
The Role of Corporate Social Responsibility in Enhancing Brand Loyalty Through Perceived Trust and Reputation in The Egyptian Hotel Industry

Shedid, Mahmoud Ragab Mohamed - Prof. Mohamed, Hany Essam Eldin

Hotel Management, Faculty of Tourism - Hotel Management, Faculty of Tourism and
and Hotel Management, Helwan University, Hotel Management, Helwan University,
Egypt Egypt

Associate Prof. Elziny, Mohammed N.

Hotel Management, Faculty of Tourism and Hospitality, King Salman International
University, Faculty of Tourism and Hotel Management, Helwan University

Abstract

This study explores the impact of Corporate Social Responsibility (CSR) activities on brand loyalty in the hotel industry. CSR refers to the voluntary integration of social and environmental concerns into business operations and stakeholder interactions. The research seeks to examine the influence of CSR activities on the hotel sector, identify the most impactful CSR attributes on brand loyalty, and assess how trust and reputation contribute to fostering loyalty. Additionally, it aims to evaluate whether increased investments in CSR initiatives by hotel directors can effectively strengthen brand loyalty. The study, which used descriptive statistical techniques and an analytical descriptive methodology, involved 556 hotel employees in total the results showed that CSR initiatives increased brand loyalty by having a favorable effect on trust and brand reputation.

The study also examined how CSR initiatives can support company expansion, sustainability, and the growth of emerging markets. It highlighted key CSR

Shedid, Mahmoud Ragab Mohamed

Mohamed, Hany Essam Eldin

Elziny, Mohammed N.

trends related to the environment, society, ethics, economy, and law, as well as their impact on hotel strategies.

The results provide valuable insights for hotel managers to optimize CSR investments and foster customer loyalty. Additionally, they recommend that hotel directors increase investments in CSR initiatives to effectively strengthen brand loyalty.

Key Words: Hotel Industry, Corporate Social Responsibility, Brand trust, Brand reputation, Brand loyalty.

Introduction

The hotel industry provides its patrons with lodging, food, and beverages as well as a clean, hygienic environment, is thought to be among the service industries seeing the fastest global growth (Kim et al., 2019). Moreover, hospitality gives a visitor a place to call home away from home (Ushakov et al., 2020). In areas experiencing increased tourism activity, a strong relationship is being developed to minimize environmental harm. Additionally, the hotel industry enforces stringent environmental protection measures, spanning from hotel construction to waste disposal. Another critical aspect of the process is the adoption of cutting-edge technologies to reduce operating costs (Tahiri et al., 2021). Despite being one of the largest industries, the hospitality sector is composed of a variety of smaller industries. In an extensive analysis of the challenges associated with defining hospitality, Legrand et al. (2022) highlight that scholars and industry professionals in the field still struggle to agree on the scope and exposure of the subject as a whole. Although

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most people associate the hospitality sector with hotels and restaurants, it is often closely linked to the tourism industry in common usage (Dogru et al., 2020).

One of the largest service sectors that caters to and accommodates customers from all walks of life is the hotel industry. It extends beyond simply providing travelers and those away from home with a place to stay. Malik (2020) also claimed that people around the world rely on the hotel sector not only for necessities related to food, entertainment, transportation, leisure, and business but also for their gaming needs (Ali, 2021). The primary factor that truly matters is the customer experience. Additionally, subdivisions of the hotel industry include lodging, food and beverage, transportation, tourism, and events, which often overlap and collaborate to create a comprehensive visitor experience (Reis, 2020). The origins of CSR are hundreds of years old; however, the early hints may be considerably earlier (Carroll, 2015). Kaittani (2023), however, credits Bowen, who published *Social Responsibilities of the Businessman* in 1953, as the originator of CSR, as executives were encouraged to consider their roles and the overall impact their companies have on society. This publication is also where the term "corporate responsibility" was first used in print. CSR refers to the duties placed on businesspeople to pursue strategies, make choices, or adopt courses of action that are desirable in light of the aims and values of our society (Ferrarini, 2021).

The concept of corporate social responsibility (CSR) was first introduced in the 1990s as a foundation for other ideas, such as stakeholder theory, sustainability, business ethics, and corporate citizenship. Additionally, most of the previously established frameworks were empirically evaluated throughout the 2000s, rather than new concepts being developed. This shift led to the most significant advancements in CSR during this period being related to business practices. As a result, CSR became one of the most prominent topics among

company managers, driven by decisions made by many new organizations to integrate CSR strategies into emerging business practices (Liakh & Spigarelli, 2020).

