



Assessment of Corporate Social Responsibility Practices and Their Relationship to Customer Loyalty at Mobilis in El Oued Province

ZHOUR Mesghouni

¹ laboratory of Growth and Economic Development
Laboratory in Arab Countries,
University of Oued (Algeria),
zhour-mesghouni@univ-eloued.dz

BENAISSA Rim

² Laboratory of Political Economy
Laboratory Between Economic Development and
Political Challenges in Arab and African Countries,
University of El Oued (Algeria),
Benaissa-rim@univ-eloued.dz

Abstract:

The objective of this study was to evaluate the practices of corporate social responsibility (CSR) and to ascertain their relationship with customer loyalty at Mobilis in El Oued Province. The study involved gathering customer feedback through a survey distributed to a randomly selected sample of 115 individuals. Data analysis was conducted using SPSS software, version 22.

The findings revealed a statistically significant relationship between the various dimensions of corporate social responsibility and customer loyalty at Mobilis in El Oued. The study underscores the importance of incorporating CSR dimensions into the mission and strategic vision of economic enterprises, due to their pivotal role in enhancing reputation and brand image, thereby securing customer loyalty and ensuring long-term sustainability and success.

Keywords: Corporate Social Responsibility, CSR Dimensions, Customer Loyalty, Mobilis, SPSS v22.

Évaluation des pratiques de responsabilité sociale des entreprises et leur relation avec la fidélité des clients chez Mobilis dans la province d'El Oued

Résumé :

L'objectif de cette étude était d'évaluer les pratiques de responsabilité sociale des entreprises (RSE) et de déterminer leur relation avec la fidélité des clients chez Mobilis dans la province d'El Oued. L'étude a consisté à recueillir les commentaires des clients au moyen d'un sondage distribué à un échantillon de 115 personnes sélectionnées au hasard. L'analyse des données a été réalisée à l'aide du logiciel SPSS, version 22.

Les résultats ont révélé un lien statistiquement significatif entre les différentes dimensions de la responsabilité sociale des entreprises et la fidélité des clients chez Mobilis à El Oued. L'étude souligne l'importance d'intégrer les dimensions de la RSE dans la mission et la vision stratégique des entreprises économiques, en raison de leur rôle central dans l'amélioration de la réputation et de l'image de marque, garantissant ainsi la fidélité des clients et assurant la durabilité et le succès à long terme.

Mots clés : *Responsabilité sociale des entreprises, dimensions de la RSE, fidélité des clients, Mobilis, SPSS v22.*



Introduction

Economic institutions have undergone rapid and radical developments, where their primary goal is no longer just maintaining their financial position and maximizing profits, but they are also required to consider social and humanitarian aspects and voluntarily contribute to their development. This is achieved through a set of activities directed toward society and the surrounding environment, known as **corporate social responsibility (CSR)**.

CSR is considered one of the key elements in shaping the reputation of economic institutions. It plays a role in developing realistic and effective strategies for social services, enhancing the overall reputation of the institution, which in turn facilitates its management mechanisms, increases its ability to attract new customers, and expands its market share. Additionally, CSR contributes to achieving better outcomes in employment, employee loyalty, retention, motivation, creativity, and productivity.

Study Problem:

Economic institutions face intense competition in attracting and retaining customer loyalty. To achieve this, they strive to adopt the philosophy of CSR, as customer loyalty is a crucial factor in addressing competition. This shift reflects modern approaches that focus on customers rather than the product. One such sector is telecommunications in Algeria, which has seen significant development in recent times. Several telecommunications companies compete to provide social services to attract a large number of customers and secure their loyalty. From

this perspective, the following research question arises: **Is there a correlation between the CSR practices of Mobilis in the Wilaya of El Oued and its customer loyalty?**

Sub-questions:

The main problem can be divided into the following sub-questions:

- Is there a statistically significant correlation between the economic dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued?
- Is there a statistically significant correlation between the legal dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued?
- Is there a statistically significant correlation between the ethical dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued?
- Is there a statistically significant correlation between the philanthropic dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued?

Research Hypotheses:

As a preliminary answer to the above questions, the following hypotheses are proposed:

Main Hypothesis:

- There is a correlation between the CSR practices of Mobilis in the Wilaya of El Oued and its customer loyalty.



