ARTICLE

SOCIAL RESPONSIBILITY COMPONENTS ROLE IN MELLI BANK CLIENTS' LOYALTY IN THE CITY OF ZABOL

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ABSTRACT

The present study aims at the investigation of social responsibility components role in Melli Bank clients' loyalty in the city of Zabol. The study population included all of Iran's Melli Bank clients the number of which is limitless. 278 individuals were selected based on Cochran's formula as the study sample volume and a simple randomized method was used for administering the questionnaires. The present study makes use of an applied method in order to accomplish the objectives and it takes advantage of a descriptive method based on the study nature and methodology. The information and data required for the present study have been collected based on library research and questionnaire. The questionnaire used for the present study has been comprised of two parts, social responsibility section excerpted from Carol's model (2000) and loyalty section which is designed and constructed by the researcher. Hypotheses tests were carried out in SPSS software. The study results indicated that social responsibility and its components concerning the banking scope exert a positive and direct effect on the clients' loyalty. The present research provides the reader with results regarding bank's social responsibility and clients' loyalty which can be of great help to the bank directors.

INTRODUCTION

Infection Social responsibility, based on a voluntary premise, incorporates business strategies and behaviors in workmanship areas, staff empowerment, staff and work environment safety and health, clients' rights, bioenvironmental concerns, energy consumption management and cost-effectiveness, observation of the human rights principles, ethical codes and behavior criteria, organization's social and charitable activities [1].

Social responsibility is pointed towards a direction along which the social advantages are established. Thus, it has been tried to arrange the organizations' profit and loss in such a way that no additional costs are imposed on the people. By social responsibility we mean that the organizations exert substantial effects on social systems and, hence, the way they act should be corresponding with the idea that the society is not incurred with extravagant expenditures, and in cases that such costs are imposed, the related organizations are required to compensate for them. In other words, the organizations should not see themselves as independent from their external environment and they should not consider themselves as separate entities, rather, they should know themselves as a part of a whole to wit an external environment and community and their activities and objectives should be in line with social ideals and society's welfare and comfort. Nowadays, the entire array of the managers should take measures which are accepted by the society and are corresponding with its values. The organizations failing to adjust themselves with such a critical issue will not succeed [2].

Organizations' social responsibility deals with offering methods which are exercised by the organizations in business environment and they consequently stay responding to the society's business, legal , ethical and social expectations. That is because organizations have great responsibilities in social, economical and environmental areas regarding their staff, shareholders, clients, government, suppliers and all of their stakeholders. Undoubtedly, if the individuals, groups, organizations and various institutions in the context of a society realize themselves as being responsible in respect to the incidents, happenings and various crises and each of them make efforts within the framework of their jurisdiction and work environment scope to solve the aforesaid crises, many of the problems will be removed and a healthy and calm society will emerge. Furthermore, the way an organization works is effective on the society. Therefore, the organizations should get on the jobs which are accepted by the society and resultantly corresponding to its values. The organizations falling short of adjusting themselves with such a critical issue will not be successful in their actions. In other words, in order for the organizations to be able to preserve their position in the society or improve it in a manner that it results in their survival and success at work, they are required to pay necessary attention to social responsibility and the factors effective thereon. Therefore, social responsibility of the organizations is an essential factor behind every organization's survival and neglecting it will jeopardize the organization's survival [3].

Similar to the other organizations striving in a society, health sector and its organizations that are trying to offer complex health and treatment services to the society via the interaction of the variegated expertise, departments, industries and equipment, should assume social responsibilities [4].