Companies participate in CSR as one of which are purely altruistic, including the potential benefits that could positively impact both the corporation and society (Ventura, 2022). Regardless of its name, the notion of CSR is likely to remain popular for some time, with growing acceptance on a global scale (Halkos & Nomikos, 2021).

Literature review

In the 21st century, CSR became widely accepted in the USA. Firms were under pressure because of claims that their methods were unorthodox, unsatisfactory, and detrimental to society. Due to this, antitrust laws, consumer protection organizations, and regulations grew. In addition to, due to social pressure on corporations, several business managers began to focus on socially responsible practices rather than just producing profits also CSR is one of the outstanding concepts in the world's contemporary management literature. Organizations are being driven to be more socially responsible in their practices due to societal agitation for a sustainable environment, the preservation of human rights, and safe business practices. CSR has become a new trend as a result of this (Ashraf & Sahni, 2024).

Corporate Social Responsibility (CSR) is defined as “active accountability that takes into account the expectations of the key stakeholders and stems from the company’s principles, goals, and operations.” It is predicated on economic, social, and environmental principles. Achieving voluntary, sustainable

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development inside businesses is the goal (Glonti et al., 2020). Moreover, Rodriguez-Gomez (2020) mentioned corporate social responsibility (CSR), which is the idea that businesses should voluntarily incorporate social and environmental concerns into their operations and interactions with stakeholders. In order to contribute to society, an organization has a responsibility to “maximize its beneficial effects and minimize its detrimental effects, with concern for society’s long-term needs and wants” (Masum et al., 2020).

According to Rouh and Signal (2020), CSR is the idea that businesses incorporate the demands of the environment and society into their operations and interactions with different stakeholders on an as-needed basis. Also, CSR is a phrase that refers to how businesses voluntarily incorporate social and environmental issues into their operations and interactions with stakeholders (Pucheta-Martínez et al., 2020).

Aspect of CSR

The Moral Management of Organizational Stakeholders," published in Business, states that CSR encompasses four forms of social responsibilities: economic, legal, ethical, and philanthropic (Carroll & A.B,2021). These four dimensions form a pyramid. It has been argued that while each of these elements has always existed to some extent, ethical and philanthropic duties have only recently gained significant attention. Additionally, economic entities are expected to provide goods and services to society (Adanma, 2021).

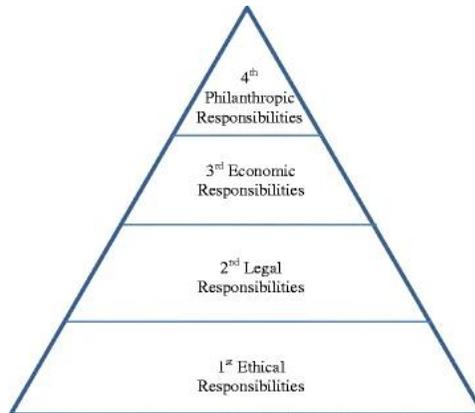


Fig 1. Carroll, B. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons*. Vol. 34, No. 4, pp. 39-48.

Reasons for a hotel to engage in CSR

(CSR) is becoming increasingly important to businesses, especially those in the hospitality industry (Achmad & Yuliana, 2022). CSR is more than just doing good things; it also has financial benefits and offers strategies for gaining respect from the public, the media, and customers. Consumers are loyal to reputable companies in addition to wanting to do business with them. In this way, companies expand their clientele while simultaneously serving the community and their customers (Fandos et al., 2020).

Many hotel chains, such as Marriott, Lancaster, and Apex, are successfully implementing various CSR policies, programs, and initiatives (Hassanien et al., 2019). Approximately 275 Marriott hotels and properties have received the Energy Star Label from the Environmental Protection Agency, making them eco-friendly lodging options (Tudor & Dutra, 2021). The Lancaster Hotel, which won the Silver Green Tourism for London Award, has its own 'green

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team' that researches and recommends ways to reduce waste and carbon emissions. Many hotels fulfill their corporate social responsibility by reusing cooking oil. For example, the UK began converting cooking oil into biodiesel, and it still uses that oil to power its cars today (Deba et al., 2015).

An overview of brand loyalty

Brand loyalty can be characterized as an important element of company strategy for achieving long-term success in the hospitality industry (Sadat et al., 2014). The largest international hotel chains focus on building a brand-based competitive advantage and give careful consideration to brand marketing and management. This is due to the increasing demand from customers for branded experiences, along with their growing diversity of preferences. Additionally, the global growth of the hotel industry and heightened competitiveness necessitate the introduction of new hotel brands, the expansion of existing ones, and the development of new properties under these brands (Mahasuweerachai, 2015).