Sub-Hypotheses:

- There is a statistically significant correlation between the economic dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued.
- There is a statistically significant correlation between the legal dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued.
- There is a statistically significant correlation between the ethical dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued.
- There is a statistically significant correlation between the philanthropic dimension of CSR and customer loyalty at Mobilis in the Wilaya of El Oued.

Research Objectives:

The study aims to:

- Shed light on the concepts related to CSR and its dimensions, as well as the levels of customer loyalty achieved by the institution;
- Determine the level of customer loyalty as a result of Mobilis adopting CSR in the Wilaya of El Oued;
- Assess the level of customer loyalty generated by the products and services of Mobilis in the Wilaya of El Oued;
- Investigate the relationship between CSR dimensions (economic, legal, ethical, and philanthropic) and customer loyalty at Mobilis in the Wilaya of El Oued.

Importance of the Study:

The importance of this study lies in:

- Evaluating the level of customer loyalty to Mobilis in the Wilaya of El Oued, based on the social activities it undertakes to enhance community welfare, achieve growth, and protect the environment while offering services with a competitive advantage;
- Improving the relationship between economic institutions and customers, as this is a crucial element for achieving a competitive edge, maintaining customer satisfaction and loyalty;
- Encouraging leading economic institutions to adopt CSR principles within their strategic plans.

Research Methodology:

The study employed a **descriptive analytical approach** for the theoretical part, in order to build a scientific background on the variables of the study. A **case study approach** was used in the practical part, where a questionnaire was the data collection tool administered to a sample of Mobilis customers in the Wilaya of El Oued. The questionnaire data were analyzed using **SPSS V22** and **EXCEL 10**.

1. Nature of Corporate Social Responsibility:

The interest in CSR has been increasing among economic institutions, as it has become an integral part of their strategy to enhance interaction with society and the surrounding environment. This is done by aligning their economic objectives with social requirements, as a condition for achieving growth and ensuring sustainability.



1.1. Definition of Corporate Social Responsibility:

There are two main approaches to defining CSR. The first is proposed by academics, and the second is agreed upon by local and international organizations. These definitions vary depending on the perspective of those presenting them (Flag, 2019, p. 42) . Below are some of these definitions:

Peter F. Drucker (1977) defines CSR as "the organization's commitment to the society in which it operates" (Al-Ghalbi & Al-Amri, 2010, p. 49).

Milton Friedman defines CSR as "the use of resources and design of activities aimed at maximizing long-term profits in competition with others" (Mqaddem, 2020, p. 16)

The **World Bank** defines CSR as

"the commitment of business owners to contribute to sustainable development by working with their employees, families, local community, and society as a whole to improve people's living standards in a way that serves both business and development" (World Bank, March 2005, p. 1) .

The **International Organization for Standardization (ISO 26000)** defines CSR as:

"the actions taken by a company to bear responsibility for the impacts of its activities on society and the environment, where these actions are aligned with societal interests and sustainable development, based on ethical behavior and compliance with applicable laws and intergovernmental agreements" (Al-Hamouri & Al-Maayta, 2015, p. 17).

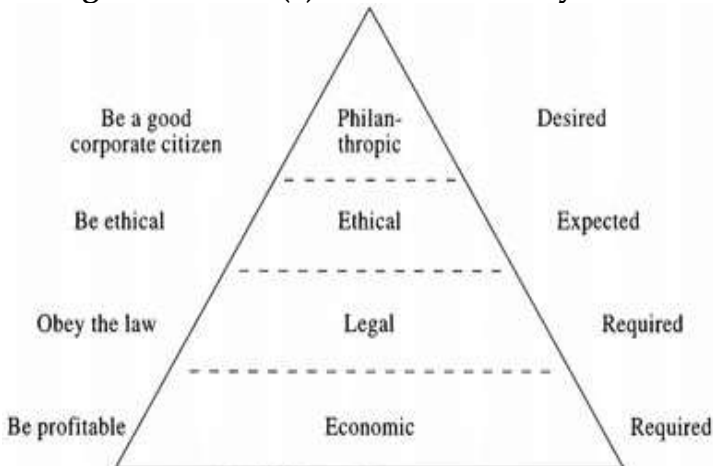
From the above definitions, CSR can be summarized as the performance of business organizations' economic, legal, social, ethical, and environmental obligations toward

stakeholders (shareholders, employees, customers, suppliers, government, civil society organizations).