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A review of the studies on social responsibility indicates that a great majority of such studies have been conducted on sectors other than bank services and they have aimed at the identification of the organization's social responsibility model, the determination of the relationship between the organization's social responsibility and their financial performances and leadership styles, the survey of various interested

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groups' ideas and attitudes in respect to organization's' social responsibility, evaluation of the organizational measures taken in regard of the social responsibility and the effects of assuming such responsibilities [5]. Also, the existence of a significant relationship between the social responsibility rate and clients' loyalty was tested. The two abovementioned variables were selected according to the results of the studies by De Greje who indicated the relationship between the bank types and the social responsibility acceptance level and Akar who reported a significant difference between social responsibility levels in various organizational groups [6]. In fact, the main question posed by the present study is that "according to the high importance of the society's welfare and social responsibility and based on the idea that the ultimate goal of the entire organizations within a society is gaining access to clients' loyalty and then turning them to loyal customers, how can social responsibility acceptance influence the clients' loyalty in Zabol's Melli Bank?"

Study Conceptual Model

In the present study which deals with the survey of two variables, Carol's model (2000) has been used for the independent variable (social responsibility) and it has four dimensions:
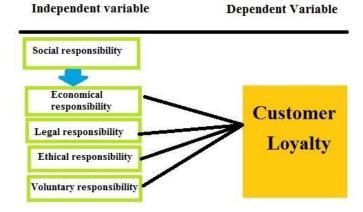

Fig. 1: Study conceptual model

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The Study Hypotheses

Main Hypothesis

Zabol's Melli Bank social responsibility is effective on clients' loyalty.

Secondary Hypotheses

• Zabol's Melli Bank economical responsibility is effective on clients' loyalty.
• Zabol's Melli Bank legal responsibility is effective on clients' loyalty.
• Zabol's Melli Bank ethical responsibility is effective on clients' loyalty.
• Zabol's Melli Bank voluntary responsibility is effective on clients' loyalty.

MATERIALS AND METHODS

The present study makes use of an applied method in terms of its objectives and it is a non-experimental (field) study, or more precisely, it is a descriptive research according to the way the data have been collected (study methodology). The study population included all of Iran's Melli Bank clients suggesting a limitless number of study population out of which 278 individuals were selected based on Cochran's formula as the study sample volume and a simple randomized method was used for questionnaire distribution.

There is made use of two methods for collecting the information, namely library research and questionnaire. The questionnaire applied in the current study is comprised of two parts, social responsibility section excerpted from Carol's model (2000) and a researcher-made loyalty-connected section the validity and reliability of which have been confirmed. SPSS software was used to analyze the data. Statistical tests were performed in two levels, firstly, in descriptive statistics level tests like frequency, frequency percentage and the related diagrams were undertaken and in inferential statistics level linear regression tests were taken advantage of.

RESULTS

Main Hypothesis: Zabol's Melli Bank social responsibility is effective on clients' loyalty.

Table 1: Social responsibility-loyalty regression model fitness

Error standard deviation	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
0.447	0.456	0.461	0.679

Correlation between the independent and dependent variables was 0.679.Determination coefficient was 0.461and this value indicates that 46.1% of the social responsibility variations pertain to the extant loyalty. Because degree of freedom has not been taken into consideration in calculating the value, thus the adjusted determination coefficient should be used to serve the same purpose and it was computed as equal to 45.6%. According to the indices proposed above it can be said that the model enjoys the required adequacy.

Table 2: Loyalty regression equation calculation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	Constant	-0.438	0.478	0.679	-0.916	0.000
	Social responsibility	1.15	0.114		10.16	
Dependent Variable: loyalty						

The variable inserted into the regression equation forms the main core of the regression analysis which has also been presented in the above table. Regression equation can be calculated as shown below by making use of the unstandardized coefficients column:

Social Responsibility (1.15) + - 0.438=loyalty

It can be said that with a unit enhancement of every independent variable, the dependent variable will be also increased by the value of the dependent variable obtained value; or, in other words, with a unit increase in social responsibility, loyalty standard deviation will be increased by 1.15 units, therefore they are in a positive relationship. Regression coefficient-related t-test has been also presented in the above table for independent variable. The variable's significance level was found 0.000, thus it is effective on loyalty.

Sub- Hypothesis 1: Zabol's Melli Bank economical responsibility is effective on clients' loyalty.

