard deviation. Responses tended to agree with all statements, indicating that institutions adopt policies to gain customer loyalty.

Firstly: Study of Sample Response Trends regarding the Social Responsibility Axis: In the social responsibility axis, we have four dimensions, and we will analyze each dimension separately to understand the response trends according to the Likert five-point scale as follows:

1- Results related to the study sample's perception of the economic dimension of the concept of social responsibility:

The following table indicates the extent of the study sample's perception of the economic dimension of the concept of social responsibility as follows:

Table 05: Sample Response Trends regarding the Economic Dimension of Social Responsibility				
Economic Dimension of Social Responsibility	**Weighted Mean**	**Standard Deviation**	**Rank**	**Tendency**
The institution offers its services at reasonable prices within reach of customers	3.245	0.958	06	Neutral
The institution respects and protects the privacy of customers	3.698	0.889	01	Agree
The institution's services are distinguished by high quality	3.528	0.774	04	Agree
The institution strives to differentiate itself from other institutions by offering distinguished services at reasonable prices	3.641	0.786	02	Agree
The clinic works to achieve maximum profits while considering the financial capacity of customers	3.566	0.720	03	Agree
The pricing policy is well-considered according to the average income of customers	3.509	0.823	05	Agree
Total	3.531	0.572	-	Agree
Source: Prepared by the researchers based on the outputs of SPSS.				

From the previous data, we find that regarding the economic dimension of social responsibility, the majority of responses tended towards agreement except for one statement that included a neutral response, which was the first statement. Overall, the weighted mean was (3.531) and the standard deviation was (0.572), falling within the range of (3.41 - 4.20), indicating that the mean is close to the theoretical mean (4).

The second statement ranked first with a standard deviation of (0.889), indicating agreement that the institution considers and preserves customer privacy. Meanwhile, the fourth statement ranked second with a standard deviation of (0.786), indicating agreement that the institution strives for excellence by providing distinguished services at reasonable prices. The first statement ranked last with a standard deviation of (0.958).

From the responses, we find that a healthcare institution for Ibn Hayyan and Al-Ramal hospitals in the state of Ouargla will rely on the economic dimension as one of the dimensions of social responsibility.

2- Results related to the study sample's perception of the legal dimension of the concept of social responsibility:
The following table indicates the extent of the study sample's perception of the legal dimension of the concept of social responsibility:

Table No. (06): Legal Dimension of Social Responsibility				
Legal Dimension of Social Responsibility	Weighted Mean	Standard Deviation	Rank	Tendency
The institution cares about applying customer protection laws	3.584	0.770	03	Agree
The institution is committed to legislation and laws that meet the needs of the customer and society	3.566	0.693	04	Agree
The institution works in compliance with laws that seek to provide healthcare to customers	3.622	0.859	02	Agree
The institution contributes to environmental protection through local laws in force in the community	3.509	0.775	06	Agree
The clinic considers the health documents of customers related to social security benefits	3.754	0.757	01	Agree
The institution takes the directives of customer protection organizations very seriously	3.547	0.695	05	Agree
Total	3.597	0.527	-	Agree
Source: Prepared by the researchers based on the outputs of SPSS.				

From the previous data, we find that regarding the legal dimension of social responsibility, the majority of responses tended towards agreement. Overall, the weighted mean was (3.597) and the standard deviation was (0.527), falling within the range of (3.41 - 4.20), indicating that the mean is close to the theoretical mean (4).

The fifth statement ranked first with a standard deviation of (0.757), indicating agreement that the clinic considers the health documents of customers related to social security services. Meanwhile, the fourth statement ranked third with a standard deviation of (0.859), indicating agreement that the institution operates in compliance with laws to provide healthcare to customers. The fourth statement ranked last with a standard deviation of (0.775).

From the responses, we find that a healthcare institution for Ibn Hayyan and Al-Ramal hospitals in the state of Ouargla will rely on the legal dimension as one of the dimensions of social responsibility.