1.2. Dimensions of Corporate Social Responsibility:

Carroll (1991), in his research on corporate social performance, identified four main dimensions of CSR: **economic responsibility**, **legal responsibility**, **ethical responsibility**, and **philanthropic responsibility** (Carroll, 1991, p. 40). In his 1991 study, Carroll presented a model of CSR dimensions in the form of a pyramid, as illustrated in Figure 1. He placed the economic and legal aspects at the base of the pyramid, as businesses have historically focused on these aspects. The ethical and philanthropic dimensions appear later and are placed at the top of the pyramid. Carroll's model organizes the different CSR obligations in a coherent manner.

Figure number (1): Carroll's CSR Pyramid



Source: Archie B. Carroll (1991), The Pyramid of Corporate



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Social Responsibility Toward The Moral Management of Organizational Stakeholders, *Business Horizons*, July-August 1991, p. 42.

The following provides a detailed explanation of the CSR dimensions represented in the pyramid:

1.2.1. The Economic Dimension of Social Responsibility:

This dimension requires the rational use of resources to produce high-quality goods and services. It also necessitates fair competition by respecting competition rules and avoiding harm to competitors, as well as preventing monopolies and protecting consumers from harm. Additionally, this dimension relies on utilizing technological advancements to address environmental damage. (Flaq, Khourshi, & Hadou Samira, 2017, p. 5).

1.2.2. The Legal Dimension of Social Responsibility:

This dimension is based on principles of environmental protection, occupational safety, justice, and consumer protection laws. It encompasses a wide range of elements that institutions are expected to adhere to, in a manner that enhances and facilitates relationships with customers and employees, regardless of their gender, race, or religion. It also prevents environmental harm through the misuse of resources or pollution affecting water, air, and soil. (Taher, 2020, p. 103).

1.2.3. The Ethical Dimension of Social Responsibility:

This refers to adherence to ethical behavior derived from professional codes, work ethics, and public office conduct, which the institution must follow when setting its goals and

policies. In other words, this behavior should align with societal norms, religion, values, and traditions. It also involves creating equal employment opportunities for community members and providing useful goods and services to society at fair prices. (Al-Rababa, Issa Al-Mansour, & et al, 2021, p. 286).

1.2.4. The Charitable Dimension of Social Responsibility:

This dimension involves voluntary contributions by the institution to provide material resources aimed at achieving societal prosperity and well-being. It also includes donations and grants allocated to address key issues such as poverty, illiteracy, disease prevention, and support for educational, cultural, and charitable organizations. Additionally, it encourages volunteer work among employees. (Nahed Ahmed, 2015, p. 5).

2. Theoretical Foundations of Customer Loyalty:

Every economic institution seeks to gain market share and outperform its competitors. Therefore, it is imperative that institutions focus on building strong and lasting relationships with their customers, as they are a critical element in shaping the institution's reputation and position.

2.1. The Concept of Customer Loyalty:

The definitions of customer loyalty vary among researchers, including the following:

Oliver (1991) defines loyalty as

"a deep commitment by customers to repeatedly purchase a product in the future, while maintaining a positive attitude towards the brand, without switching brands despite situational influences and marketing



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efforts that could cause a change in behavior."

(Oliver, 1991, p. 34).

Day (1969) views brand loyalty as consisting of repeated purchases driven by strong internal behavior. Purchases without a strong attitude are considered circumstantial and described as "false loyalty." Based on this, both **Day (1969)** and **Lutz & Winn (1974)** proposed loyalty indicators based on a combination of attitudinal and behavioral measures. Accordingly, frequent individual behavior and goal assessment are seen as inseparable from the concept of loyalty. (Alan S & Kunal , 1994, p. 100).

Najm (2005) defines loyalty as "a measure of the extent to which a customer repeatedly purchases a particular brand." (Sultan Al-Taie & Dabbas Al-Abadi, 2009, p. 251).

From the above, customer loyalty can be defined as a behavior exhibited by a customer who repeatedly purchases the same product or service from a specific institution. The customer prefers dealing with a particular brand of the institution, even when competitors try to attract them through marketing efforts, because they have developed a positive perception of the institution's products and services.