Behavioral, attitudinal, and multidimensional approaches are used to analyze brand loyalty. In the behavioral approach, brand loyalty is linked to repeat transactions; in the attitudinal approach, it is associated with the consumer's preferences, commitment, or purchase intentions. In this context, a brand-loyal consumer is likely to favor a particular brand and intend to purchase it in the future. In the multidimensional approach, brand loyalty should be distinguished from simple repetition of purchasing behavior (Bennett, 2002).

The importance of brand loyalty

Because of the advantages associated with repeat customers, brand loyalty has recently received attention as a crucial component of marketing strategy. Additionally, it serves as a key indicator of brand marketing effectiveness and a rough gauge of brand equity (Huo et al., 2022). Furthermore, a brand's long-

term success is based on the number of consumers who become regular buyers of the product, rather than the number of consumers who purchase it only once (Dawes et al., 2021). Building brand loyalty has been a top priority for marketers for decades due to its significance, and there is a wealth of literature on the subject. However, the literature has discussed the meaning and content of loyalty in various ways and for different objectives (Parris & Guzman, 2023).

The relationship between CSR and loyalty

Sun et al. (2020) assert that enterprises should concentrate on starting and maintaining CSR activities, as these have been recognized as a beneficial instrument in this concern for developing customer loyalty in the current market environment. However, it is still not well understood how CSR and consumer loyalty are related. Additionally, a direct correlation between CSR and client loyalty has been studied. Customer loyalty is viewed as a key component, and in order to foster it, businesses must be persuaded to utilize their socially responsible actions as a marketing weapon. Additionally, they assessed the relationship between CSR and consumer loyalty in the mobile phone sector, both directly and indirectly (Islam et al., 2021).

Contini et al. (2020) mentioned that CSR has been found to influence consumer loyalty indirectly and this relationship is not consistent in all cases. On the other hand, research by Iglesias et al. (2020) has shown a positive connection between CSR and consumer loyalty. They argue that businesses can leverage

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CSR activities as a marketing tool to enhance consumer loyalty and strengthen their brand reputation.

According to Glaveli (2021), both internal and external customers have a good relationship with CSR and customer loyalty. examined the effect of CSR on customer loyalty in his study, which included 800 customers from Spain, and concluded that social responsibility had an impact on loyalty and the relationship would promote consumer satisfaction, which would not only improve business performance but also keep its stability, according to the study. This company's strong and positive reputation can give it a competitive edge in the market. In the same vein, other scholars have emphasized the significance of a company's social behavior-related image to forge a strong and favorable link in the minds of customers (Ghorbanzadeh, 2024).

Trust and reputation for building brand loyalty

"Trust is the foundation of reliability and acting in the partner's best interests when building a relationship. Customers feel more comfortable working with reliable vendors, and their confidence in a vendor's performance is closely correlated with a focus on long-term relationships (Feltman, 2024). Research indicates that when two parties trust each other, they are more likely to exhibit constructive behavioral intentions. Similarly, if consumers trust a brand, they are more inclined to develop favorable purchasing intentions toward it (Lăzăroiu et al., 2020). Moreover, the technological revolution has heightened the importance of trust in understanding corporate behavior. Trust has been shown to significantly influence relationship commitment and consumer loyalty (Ozdemir et al., 2020).

The relationship between CSR and Trust

According to Glaveli (2021), customer trust is defined as the belief that the supplier of the good or service can be relied upon to behave in the long-term best interests of the customers Scholarly research indicates that trust is

essential for the establishment and sustenance of long-term client relationships, especially in service industries (Augustine et al., 2023). As stated by Arslan (2020), "you must first gain the trust of customers in order to gain their loyalty" and Alam et al. (2021) state that trust is essential to comprehending customer loyalty. Empirical research has demonstrated that trust plays a crucial mediating role between corporate practices and customer loyalty, reinforcing the relationship marketing hypothesis, which is well-supported in the marketing literature. Additionally, in the hospitality sector, relationships are best built on a foundation of trust, and many scholars have examined its impact on hotel loyalty (Li et al., 2020).

It pertains to the customer's trust in the hotel's facilities, the competence and expertise of the staff, and the hotel's ability to provide the expected services and information during the guest's stay (Elziny & El-Kafy, 2020). It also refers to the client's reliance on the hotel's care, integrity, and goodwill. When a customer trusts a hotel, they are confident that the hotel will act not only competently and reliably but also with a focus on their best interests and well-being (Wang et al., 2014).