3- Results related to the study sample's perception of the ethical dimension of the concept of social responsibility: The following table indicates the extent of the study sample's perception of the ethical dimension of the concept of social responsibility:

Table No. (07): Ethical Dimension of Social Responsibility				
Ethical Dimension of Social Responsibility	Weighted Mean	Standard Deviation	Rank	Tendency
The clinic reminds employees of work ethics	3.434	0.693	04	Agree
The institution's goals are aligned with the goals of the local community	3.320	0.700	05	Neutral
The clinic respects the prevailing customs and traditions in the community	3.698	0.798	03	Agree
The clinic emphasizes the need for honesty and transparency in the services provided	3.717	0.769	02	Agree
The clinic is transparent in attracting customers from its competitors	3.867	0.855	01	Agree
Total	3.607	0.594	-	Agree
Source: Prepared by the researchers based on the outputs of SPSS.				

From the previous data, we find that regarding the ethical dimension of social responsibility, the majority of responses tended towards agreement except for one statement that included a neutral response, which was the second statement. Overall, the weighted mean was (3.607) and the standard deviation was (0.594), falling within the range of (3.41 - 4.20), indicating that the mean is close to the theoretical mean (4).

The fifth paragraph ranked first with a standard deviation of (0.855), indicating agreement that the clinic maintains transparency in attracting customers from its competitors. Meanwhile, the fourth paragraph ranked second with a standard deviation of (0.769), indicating agreement that the clinic emphasizes the importance of honesty and clarity in the services provided. The second paragraph ranked last with a standard deviation of (0.700).

Overall, from the responses, we find that a healthcare institution for Ibn Hayyan and Al-Ramal hospitals in the state of Ouargla will rely on the ethical dimension as one of the dimensions of social responsibility.

4- Results related to the study sample's perception of the benevolent dimension of the concept of social responsibility: The following table indicates the extent of the study sample's perception of the benevolent dimension of the concept of social responsibility.

Table No. (08): Benevolent Dimension of Social Responsibility

Charitable Dimension of Social Responsibility	Weighted Mean	Standard Deviation	Rank	Tendency
The institution provides grants and charitable works to support the local community, such as charitable societies	3.509	0.775	03	Agree
The institution contributes to supporting the infrastructure of the community	3.528	0.822	02	Agree
The institution contributes financial assistance in the event of natural disasters such as earthquakes and fires	3.584	0.864	01	Agree
The institution provides social services on most occasions	3.509	0.799	04	Agree
The institution contributes to providing jobs for people with special needs	3.283	0.906	06	Neutral
The institution provides facilities and assistance for performing Hajj and Umrah rituals	3.301	0.867	05	Neutral
Total	3.452	0.603	-	Agree
Source: Prepared by the researchers based on the outputs of SPSS.				

From the previous data, we find that regarding the benevolent dimension of social responsibility, the majority of responses tended towards agreement except for two statements that included neutral responses, which were the fifth and sixth statements. Overall, the weighted mean was (3.452) and the standard deviation was (0.603), falling within the range of (3.41 - 4.20), indicating that the mean is close to the theoretical mean (4).

The third statement ranked first with a standard deviation of (0.864), indicating agreement that the institution provides material assistance in case of natural disasters such as earthquakes and fires. Meanwhile, the second statement ranked second with a standard deviation of (0.822), indicating agreement that the institution supports the community's infrastructure. The fifth statement ranked last with a standard deviation of (0.906).

Overall, from the responses, we find that a healthcare institution for Ibn Hayyan and Al-Ramal hospitals in the state of Ouargla will rely on the benevolent dimension as one of the dimensions of social responsibility.