2.2. Levels of Customer Loyalty:

Oliver (2002) explained that brand loyalty depends on three elements: commitment, preference, and repeated purchases. He described four levels of loyalty based on these components as follows (Taleb & Al-Janabi, 2009, p. 111):

- **Cognitive Loyalty:** The customer prefers one brand based on its past features and attributes.

- **Affective Loyalty:** The customer develops an emotional attachment to the brand due to a series of satisfying purchase experiences.
- **Conative Loyalty:** This is an emotional phase where the customer expresses intent to repurchase.
- **Action Loyalty:** This phase includes both a predisposition and an actual desire to overcome situational influences and marketing efforts that may lead to a change in behavior.

2.3. Dimensions of Customer Loyalty:

Loyalty is not just about repeat purchases or the intention to repurchase. It results from the interaction of strong emotions between the customer and the institution, encompassing several dimensions. Below are the dimensions of customer loyalty, which serve as indicators for measuring it:

- **Attitudinal Dimension:** This refers to the psychological attraction a customer has towards the institution, their support, and defense of the brand to others. It reflects the positive emotions the customer has for the brand, which may manifest behaviorally if given the opportunity. This includes positive word-of-mouth and the intent to continue purchasing. (Nahed Ahmed, 2015, p. 28).
- **Behavioral Dimension:** This refers to actions that reflect loyalty to the brand (behavioral loyalty), defined as the repeated purchase of a specific product by customers. (Nahed Ahmed, 2015, p. 29).
- **Cognitive Dimension:** This dimension explains loyalty based on the information available to the customer about the product's brand, such as price, warranty,



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and after-sales services. These characteristics and their unique benefits create customer conviction in the brand's value. (Ben Nili, 2016, p. 238).

2.4. Types of Customer Loyalty:

The classification presented by **Dick and Basu (1994)** suggests four types of customer loyalty (Alaa Abbas, 2009, p. 57), as illustrated in the following figure (Figure 2):

Figure number (2): Types of Customer Loyalty

Repeat purchase		Relative Attitude
Low	High	
Latent Loyalty	Loyalty	High
No Loyalty	Spurious Loyalty	low

Source: Alaa Abbas Ali (2009), Consumer Loyalty (How to

Achieve and Maintain It), University House, 2009, p. 58. Below is a detailed explanation of Figure 2, which covers the types of customer loyalty (Al-Khashroum & Suleiman, 2011, p. 77):

- **2-4-1- Latent Loyalty:** The customer holds high attitudes toward the brand but does not engage in repeat purchases. This may be due to the limited availability of the product, the customer's low purchasing power, or the fact that the product is not a basic necessity for the customer.

- **2-4-2- True Loyalty:** In this case, the customer has strong attitudes toward the brand, which are translated into repeated purchases of the product.
- **2-4-3- False Loyalty:** The customer has a weak inclination toward the brand but still purchases the product and repeats the process. This could be due to the lack of available alternatives, and once alternatives are provided, the customer may switch away from the brand.
- **2-4-4- No Loyalty:** When the customer has no inclination toward the brand and, as a result, does not purchase it. The reasons for this negative inclination toward the brand may vary, such as a perceived decrease in its value or weak marketing communications.

3. Applied Study:

In this section, the study's hypotheses will be tested for confirmation or refutation by applying the theoretical knowledge to a random sample of customers of Mobilis Wireless Communications in the Wilaya of El Oued, Algeria. The data will be processed using statistical methods.

3.1. Data Collection Tool:

To collect the study's data, a questionnaire was formulated consisting of two parts. The first part concerns personal data, which includes information on gender, age, educational level, and the number of years of dealing with the institution. The second part is divided into two sections:

- The first section addresses the four dimensions of social responsibility (economic, legal, ethical, and



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charitable), with five (05) statements under each dimension.

- The second section covers customer loyalty, which contains nine (09) statements.

3.2. Statistical Methods Used in Data Analysis:

For statistical analysis, the Statistical Package for Social Sciences (SPSS v.22) was used to test the study's hypotheses, relying on a set of statistical tools, including:

- Percentages and frequencies to describe and diagnose the study's variables, and arithmetic means and standard deviations to determine the direction of sample responses and data dispersion.
- Cronbach's alpha coefficient and split-half reliability test to measure the questionnaire's reliability.
- Internal correlation test using Pearson's correlation coefficient to measure the questionnaire's validity.
- Pearson correlation coefficient test to test the hypotheses.