Table 3: Economical responsibility-loyalty regression model fitness

Error standard deviation	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
0.570	0.114	0.122	0.349

Correlation between the independent and dependent variables was 0.349.Determination coefficient was 0.122 and this value indicates that 12.2% of the economical responsibility variations pertain to the extant loyalty. Because degree of freedom has not been taken into consideration in calculating the value, thus the adjusted determination coefficient should be used to serve the same purpose and it was computed as equal to 11.4%. According to the indices proposed above it can be said that the model enjoys the required adequacy.

Table 4: Loyalty regression equation calculation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	Constant	2.75	0.407	0.349	6.75	0.000
	economical responsibility	0.399	0.098		4.09	
Dependent Variable: loyalty						

The variable inserted into the regression equation forms the main core of the regression analysis which has also been presented in the above table. Regression equation can be calculated as shown below by making use of the unstandardized coefficients column:

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Economical Responsibility (0.399) + 0.2.75=loyalty

It can be said that with a unit enhancement of every independent variable, the dependent variable will be also increased by the value of the dependent variable obtained value; or, in other words, with a unit increase in economical responsibility, loyalty standard deviation will be increased by 0.399 units, therefore they are in a positive relationship. Regression coefficient-related t-test has been also presented in the above table for independent variable. The variable's significance level was found 0.000, thus it is effective on loyalty.

Sub- Hypothesis 2: Zabol's Melli Bank legal responsibility is effective on clients' loyalty.

Table 5: Legal responsibility-loyalty regression model fitness

Error standard deviation	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
0.542	0.200	0.207	0.454

Correlation between the independent and dependent variables was 0.454.Determination coefficient was 0.207 and this value indicates that 20.7% of the legal responsibility variations pertain to the extant loyalty. Because degree of freedom has not been taken into consideration in calculating the value, thus the adjusted determination coefficient should be used to serve the same purpose and it was computed as equal to 20%. According to the indices proposed above it can be said that the model enjoys the required adequacy.

Table 6: Loyalty regression equation calculation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	Constant	2.27	0.382	0.454	5.95	0.000
	legal responsibility	0.49	0.088		5.61	
Dependent Variable: loyalty						

The variable inserted into the regression equation forms the main core of the regression analysis which has also been presented in the above table. Regression equation can be calculated as shown below by making use of the unstandardized coefficients column:

Legal Responsibility (0.496) + 2.27=loyalty

It can be said that with a unit enhancement of every independent variable, the dependent variable will be also increased by the value of the dependent variable obtained value; or, in other words, with a unit increase in legal responsibility, loyalty standard deviation will be increased by 0.496 units, therefore they are in a positive relationship. Regression coefficient-related t-test has been also presented in the above table for independent variable. The variable's significance level was found 0.000, thus it is effective on loyalty.

Sub- Hypothesis3: Zabol's Melli Bank ethical responsibility is effective on clients' loyalty.

Table 7: Ethical responsibility-loyalty regression model fitness

Error standard deviation	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
0.859	0.055	0.063	0.250

Correlation between the independent and dependent variables was 0.250.Determination coefficient was 0.063 and this value indicates that 6.3 % of the social responsibility variations pertain to the extant loyalty. Because degree of freedom has not been taken into consideration in calculating the value, thus the adjusted determination coefficient should be used to serve the same purpose and it was computed as equal to 5.5%. According to the indices proposed above it can be said that the model enjoys the required adequacy.

Table 8: Loyalty regression equation calculation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	Constant	3.30	0.381	0.250	8.73	0.000
	ethical responsibility	0.270	0.095		2.84	
Dependent Variable: loyalty						

The variable inserted into the regression equation forms the main core of the regression analysis which has also been presented in the above table. Regression equation can be calculated as shown below by making use of the unstandardized coefficients column:

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Ethical Responsibility (0.270) + 0.3.30=loyalty

It can be said that with a unit enhancement of every independent variable, the dependent variable will be also increased by the value of the dependent variable obtained value; or, in other words, with a unit increase in ethical responsibility, loyalty standard deviation will be increased by 0.270 units, therefore they are in a positive relationship. Regression coefficient-related t-test has been also presented in the above table for independent variable. The variable's significance level was found 0.000, thus it is effective on loyalty.