Secondly: Study of the sample's responses regarding the axis of customer loyalty: Results related to the study sample's perception of customer loyalty: The following table indicates the extent of the study sample's perception of customer loyalty:

Table No. (09): Customer Loyalty

Customer Loyalty	Weighted Mean	Standard Deviation	Rank	Tendency
I am happy with my dealings with this clinic.	3.626	0.837	11	Agree
The institution continuously provides good services that meet the needs of customers.	3.641	0.900	09	Agree
The institution provides services to all citizens in the clinic as quickly as possible.	3.735	0.788	06	Agree
I prefer to deal with this clinic because of my great confidence in the efficiency of its staff.	3.717	0.743	07	Agree
I feel comfortable and satisfied when dealing with this clinic.	3.773	0.639	03	Agree
I currently do not think of dealing with any other clinic other than this clinic.	3.830	0.871	02	Agree

I advise and encourage my family and colleagues to deal with the clinic when needed.	3.924	0.702	01	Agree
I may deal with another clinic in the future.	3.735	0.763	05	Agree
I want to remain a permanent customer because I am satisfied with the quality of the services it provides.	3.679	0.727	08	Agree
The appearance of the institution is attractive and appropriate.	3.735	0.711	04	Agree
Complaints are received and processed well.	3.566	0.888	10	Agree
Total	3.723	0.458	-	Agree
Source: Prepared by the researchers based on the outputs of SPSS.				

From the previous data, we find that regarding the axis of customer loyalty, all their responses tended towards agreement. Overall, the weighted mean was (3.723) and the standard deviation was (0.458), falling within the range of (3.41 - 4.20), indicating that the mean is close to the theoretical mean (4).

The seventh statement ranked first with a standard deviation of (0.702), indicating agreement that they advise and encourage their family and colleagues to deal with the institution when needed. Meanwhile, the sixth statement ranked second with a standard deviation of (0.871), indicating that they currently do not consider dealing with another institution other than this one. The eleventh statement ranked last with a standard deviation of (0.888).

Conclusion: Overall, from the study sample's attitudes towards the axis of customer loyalty, we notice that the patients of the hospitals are loyal to them, and they have loyalty to the hospitals, and the study sample is aware of the concept of customer loyalty in the hospitals.

Discussion of Analysis Results and Hypothesis Testing: 1- Testing the Relationship Hypotheses: Here we will calculate Pearson's correlation matrix because the distribution is normal. We will test the correlation coefficient to determine its statistical significance as follows: H0: There is no relationship between the variables. H1: There is a relationship between the variables. From the SPSS outputs, we obtained the following table:

Table No. (10): Correlation coefficient between study variables.		
Total Customer Loyalty Axis	**Correlation Coefficient**	**Significance Level**
Economic Dimension	0.624**	0.000
Legal Dimension	0.750**	0.000
Ethical Dimension	0.549**	0.000
Charitable Dimension	0.722**	0.000
Total of the first axis: Social Responsibility	0.783	0.000
Source: Prepared by the researchers based on the outputs of SPSS.		

From the previous table, we found the following:
1. The relationship between the economic dimension and the total axis of customer loyalty was a strong positive correlation, with a correlation coefficient equal to (0.624). This correlation is statistically significant at a 5% significance level, as the sig value is less than 0.05, so we reject the null hypothesis.
2. The relationship between the legal dimension and the total axis of customer loyalty was also a strong positive correlation, with a correlation coefficient of (0.750). This correlation is statistically significant at a 5% significance level, as the sig value = 0.000, which is less than 0.05, so we reject the null hypothesis.
3. The relationship between the ethical dimension and the total axis of customer loyalty was a moderately strong positive correlation, with a correlation coefficient of (0.549). This correlation is statistically significant at a 5% significance level, as the sig value = 0.000, which is less than 0.05, so we reject the null hypothesis.
4. We found that the correlation coefficient between the charitable dimension and the total axis of customer loyalty is (0.722), indicating a somewhat strong positive correlation. This correlation is statistically significant at a 5% significance level, as the sig value is less than 0.05, so we reject the null hypothesis.
5. We also found that the correlation coefficient between the total dimensions of social responsibility and the total axis of customer loyalty is (0.783), indicating a strong positive correlation. This correlation is statistically significant at a 5% significance level, as the sig value is less than 0.05, so we reject the null hypothesis.

In conclusion: We can say that there is a statistically significant relationship between the dimensions of social responsibility and the axis of customer loyalty in the hospital institution of the two hospitals (Ibn Hayyan and Al-Rimal) in the state of Wadi Sebou.