Brand reputation concept

For the reasons that it fosters public trust, reduces stakeholder uncertainty about future performance, and instills in the public the expectation that excellence in goods and services will be rewarded, reputation is regarded as an organization's most important asset (Baruah & Panda, 2020). Corporate reputation can be defined as the collective judgment that all stakeholders make about an organization's dependability and character, which influences their decision to trust and support it. A strong corporate reputation wins over

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stakeholders' trust and inspires their continued commitment to ensuring the organization's long-term sustainability (Le, 2023).

The relationship between CSR and reputation

According to Mabkhot & Piaralal (2023), stated that strong vendor requirements and independent monitoring aid in enhancing a company's reputation and brand value, two of its most important assets. One example of a CSR endeavor meant to improve reputation and credibility is marketing. Cause marketing is a strategy that emphasizes the positive aspects of a product while also connecting its benefits to requests for charitable contributions. Zhang et al. (2020) note that the benefits of this strategy include boosting sales and improving consumer perceptions of the brand and the product. By employing cause marketing, businesses can demonstrate how they meet the needs of various societal stakeholders while also pursuing their financial goals (Al-Shammari, 2022).

CSR practice that tries to improve a company's legitimacy and reputation is corporate philanthropy. Corporate philanthropy could serve as a vehicle for legitimization. They contend that some businesses utilize charitable donations as a way to increase their credibility when they have poor social performance in the areas of environmental challenges and product safety (Harrison et al., 2022). Businesses can utilize philanthropy to increase their legitimacy by handling local needs and building relationships with the community by disclosing data about their actions related to various social and environmental challenges, corporations can also seek to improve their credibility and reputation (Caputo et al., 2023).

Research methodology

This study employed a quantitative research approach with a descriptive research design, which was adapted and revised from the works of Wong & Kim (2020), Martínez et al. (2014), Mariño-Romero et al. (2020), Martínez &

Rodríguez Del Bosque (2013), Verhoef et al. (2002), and Herrera & Díaz (2008).

Research design

Research designs vary depending on the project (Denzin & Lincoln, 2011; Saunders et al., 2003). Research design, according to Robson (2002), is the process of turning research questions into a research project. The lack of a universal method for segmenting social research into phases is acknowledged (Moussa et al., 2017). Therefore, in accordance with the nature of the current research, this requires substantial, detailed information on the essential success factors to achieve the aim.

Population and Sampling

The investigation was carried out with a random sample in a hotel in Cairo. 600 questionnaires about customers' brand loyalty through trust and CSR implementation at hotels were distributed in July 2024. 556 questionnaires were returned, with zero invalids (representing a 100% percent response rate).(See Table 1).

Table 1: customers' response rate					
Code	Distributed No.	Returned	Response Rate		Valid Percentage
			Valid	Invalid	
H01	50	48	48	0	100%
H02	50	47	47	0	100%
H03	50	48	48	0	100%
H04	50	49	49	0	100%

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H05	50	48	48	0	100%
H06	50	44	44	0	100%
H07	50	45	45	0	100%
H08	50	45	45	0	100%
H09	50	45	45	0	100%
H010	50	45	45	0	100%
H011	50	48	48	0	100%
H012	50	44	44	0	100%
Total	600	556	556	0	100%

Data analysis methods

Version 20 of SPSS was employed to conduct the descriptive study. Furthermore, the measuring model of brand loyalty and CSR was tested using structural equation modeling (SEM) and AMOS 4. Additionally, goodness-of-fit techniques were employed to evaluate the structural fit of the suggested model, and the quantitative information utilized in the study, such as the questionnaire survey were assessed using the survey questionnaire. Initially, the data completeness was verified because, according to Blumberg et al., (2014), a questionnaire form shouldn't be included in the data collection if 25% of the questions are left unanswered. Upon examination, it was concluded that every completed survey was appropriate for examination. Secondly, each questionnaire item was given a unique code, which was used to code the data. Third, descriptive statistics like frequencies, percentages, means, and rankings were produced when the data were entered into the SPSS program to help the researcher interpret the information.