Sub- Hypothesis4: Zabol's Melli Bank voluntary responsibility is effective on clients' loyalty.

Table 9: Voluntary responsibility-loyalty regression model fitness

Error standard deviation	Adjusted determination coefficient	Determination coefficient	Correlation coefficient
0.524	0.724	0.726	0.852

Correlation between the independent and dependent variables was 0.852.Determination coefficient was 0.726 and this value indicates that 72.6% of the voluntary responsibility variations pertain to the extant loyalty. Because degree of freedom has not been taken into consideration in calculating the value, thus the adjusted determination coefficient should be used to serve the same purpose and it was computed as equal to 72.4%. According to the indices proposed above it can be said that the model enjoys the required adequacy.

Table 10: Loyalty regression equation calculation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	Constant	-0.533	0.277	0.852	-1.924	0.000
	voluntary responsibility	1.129	0.063		17.91	
Dependent Variable: loyalty						

The variable inserted into the regression equation forms the main core of the regression analysis which has also been presented in the above table. Regression equation can be calculated as shown below by making use of the unstandardized coefficients column:

Voluntary Responsibility (1.12) + - 0.533=loyalty

It can be said that with a unit enhancement of every independent variable, the dependent variable will be also increased by the value of the dependent variable obtained value; or, in other words, with a unit increase in voluntary responsibility, loyalty standard deviation will be increased by 1.12 units, therefore they are in a positive relationship. Regression coefficient-related t-test has been also presented in the above table for independent variable. The variable's significance level was found 0.000, thus it is effective on loyalty.

CONCLUSION AND SUGGESTIONS

It was made clear from the data analysis that social responsibility is effective on the clients' loyalty. And, the individual hypotheses will be investigated after a short discussion is presented.

Nowadays, the organizations' social responsibility deals with presenting methods exercised by the organizations in the business environment and make them respondent to the society's business, legal, ethical and social expectations that is because the organizations have great social, economical and environmental responsibilities in respect to their staff, shareholders, government, suppliers and the entire array of the interested stakeholders. Undoubtedly, if various individuals, groups, organizations and institutions within the framework of a society realize themselves responsible and dutiful to the events, happenings and various crises and do their best to resolve such bottlenecks within the realm of their job jurisdiction and work environment, many of the problems will be decreased and a healthy and calm society will be generated. In other words, the way an organization acts is effective on the society. Therefore, the organizations should get on the jobs which are accepted by the society and corresponding to its values. Organizations unable to adjust themselves to such an important issue will not succeed in practice. Therefore, organizations' social responsibility is the fundamental factor behind their survival and neglecting it will endanger the organizations' survival [7]. Organizations are made by the human beings and it is the duty of them to take social responsibility and ethical concerns into consideration in establishing and creating their organizations. Social responsibility concept incorporates several relevant issues connected to companies' behavior in their immediate society environment. Social responsibility deals with issues transcending the economical topics and profit and loss statements. The objective of the present study was the survey of the

banking social responsibility effect on clients' satisfaction. According to the results obtained herein, it was made clear that social responsibility can exert positive and direct effects on the customers' satisfaction. The positive relationship between these two variables has also been previously approved in some researches [8].

Finally, the present study comes up with the following suggestions:
• Creating a safe environment for individuals who are in a connection with the organization both inside and outside the organization and the lack of making unsafe situations for the other individuals;
• Feeling responsibility in respect to the properties belonging to the individuals who have invested in the organization and such a responsibility is exercised regarding the people's properties and national wealth in large organizations;
• Creating an ethical charter for the organization and making endeavors to observe the principles and the basics established therein;
• Paying attention to the existing interested individuals' needs without harming the later generations' abilities in satisfying their needs.

CONFLICT OF INTEREST
There is no conflict of interest.

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