2- Testing Hypotheses of Differences: To use this test, we have two important tests: the t-test for independent samples and the one-way ANOVA test as follows:

2-1. T-test for Independent Samples: This test is a parametric test used to determine differences in sample mean responses based on a property that divides the sample into only two groups. In our study, there is only one property dividing the sample into two groups, which is gender. Therefore, there will be one main hypothesis and two partial hypotheses.

2-2. Main Hypothesis: There are no differences in the mean responses of the sample attributed to the gender of the respondent. Based on this main hypothesis, we will divide it into two partial hypotheses.

2-3. First Partial Hypothesis: There are no differences in the mean responses of the sample on the dimensions of social responsibility attributed to the gender of the respondent.

2-4. Second Partial Hypothesis: There are no differences in the mean responses of the sample on customer loyalty attributed to the gender of the respondent.

To answer all these hypotheses, we used the t-test for independence for the two axes with the gender variable, and we obtained the following comprehensive table from the SPSS outputs at a significance level of 0.05:

Table No. (11): T-test for the total axes.				
Dimension	F-Test	Significance Level	t-Test	Significance Level
Social Responsibility Dimensions	0.478	0.492	1.237	0.222
Customer Loyalty	0.009	0.925	0.267	0.791
Source: Prepared by the researchers based on the outputs of SPSS.				

From the previous table, we notice the following:

1. For the first axis, the homogeneity test value is 0.478 for F, which is not significant at a significance level of 0.05 because the significant value is greater than 0.05. Thus, we accept the null hypothesis stating that the variances are equal, indicating that the two samples from different populations are not significantly different. Therefore, we select the first row in the independence tests table (see the appendix). Similarly, for the customer loyalty axis, we accept the null hypothesis because the significant value for F is greater than 0.05. Hence, we conclude that the variances are equal and select the first row from the independence tests table.

Based on the homogeneity test, the results of the t-tests were as follows (1.237, 0.267), all with significance levels as follows (0.222, 0.791), all of which are greater than 0.05. This means that we accept all the partial hypotheses stating that there are no differences in the mean responses of the sample on both axes due to the gender of the respondent. Therefore, there are no differences in the sample responses for both axes, which is logical since the two samples are not independent.

3- One-Way ANOVA Test: This test is a parametric test used to determine differences in sample mean responses based on a property that divides the sample into more than two groups. In our study, there are two properties dividing the sample into more than two groups (age, educational level). Hence, there will be two main hypotheses, each followed by two partial hypotheses as follows:

3-1. First Main Hypothesis: There are no differences in the mean responses of the sample attributed to the educational level. Based on this main hypothesis, we will divide it into two partial hypotheses.

3-2. First Partial Hypothesis: There are no differences in the mean responses of the sample on the dimensions of social responsibility attributed to the educational level.

3-3. Second Partial Hypothesis: There are no differences in the mean responses of the sample on customer loyalty attributed to the educational level.

To answer all these hypotheses, we used the ANOVA test for the two axes with the educational level variable, and we obtained the following comprehensive table from the SPSS outputs at a significance level of 0.05:

Table No. (12): ANOVA Test for Differences between Study Axes According to Educational Level.		
Dimension	**F-Test**	**Significance Level**
Social Responsibility Dimensions	2.353	0.084
Customer Loyalty	1.686	0.182
Source: Prepared by the researchers based on the outputs of SPSS.		

From the test results, the statistical F-values for the two axes respectively were as follows: (2.253, 1.686), all with corresponding significance levels as follows: (0.084, 0.182), all of which are greater than 0.05. This leads us to accept all the partial hypotheses stating that there are no differences in the mean responses of the sample on the study axes attributed to the educational level.

3-4. The first main hypothesis: There are no differences in the mean responses of the sample attributed to age. Based on this hypothesis, we will divide it into two partial hypotheses.

3-5. The first partial hypothesis: There are no differences in the mean responses of the sample on the dimensions of social responsibility attributed to age.

3-6. The second partial hypothesis: There are no differences in the mean responses of the sample on customer loyalty attributed to age.