Survey Instrument

This study employed quantitative research approach towards descriptive research design which was adapted and revised from (Wong & Kim, 2020; proposed by Martínez et al., 2014; Mariño-Romero et al., 2020; Martínez & Rodríguez Del Bosque, 2013; Mariño-Romero et al., 2020; Verhoef et al., 2002; Herrera & Díaz, 2008). Table 2 shows the questionnaire items as well as the sources. The questionnaire items were discussed and adjusted with faculty members from the tourism and hotel departments. The final version of the

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questionnaire was divided into five main sections: Personal Data, Corporate Social Responsibility, Brand Trust, Brand Reputation, and Brand Loyalty. Employees were asked to rate thirty-five items on a five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), regarding factors that examine the role of Corporate Social Responsibility (CSR) in enhancing brand loyalty through perceived trust and reputation in the hotel industry. The central question was: To what extent do you agree or disagree with each item? The 35 items are divided into five variables: Corporate Social Responsibility (twenty items), Brand Trust (six items), Brand Reputation (four items), and Brand Loyalty (five items). Finally, the questionnaire includes a section asking employees for profile information.

The descriptive analysis was conducted using SPSS version 20, while Structural Equation Modeling (SEM) was employed to evaluate the measurement model of safety culture and employees' safe behavior using AMOS 4. AMOS were used to analyse the quantitative data, facilitating data screening, editing, entering, coding, classifying, and producing descriptive and inferential statistics for the results. Additionally, goodness-of-fit measures were applied to assess the structural fit of the proposed model. The final items of the questionnaire are presented in Table 2.

Variable	Code	Measure	Source
Social/ Philanthropic responsibility	SPHR1	Our hotel allocates its resources for charity activities.	(Wong & Kim, 2020)
	SPHR2	Our hotel improves the welfare of the community.	
	SPHR3	Our hotel participates in community services and volunteerism.	
	SPHR4	Our hotel uses local materials/products (e.g., food, flowers, furniture).	
Ethical responsibility	ER1	Our hotel commits to well-defined ethics and principles.	(Wong & Kim, 2020)
	ER2	Our hotel confidentially protects employees who report misconducts to the hotel (e.g., stealing, sexual harassment).	
	ER3	Our hotel offers equal opportunities (e.g., promotion, hiring).	
	ER4	Our hotel follows codes of conduct.	
	ER5	Employees at our hotel have access to best practices and ethical studies.	

	ER6	Customer satisfaction at our hotel is a key indicator of our company's performance.	
	ER7	Customer satisfaction at our hotel is a key indicator of our company's performance.	
Legal responsibility	LR1	Our hotel makes sure that staff members may do their duties in accordance with the legal requirements.	(Wong & Kim, 2020)
	LR2	All employment and benefit regulations are followed by our hotel.	
	LR3	Legal requirements for goods and services are met by our hotel.	
	LR4	Internal policies are put in place by our hotel to stop prejudice.	
	LR5	Our hotel makes sure that staff members may do their duties in accordance with the legal requirements.	
Economic responsibility	ER1	Our hotel gains more financial advantages.	(Mariño-Romero et al., 2020)
	ER2	Our hotel strives for sustained prosperity.	
	ER3	Our hotel achieves better outcomes.	
	ER4	We make sure our hotel survives.	
Brand trust	BT1	One of the services offered by our hotel creates a feeling of security.	Mariño-Romero et al., 2020)
	BT2	High-quality services are available at our hotel.	
	BT3	Our hotel offers top-notch services that are guaranteed.	
	BT4	Our hotel has a keen interest in its customers.	
	BT5	Our hotel treats its customers with honesty.	
	BT6	Our hotel honors its commitments.	
Brand reputation	BR1	The hotel we operate is a renowned facility.	Mariño-Romero et al., 2020)
	BR2	Our hotel enjoys a well-deserved reputation.	
	BR3	Our hotel is a highly regarded facility.	
	BR4	Our hotel is an esteemed facility.	
Brand loyalty	BL1	When it comes to places to stay, our customers prioritize our hotel.	(Mariño-Romero et al., 2020)
	BL2	Our customers wouldn't consider booking a stay at one of the rival hotels.	
	BL3	Our customers said they plan to stay at our hotel again in the upcoming years.	
	BL4	Typically, our customers suggest our hotel.	
	BL5	Positive remarks are typically posted online by our customers.	

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Results

Personal profile

Table 3. Profile of respondents (N= 556).