3.3. Study Population and Sample:

The study population consists of all Mobilis customers, while the study sample comprises Mobilis customers in the Wilaya of El Oued. A random sample of 115 individuals was selected, with 70 paper questionnaires and 45 electronic questionnaires distributed. A total of 100 valid questionnaires were retrieved for analysis, representing 86.95% of the total distributed questionnaires.

3.4. Descriptive Study of Sample Responses:

To convert respondents' answers into quantitative data, we used a five-point Likert scale, which provides broader response options. This is illustrated in the following table:

Table number (1): Five-Point Likert Scale

Option	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	01	02	03	04	05
Evaluation Range	1.00-1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5.00
	Low		Medium	High	

Source: Prepared by the researchers

Based on the five-point Likert scale and to determine the general trend of responses from the study sample, we calculated the mean and standard deviation for each statement from the study's dimensions, as shown in Tables 2 and 3 below:

Table number (2): Results of the First Dimension Related to Corporate Social Responsibility

No	Statements	Mean	Standard Deviation	Overall Trend
01	Mobilis provides high-quality services (voice and internet).	3.29	1.085208168	Neutral
02	Mobilis has extensive and comprehensive coverage over a large geographic area.	3.5	0.969223369	Agree
03	Mobilis consistently offers advanced features in its	3.51	0.937382989	Agree



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	services.			
04	The prices of services provided by Mobilis are reasonable.	3.9	0.948150779	Agree
05	Mobilis offers a variety of options that meet the needs of different segments of society.	3.77	0.983243447	Agree
06	The subscription contract is clear and its terms are free from ambiguity.	3.85	0.880484256	Agree
07	Mobilis adheres to the contract's content.	3.66	0.923541712	Agree
08	Mobilis provides easy mechanisms for complaints.	3.52	0.83460509	Agree
09	Mobilis works to resolve disputes with consumers.	3.43	0.831877516	Agree
10	I receive the same level and details of services advertised.	3.58	1.046205264	Agree
11	Mobilis does not publish offensive advertisements about its competitors.	4.31	0.70632067	Strongly Agree
12	I trust that my data is protected and not exploited for the benefit of other parties, such as political or commercial interests.	4.03	0.892788165	Agree
13	The transmission towers of	3.6	0.942809042	Agree

	Mobilis are designed safely.			
14	Mobilis handles customer complaints at the agency level without discrimination.	3.7	0.83484711	Agree
15	Mobilis respects the prevailing customs and traditions in society.	4.03	0.771395168	Agree
16	Mobilis participates in various charitable events.	3.66	0.945163125	Agree
17	Mobilis initiates congratulations for various religious and national occasions.	4.49	0.74528823	Strongly Agree
18	Mobilis ensures you are aware of traffic and environmental risks.	4.45	0.657128741	Strongly Agree
19	Mobilis supports artistic and sports events in the region.	3.76	1.129226069	Agree
20	Mobilis contributes to honoring academically outstanding students in your area.	2.79	1.130790373	Neutral

Source: Prepared by the researchers based on the outputs of Excel (2010).

It can be observed from Table 2, which illustrates the trend of the sample's responses regarding the first axis encompassing dimensions of social responsibility, that the statements numbered from (01) to (05) pertain to the



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economic dimension of social responsibility. Most of these statements achieved a high and acceptable mean score among the sample, except for the statement "Mobicom provides high-quality services (voice and internet)." Therefore, it can be said that the economic dimension of social responsibility is somewhat achieved among Mobicom's customers in El Oued.

Regarding the statements numbered from (06) to (10), which pertain to the legal dimension of social responsibility, these recorded a high mean score and were all acceptable to the sample. Thus, the legal dimension of social responsibility is also achieved among Mobicom's customers.

Statements numbered from (11) to (15) reflect the ethical dimension of social responsibility, which achieved a high and largely acceptable mean score among the sample. Therefore, it can be concluded that the ethical dimension is also realized among Mobicom's customers in El Oued.