To answer all these hypotheses, we used the ANOVA test for the two axes with the age variable, and we obtained the following comprehensive table from the SPSS outputs at a significance level of 0.05:

Table No. (13): ANOVA Test for Differences between Study Axes According to Age.

Dimension	F-Test	Significance Level
Social Responsibility Dimensions	2.713	0.055
Customer Loyalty	3.872	0.065

Source: Prepared by the researchers based on the outputs of SPSS.

From the test results, the F-statistic values for the two axes respectively were as follows: (2.713, 3.872), all with corresponding significance levels as follows: (0.055, 0.065), all of which are greater than 0.05. This leads us to accept all the partial hypotheses stating that there are no differences in the mean responses of the sample on the study axes attributed to age at a significance level of 0.05.

4. Hypothesis of Influence: Through the influence hypotheses, we will attempt to answer the study hypotheses, represented by the following main hypotheses using simple regression equations between the total axis of social responsibility dimensions as the independent variable and the axis of customer loyalty as the dependent variable. Then, we will demonstrate the impact of each dimension of social responsibility on the total axis of customer loyalty as follows:

5. Testing the Effect Using Simple Regression Between the Total Social Responsibility Dimensions and Customer Loyalty: In this element, we will use a simple regression equation between the overall social responsibility axis and customer loyalty by stating the following main null hypothesis: Null Hypothesis H0: There is no statistically significant effect of social responsibility dimensions on customer loyalty in the healthcare institution of Ibn Hayyan and Al Ramal in the province of Wadi Safi. To test this hypothesis, simple regression analysis was used, as illustrated in the following table:

Table No. (14): Results of Testing the Effect of Social Responsibility Dimensions on Customer Loyalty.

Sig (Significance Level)	β β (Regression Coefficient)	Sig (Significance Level)	DF (Degrees of Freedom)	F-Calculated	R² (Coefficient of Determination)	R (Correlation)	Dependent Variable
0.000	0.738	0.000	01	80.989	0.614	0.783	Customer Y Loyalty
			51				
			52				

Source: Prepared by the researchers based on the outputs of SPSS.

The simple regression equation was as follows: $Y = 1.109 + 0.738X$

According to the results from the previous table, based on the opinions of the study sample, there is a statistically significant effect of social responsibility on customer loyalty in the healthcare institution in Wadi Safi. The correlation coefficient was 0.783, indicating a strong positive correlation with statistical significance at a 5% significance level. The coefficient of determination was 0.614, meaning that 61.4% of the variation in customer loyalty is explained by the variation in social responsibility dimensions. The effect coefficient was 0.738 (β), indicating that a one-unit increase in attention to social responsibility dimensions leads to a 73.8% increase in customer loyalty. This effect is significant in the model as the calculated t-statistic value was 8.999, significant with a p-value of 0.000, less than 0.05. Furthermore, the statistical significance of the effect of social responsibility dimensions is confirmed by the computed F-value of 80.989, significant at a 5% level, with a p-value of 0.000. This confirms the rejection of the null hypothesis and supports the existence of a statistically significant effect of social responsibility dimensions on customer loyalty in the healthcare institution of Ibn Hayyan and Al Ramal in Wadi Safi at a 5% significance level.

2. Testing the Effect Using Multiple Regression Between Social Responsibility Dimensions and Customer Loyalty: To determine the degree of influence of each dimension of social responsibility on customer loyalty in the healthcare institution of Ibn Hayyan and Al Ramal in Wadi Safi, multiple regression was used, stating the following main null hypothesis: Null Hypothesis H0: There is no statistically significant effect of social responsibility dimensions, including (economic dimension, legal dimension, ethical dimension, charitable dimension), on customer loyalty in the healthcare institution of Ibn Hayyan and Al Ramal in Wadi Safi. The test results are presented in the following table:

Table No. (15): Results of Multiple Regression for Social Responsibility Dimensions and Customer Loyalty.