Demographic data		Frequency	%
Age	Less than 20	43	7.7
	20 up to 30	222	39.9
	31 up to 40	233	41.9
	More than 40	58	10.4
Gender	Male	452	81.3
	Female	104	18.7
Educational level	Elementary School	43	7.7
	High School	134	24.1
	University	251	45.1
	Post Graduate	128	23.0
Department	Rooms	74	13.3
	F&B	200	36.0
	Sales & Marketing	107	19.2
	Human Resources	125	22.5
	Maintenance	48	8.6
	Other	2	.4
Experience	1 up to 5	164	29.5
	6 up to 10	261	46.9
	11 up to 15	131	23.6 %

Table 3 highlights the demographic profile of the respondents. The largest age group was 31–40 years (41.9%, n=233), followed by 20–30 years (39.9%, n=222), over 40 years (10.4%, n=58), and under 20 years (7.7%, n=43). Males constituted the majority (81.3%, n=452), likely due to labor laws restricting females to morning shifts, while females accounted for 18.7% (n=104). In terms of education, most respondents held a university degree (45.1%, n=251), followed by high school graduates (24.1%, n=134) and postgraduate degree holders (23%, n=128). The lowest category was elementary education (7.7%, n=43). Regarding departmental representation, Food and Beverage (F&B) had

the highest participation (36%, n=200), followed by Human Resources (22.5%, n=125), Sales and Marketing (19.2%, n=107), Rooms Division (13.3%, n=74), Maintenance (8.6%, n=48), and Other (0.4%, n=2). Experience levels showed that 6–10 years of experience was most common (46.9%, n=261), followed by 1–5 years (29.5%, n=164) and 11–15 years (23.6%, n=131).

Analysis of measurement model

Modeling, path analysis, and confirmatory factor analysis is referred to as covariance or causal modeling software. Initially, Confirmatory Factor Analysis (CFA) was used to test the measurement model of safety culture behavior. Subsequently, Cronbach's α and composite reliability (CR) were employed to assess the reliability of the constructs.

Confirmatory factor analysis (CFA)

Table 4. Factor loadings, validity analysis, and reliability test of the measurement model.

Construct	Factor loading	CR	α	AVE
1- Social/Philanthropic responsibility		.809	.808	.515
SPHR1	.710			
SPHR2	.759			
SPHR3	.722			
SPHR4	.678			
2-Ethical responsibility		.911	.911	.595
ER1	.772			
ER 2	.788			
ER 3	.769			
ER 4	.788			
ER 5	.761			
ER 6	.762			
ER 7	.757			

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3- Legal responsibility		.891	.890	.621
LR1	.821			
LR 2	.762			
LR 3	.838			
LR4	.779			
LR5	.737			
4- Economic responsibility		.853	.853	.592
EcoR1	.749			
EcoR2	.785			
EcoR3	.764			
EcoR4	.780			
5- Brand trust.		.914	.913	.639
BT 1	.833			
BT 2	.747			
BT 3	.812			
BT 4	.812			
BT 5	.806			
BT 6	.784			
6- Brand reputation.		.873	.872	.631
BR 1	.775			
BR2	.795			
BR 3	.799			
BR4	.809			
7-Brand loyalty		.899	.898	.641
BL1	.790			
BL2	.779			
BL3	.789			
BL4	.831			
BL5	.813			

A confirmatory factor analysis (CFA) was conducted to assess the validity and reliability of the components. Table 3 presents the structural model results and factor loadings, indicating a good fit for the initial model. The analysis yielded overall fit indices that met acceptable thresholds, with $\chi^2 = 1093.241$ (539 degrees of freedom), $p < .0001$, and $\chi^2/df = 2.28$ (<3 , Hair et al., 2012). Key indices such as NFI (0.925), RFI (0.917), CFI (0.960), IFI (0.960), and TLI

(0.956) all exceeded the minimum value of 0.90, confirming a good model fit (Tucker & Lewis, 1973; Hu & Bentler, 1999). Additionally, the root mean square error of approximation (RMSEA) was 0.043 (<0.08, Arbuckle et al., 2013), further supporting the model's adequacy.

The data is deemed acceptable and reliable based on the lowest Cronbach's Alpha and construct reliability values of 0.768, as indicated by the CFA results shown in Table 3. This is done to verify the validity of the survey scale responses from customers (Plummer & Armitage, 2007). CR and AVE were also used to measure convergent validity. Additionally, sufficient convergent validity was demonstrated by the CR and AVE indices, which were above the minimum permitted level. However, to ensure discriminate validity, the squared correlation of each pair of constructs and the AVE of each research construct were assessed (see Table 4). There are certain common points of convergence and an acceptable degree of internal consistency among the measurements (Harris & Jones, 2010).

Structural model and hypotheses testing

Table 4. Standardized parameter estimates of the structural mode.