Statements numbered from (16) to (20) concern the charitable dimension of social responsibility. It is noted that this dimension achieved a high mean score except for the statement "Mobicom contributes to honoring academically outstanding individuals in your area." Thus, the charitable dimension is somewhat achieved among Mobicom's customers in El Oued.

In summary, all dimensions of social responsibility are achieved, and therefore social responsibility at Mobicom is realized towards its customers.

Table number (3): Results of the second axis related to customer loyalty

No	Statements	Mean	Standard Deviation	Overall Trend
01	I do not seek other alternatives and intend to continue with Mobicom.	3.68	1.06249183	Agree
02	I give others a positive impression of my experience with Mobicom's services.	3.53	0.979125563	Agree
03	I recommend Mobicom to my family and friends.	3.6	0.994936676	Agree
04	I interact with Mobicom through social media.	3.26	1.12474464	Netural
05	When discovering faults in the services provided by Mobicom, I am forgiving and seek solutions without considering switching to another provider.	3.2	1.024941486	Netural
06	I am proud to use Mobicom's services.	3.62	0.885118265	Agree
07	I wish to engage with Mobicom for a long period.	3.57	1.094107265	Agree
08	I will try new services offered by Mobicom.	3.83	0.932629605	Agree
09	I am committed to Mobicom due to my conviction in its services.	3.49	1.087068154	Agree



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Source: Prepared by the researchers based on the outputs of (Excel 2010).

It is observed from Table (03) above, which pertains to the second axis related to customer loyalty, that most of the statements recorded a high mean and are acceptable to the sample individuals. Therefore, it can be said that customers of Mobicom in El Oued exhibit loyalty towards Mobicom.

3.5. Measurement of Validity and Reliability of the Questionnaire:

Validity refers to the accuracy and relevance of the questions in representing the study variables, while reliability expresses the consistency and dependability of the results when the same questionnaire is applied under similar conditions.

3.5.1. Measuring the Validity of the Questionnaire:

The validity of the questionnaire can be assessed by calculating the internal correlation coefficient of the dimensions and their correlation with the overall score of the questionnaire. This is done by calculating Pearson's correlation coefficient between the dimensions and the overall score of the questionnaire using the statistical package (SPSS v22), as shown in Table (04).

Table number (4): Internal Correlation Coefficient of Social Responsibility Dimensions

Correlation Coefficient	Economic Dimension	Legal Dimension	Ethical Dimension	Charitable Dimension
Overall Social Responsibility Score	0.71	0.78	0.79	0.77
Significance Level	0.01	0.01	0.01	0.01
Statistical Significance	Statistically Significant	Statistically Significant	Statistically Significant	Statistically Significant

Source: Prepared by the researchers based on the outputs of (Excel 2010).

We can observe from Table 4 above that the correlation coefficient between the economic dimension and the overall social responsibility score is (0.71) at a significance level of (0.01). The correlation coefficient between the legal dimension and the overall social responsibility score is (0.78) at a significance level of (0.01). The correlation coefficient between the ethical dimension and the overall social responsibility score is (0.79) at a significance level of (0.01). The correlation coefficient between the charitable dimension and the overall social responsibility score is (0.77) at a significance level of (0.01). All of these values are acceptable and fully reflect the validity of the questionnaire.

3.5.2. Measuring the Reliability of the Questionnaire:

The reliability of the questionnaire can be verified by calculating the Cronbach's alpha coefficient and the split-half method for both the social responsibility dimension and customer loyalty dimension, as shown in Tables 5 and 6:

**Table number (5): Cronbach's Alpha Coefficients**

Questionnaire Dimensions	Number of Items	Cronbach's Alpha Coefficient	Statistical Significance
Social Responsibility Dimension	20	0.89	Statistically Significant
Customer Loyalty Dimension	9	0.90	Statistically Significant

Source: Prepared by the researchers based on the outputs of (SPSS v 22)

It can be observed from Table (05) that the Cronbach's Alpha coefficient for the social responsibility dimension of the questionnaire is (0.89), and the Cronbach's Alpha coefficient for the customer loyalty dimension is (0.90). These are high values, indicating that the questionnaire has a high degree of reliability.