Sig (Significance Level)	β (Regression Coefficient)	Sig (Significance Level)	DF (Degrees of Freedom)	F-Calculated	R² (Coefficient of Determination)	R (Correlation)	Dependent variable
0.615	economic-) -0.056	0.000	4	24.089	0.667	0.817	Customer loyalty
0.001	Legal (0.428)		48				Y
0.570	Ethical (0.048)		52				
0.001	charitable(0.323)						

Source: Prepared by the researchers based on the outputs of S

The multiple regression equation was as follows:
According to the results from the previous table, based on the opinions of the study sample, there is a statistically significant effect of two dimensions of social responsibility, namely legal and charitable dimensions, on customer loyalty in the healthcare institution of Ibn Hayyan and Al Ramal. This is because their coefficients were significant, meaning their p-values were less than 0.05. However, the economic and ethical dimensions were not significant as their p-values were greater than 0.05. The correlation coefficient was 0.817, indicating a strong positive correlation with statistical significance at a 5% significance level. The coefficient of determination was 0.667, indicating that 66.7% of the variation in customer loyalty can be attributed to the variation in each dimension of social responsibility individually, while the remaining percentage is attributed to other factors. The effect coefficient for each dimension was as follows: (-0.056 = β_1), indicating that a one-unit increase in attention to the economic dimension leads to a 5.6% increase in customer loyalty, which was not significant in the model as the calculated t-statistic value was 0.506, greater than 0.05. For the legal dimension, the effect coefficient was (0.428 = β_2), indicating that a one-unit increase in attention to the legal dimension leads to a 42.8% increase in customer loyalty, which was significant in the model as the calculated t-statistic value was 3.505, less than 0.05. For the ethical dimension, the effect coefficient was (0.048 = β_3), indicating that a one-unit increase in attention to the ethical dimension leads to a 4.8% increase in customer loyalty, which was not significant in the model as the calculated t-statistic value was 0.572, greater than 0.05. For the charitable dimension, the effect coefficient was (0.323 = β_4), indicating that a one-unit increase in attention to the charitable dimension leads to a 32.3% increase in customer loyalty, which was significant in the model as the calculated t-statistic value was 3.569, less than 0.05. The statistical significance of the effect of social responsibility dimensions on customer loyalty is further confirmed by the computed F-value of 24.089, significant at a 5% level, with a p-value of 0.000.

Conclusion:

This study focused on understanding the impact of social responsibility on customer loyalty to the institution because its commitment to its social responsibilities, including economic, legal, ethical, and charitable dimensions, can enhance the institution's reputation and transform it from a profit-driven entity to a socially responsible one that contributes to societal well-being. The study also aimed to assess customer perceptions of social responsibility.

Study Results:

We have reached several conclusions, including:
- There is a relationship between social responsibility and customer loyalty.
- There is a statistically significant relationship between social responsibility dimensions and customer loyalty in the healthcare institutions of Ibn Hayyan and Al Ramal in the valley.
- There is a statistically significant effect of social responsibility dimensions on customer loyalty in the healthcare institutions of Ibn Hayyan and Al Ramal in the valley.
- There is a statistically significant effect of the legal and charitable dimensions of social responsibility on customer loyalty, while the economic and ethical dimensions have no significant effect on customer loyalty.

Recommendations:

We can offer some recommendations, including:
- Focusing on internal marketing is essential for healthcare institutions that aim to gain loyalty from their staff, which will reflect on their performance in providing the best services to external, internal, current, and potential customers and gaining their loyalty.
- Ensuring training on how to deal with various customers to retain existing customers and attract new ones.
- Diversifying the practices and activities of Ibn Hayyan and Al Ramal hospitals within the framework of embodying social responsibility.

- Building a societal and institutional culture to enhance awareness of social responsibility and its importance in preserving the environment.

Study Prospects:

- Studying other determinants of customer loyalty for healthcare institutions.
- Assessing the impact of internal marketing on customer loyalty in the institution.
- Exploring the role of social responsibility in gaining customer loyalty for healthcare institutions.
- Investigating the impact of social responsibility dimensions of institutions on customer loyalty.

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