H	Path		Beta coefficients (β)	t-values	Results
H1	Social /Philanthropic responsibility	Brand trust	.132	5.590***	Supported
H2	Ethical responsibility	Brand trust	.120	5.054***	Supported
H3	Legal responsibility	Brand trust	.107	4.489***	Supported
H4	Economic responsibility	Brand trust	.612	25.129** *	Supported

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H5	Social /Philanthropic responsibility	Brand reputation	.103	4.002***	Supported
H6	Ethical responsibility	Brand reputation	.219	8.484***	Supported
H7	Legal responsibility	Brand reputation	.080	3.093	Rejected
H8	Economic responsibility	Brand reputation	.459	17.375** *	Supported
H9	Brand trust	Brand loyalty	.416	12.914** *	Supported
H10	Brand reputation	Brand loyalty	.468	13.682** *	Supported

*Absolute t-value > 1.96, p< 0.05; **Absolute t-value > 2.58, p< 0.01; ***Absolute t-value > 3.29, p< 0.001.

Table 4 presents the analysis of proposed associations using standardized path coefficients (β). The findings indicate strong support for the relationships between CSR and brand trust across social, ethical, legal, and economic dimensions, as reflected in the following results: H1 ($\beta = 0.132$, $t = 5.590$), H2 ($\beta = 0.120$, $t = 5.054$), H3 ($\beta = 0.107$, $t = 4.489$), and H4 ($\beta = 0.612$, $t = 25.129$). Similarly, CSR's impact on brand reputation was supported for the social, ethical, and economic dimensions: H5 ($\beta = 0.103$, $t = 4.002$), H6 ($\beta = 0.219$, $t = 8.484$), and H8 ($\beta = 0.459$, $t = 17.375$). However, H7 ($\beta = 0.080$, $t = 3.093$) showed no significant relationship with brand reputation. Additionally, the results demonstrate a strong positive relationship between brand trust, brand reputation, and brand loyalty, as shown in H9 ($\beta = 0.416$, $t = 12.914$) and H10 ($\beta = 0.468$, $t = 13.682$). Notably, brand reputation exhibited a greater influence on brand loyalty than brand trust.

Discussion and implications

Using a model adapted from Wong & Kim (2020) and Mariño-Romero et al. (2020), this study investigates the role of CSR in fostering brand loyalty within the hotel industry. The model identifies four essential CSR success elements: Social/Philanthropic Responsibility (SPHR), Ethical Responsibility (ER), Economic Responsibility (ECOR), and Legal Responsibility (LR).

Additionally, it incorporates three key variables: Brand Trust (BT), Brand Reputation (BR), and Brand Loyalty (BL), emphasizing their interconnected roles in mediating the relationship between CSR and customer loyalty.

The model findings supported H1, H2, H3, and H4, demonstrating that social responsibility, economic responsibility, legal responsibility, and ethical responsibility significantly contribute to enhancing brand trust. These relationships were measured using standardized path coefficients (β) and t-values, confirming the statistical significance of the associations.

The results revealed positive correlations between CSR dimensions and brand trust, with the strongest influence observed for economic responsibility ($\beta = 0.612$, $t = 25.129$). This was followed by social responsibility ($\beta = 0.132$, $t = 5.590$), ethical responsibility ($\beta = 0.120$, $t = 5.054$), and legal responsibility ($\beta = 0.107$, $t = 4.489$). These findings align with hypotheses H1, H2, H3, and H4, which posited that CSR dimensions positively impact brand trust.

The study further highlights the mediating roles of trust and reputation in the relationship between CSR and brand loyalty. By incorporating social exchange theories and social identity variables, this research extends the understanding of how CSR attributes influence customer loyalty, distinguishing itself from prior studies that often overlooked these mediating factors. The analysis underscores the pathway from CSR dimensions to customer loyalty via trust and reputation, aligning with the social identity perspective on brand loyalty (Hu et al., 2020).

The research findings indicate that there is a statistically significant correlation between CSR (social, ethical, economic, legal) and brand trust in hotel

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industry. This could be because different hotel uses different CSR activities to gain trust.

Secondly, the model indicated Supported for H5, H6 and H8 which suggests that social responsibility, economic, and ethical can be leveraged to increase brand reputation and all these hypotheses are supported by trust which meaning that trust and reputation are two factors affected by CSR attributes: social, ethical and economic.

Thirdly, the H7 model was not supported, indicating that legal responsibility does not significantly influence brand reputation. From a scholarly perspective, this may be because hotel managers prioritize philanthropic and social initiatives over legal compliance to enhance their brand reputation. These activities are often leveraged as marketing tools to promote their hotel chains, ultimately driving higher sales and profitability. Legal responsibility, while important, may be perceived as a baseline requirement rather than a strategic differentiator, explaining its limited impact on brand reputation.