Table number (6): Calculating Reliability using the Split-Half Method

Questionnaire Dimensions	Number of Statements	Split-Half Correlation Coefficient	Statistical Significance
Social Responsibility Dimension	20	0.76	Statistically Significant
Customer Loyalty Dimension	09	0.85	Statistically Significant

Source: Prepared by the researchers based on the outputs of (SPSS v22)

From the results shown in Table (06), we observe that the split-half correlation coefficient for the Social Responsibility Dimension of the questionnaire is (0.76), and the split-half correlation coefficient for the Customer Loyalty Dimension of the questionnaire is (0.85). These are very acceptable values, indicating that the questionnaire has a high degree of reliability, which confirms the results obtained from calculating the Cronbach's Alpha coefficient.

3.6. Hypothesis Testing and Results Analysis:

To study the correlation between social responsibility and customer loyalty for Mobilis in the Wilaya of Oued, we calculated the Pearson correlation coefficient for the study variables' data. The results for the previously mentioned hypotheses are as follows:

3.6.1. Testing the Main Hypothesis:

The main hypothesis states that there is a correlation between Mobilis's social responsibility practices in the Wilaya of Oued and customer loyalty to Mobilis in the Wilaya of Oued. To verify this hypothesis, we calculate the Pearson correlation coefficient between the overall score of social responsibility and the overall score of customer loyalty. The results are as follows:

**Table number (7): Pearson Correlation Coefficient between Overall Social Responsibility Score and Overall Customer Loyalty Score**

Sample Size	Correlation Coefficient	Significance Level	Statistical Significance
100	0.61	0.01	Statistically Significant

Source: Prepared by the researchers based on the outputs of (SPSS v22)

From the table above, we observe that the correlation coefficient between the overall score of social responsibility and the overall score of customer loyalty is (0.61) at a significance level of (0.01). This is statistically acceptable and indicates a significant correlation between Mobilis's social responsibility and customer loyalty. Therefore, we can conclude that the main hypothesis is validated.

3.6.2. Testing the First Sub-Hypothesis:

The first sub-hypothesis states that there is a statistically significant correlation between the economic dimension of social responsibility and customer loyalty to Mobilis in the Wilaya of Oued. To verify this hypothesis, we calculate the Pearson correlation coefficient between the overall score of the economic dimension of social responsibility and the overall score of customer loyalty. The results are as follows:

Table number (8): Pearson Correlation Coefficient between Overall Score of the Economic Dimension of Social Responsibility and Overall Customer Loyalty Score

Sample Size	Correlation Coefficient	Significance Level	Statistical Significance
100	0.76	0.01	Statistically Significant

Source: Prepared by the researchers based on the outputs of (SPSS v22)

From the table above, we observe that the correlation coefficient between the overall score of the economic dimension of social responsibility and the overall score of customer loyalty is (0.76) at a significance level of (0.01). This is very statistically acceptable and indicates a high degree of correlation, demonstrating a statistically significant relationship between the economic dimension of social responsibility and customer loyalty to Mobilis in the Wilaya of Oued. Therefore, we can conclude that the first sub-hypothesis is validated.

3.6.3. Testing the Third Sub-Hypothesis:

The third sub-hypothesis states that there is a statistically significant correlation between the ethical dimension of social responsibility and customer loyalty to Mobilis in the Wilaya of Oued. To verify this hypothesis, we calculate the Pearson correlation coefficient between the overall score of the ethical dimension of social responsibility and the overall score of customer loyalty. The results are as follows:



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Table number (10): Pearson Correlation Coefficient between the Overall Score of the Ethical Dimension of Social Responsibility and the Overall Customer Loyalty Score

Sample Size	Correlation Coefficient	Significance Level	Statistical Significance
100	0.68	0.01	Statistically Significant

Source: Prepared by the researchers based on the outputs of (SPSS v22)

From the table above, we observe that the correlation coefficient between the overall score of the ethical dimension of social responsibility and the overall score of customer loyalty is (0.68) at a significance level of (0.01). This is very statistically acceptable and indicates a significant correlation between the ethical dimension of social responsibility and customer loyalty to Mobilis in the Wilaya of Oued. Therefore, we can conclude that the third sub-hypothesis is validated.

3.6.4. Testing the Fourth Sub-Hypothesis:

The fourth sub-hypothesis states that there is a statistically significant correlation between the philanthropic dimension of social responsibility and customer loyalty to Mobilis in the Wilaya of Oued. To verify this hypothesis, we calculate the Pearson correlation coefficient between the overall score of the philanthropic dimension of social responsibility and the overall score of customer loyalty. The results are as follows:

Table number (11): Pearson Correlation Coefficient between the Overall Score of the Philanthropic Dimension of Social Responsibility and the Overall Customer Loyalty Score

Sample Size	Correlation Coefficient	Significance Level	Statistical Significance
100	0.64	0.01	Statistically Significant

Source: Prepared by the researchers based on the outputs of (SPSS v22)

From the table above, we observe that the correlation coefficient between the overall score of the philanthropic dimension of social responsibility and the overall score of customer loyalty is (0.64) at a significance level of (0.01). This is very statistically acceptable and indicates a significant correlation between the philanthropic dimension of social responsibility and customer loyalty to Mobilis in the Wilaya of Oued. Therefore, we can conclude that the fourth sub-hypothesis is validated.

Conclusion:

Social responsibility has changed the concept that the goal of profit-oriented enterprises is solely financial gain. Instead, it has driven companies to provide all available resources and capabilities to serve the communities in which they operate. This elevates their status and ensures long-term sustainability. This is what all companies strive for amidst existing competition and what customers prefer from companies that attend to their concerns and living needs. Such attention helps cement the relationship between the



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company and the customer, thereby fostering customer loyalty to the services provided by the company. As an example, we studied the case of Mobilis Wireless Communications in the Wilaya of Oued, one of the leading companies in Algeria that aims to adopt social responsibility practices and integrate them into its business strategies to support the local community and enhance customer satisfaction and loyalty.

Based on the study problem and in response to the posed questions and hypotheses, to assess the social responsibility practices and their relation to customer loyalty for Mobilis in the Wilaya of Oued, the study reached the following conclusions:

- Social responsibility enables companies to build their image, enhance their reputation, and improve their financial position. It is considered a long-term investment that yields returns exceeding the costs of the company's social activities.
- With the increasing and changing needs and desires of customers, it was necessary to anticipate these needs to achieve customer loyalty. This requires adopting new marketing strategies to discover and meet new and diverse customer desires and achieve higher value, which ensures a degree of loyalty.
- There is a high level of social responsibility practices at Mobilis in the Wilaya of Oued from the perspective of its customers. This is due to the high performance of both the legal and ethical dimensions, as all statements recorded high mean values. This reflects Mobilis's commitment to legal issues and its adherence to the content of the subscription contract,

as well as respecting the prevailing ethical norms in Algerian society. On the other hand, the economic and philanthropic dimensions are achieved to a lesser extent, as a neutral statement was recorded for each, despite other statements showing high mean values. Mobilis is distinguished by extensive national coverage and offers reasonably priced services suitable for all societal groups. However, its internet service is relatively weaker compared to competing wireless networks (Ooredoo, Djezzy). Additionally, Mobilis participates in charitable events and initiates greetings on various religious and national occasions.

- There is a high level of customer loyalty to Mobilis in the Wilaya of Oued, with most statements showing high mean values. This is due to customers' commitment to their Mobilis SIM cards and their unwillingness to switch providers.
- There is a correlation between social responsibility at Mobilis and customer loyalty. The greater the adoption of social responsibility principles, the greater the customer loyalty achieved.
- There is a significant correlation between each dimension of social responsibility (economic, legal, ethical, and philanthropic) and customer loyalty to Mobilis.

Social responsibility plays a positive role in increasing customer loyalty through its dimensions: economic, legal, ethical, and philanthropic. All contribute to improving the company's image among customers, although the impact may vary from one dimension to another and from one company to another. However, it collectively increases the



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company's competitiveness and thus ensures its sustainability and success.

Recommendations:

- It is essential for the company to adopt a philosophy of social responsibility and integrate it into its marketing plans, ensuring monitoring and evaluation of its achievement of the set results.
- Social responsibility dimensions should be incorporated into the strategic mission and vision of Algerian economic institutions to build their image, improve their reputation, and enhance their financial position, thus achieving a competitive advantage that ensures customer loyalty.
- Intensify the activities carried out by Mobilis to implement social responsibility and contribute to local community development.
- Mobilis should adopt marketing strategies that enable it to attract and retain customers, achieving continuous loyalty.

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