Furthermore, H9 and H10 indicate that in the hotel industry, there is a strong positive correlation between brand reputation and brand trust in gaining brand loyalty, as these two factors were strongly supported in relation to loyalty. This finding agrees with the idea that maintaining a positive reputation is still a significant advantage that impacts practically all facets of organizational performance. Programs for corporate social responsibility have been said to be an effective way to boost a company's reputation. Islam et al. (2021) stated that businesses can grow their clientele, attract new clients, increase shareholder value, and forge stronger bonds with their communities by establishing strong CSR programs. A company can also gain a competitive edge by attracting more devoted clients due to its favorable reputation. Employees also indicate a preference for working for socially responsible organizations, in addition to CSR initiatives enhancing a firm's ability to attract new clients and investors

(Tao & Zhao, 2023). According to Ngoc & Tien (2021), strong vendor requirements and independent monitoring help enhance a company's reputation and brand value, two of its most important assets. One example of a CSR initiative aimed at improving reputation and credibility is marketing. Cause marketing is a strategy that highlights the positive aspects of a product while also linking its benefits to requests for charitable contributions (Zhang et al., 2020).

Limitations and future research

Although the findings discussed provided meaningful managerial implications for managers of hotels, this research has only one limitation: it explored the role of corporate social responsibility in enhancing brand loyalty through perceived trust and reputation in the hotel industry in Greater Cairo. The experimental work of this study was conducted through a questionnaire survey, investigating twelve hotels in Cairo and 556 hotel employees across different departments. This study, as one of the few that investigated the factors affecting brand loyalty and trust through the implementation of CSR, suggests opportunities for future research, such as investigating the factors affecting brand image to promote CSR implementation in various other hospitality industry sectors, such as restaurants, companies, banks, factories, and cafés.

It is worthwhile to concentrate on hotels and restaurants implementing CSR in different towns in future research. In addition to the shortcomings of the instrument, this study employed a questionnaire survey. Future research could utilize other quantitative methods, such as focus groups. Since the sampling for this study was a small proportion of employees, more research with a larger sample size, including customers, would be required to ensure the appropriate

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generalization of the study's findings. Despite these limitations, this study has practical implications for hospitality scholars.

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Mohamed, Hany Essam Eldin

Elziny, Mohammed N.

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دور المسؤولية الاجتماعية في تعزيز ولاء العلامة التجارية من خلال الثقة والسمعة المتصورة في صناعة الفنادق

المقدمة:

يشار الى المسؤولية الاجتماعية للشركات (CSR) على أنها مفهوم تدمج فيه الشركات الاهتمامات الاجتماعية والبيئية في عملياتها التجارية وفي تفاعلها مع أصحاب المصلحة على أساس تطوعي. يمكن تلخيص الأهداف الأساسية للدراسة في تحديد كيفية تأثير أنشطة المسؤولية الاجتماعية للشركات على الولاء للعلامة التجارية عند اكتساب الثقة والسمعة وتحديد مدى تأثير عوامل أنشطة المسؤولية الاجتماعية للشركات على الولاء حيث شارك ٥٥٦ موظفاً في الفنادق في البحث الميداني والذي تم إجراءه باستخدام منهجية وصفية تحليلية. وتم استخدام الأساليب الإحصائية الوصفية لتحليل البيانات المقدمة بالإضافة إلى ذلك، حددت هذه الدراسة ما إذا كان بإمكان الفنادق استخدام أنشطة المسؤولية الاجتماعية للشركات لتحقيق الاستدامة ونمو الأعمال، ويمكن للاقتصادات النامية أن تناقش أيضاً الاتجاهات الناشئة في المسؤولية الاجتماعية للشركات بما في ذلك الاتجاهات البيئية والاجتماعية والأخلاقية والاقتصادية والقانونية بما في ذلك كيفية تشكيل استراتيجيات الفنادق.

كان الغرض من هذه الدراسة هو القاء الضوء على دور المسؤولية الاجتماعية للشركات في تعزيز الولاء للعلامة التجارية من خلال الثقة والسمعة المتصورة في صناعة الفنادق. الهدف من هذه الدراسة هو قياس مدى تأثير أنشطة المسؤولية الاجتماعية للشركات على الثقة وسمعة العلامة التجارية من أجل تعزيز الولاء للعلامة التجارية وتوفير رؤى كبيرة لمديري الفنادق لتقييم الاستثمارات في أنشطة المسؤولية الاجتماعية للشركات في زيادة الولاء لسلاسل الفنادق الخاصة بهم. تظهر النتائج أيضاً ما هي السمة الأكثر فعالية من تأثير أنشطة المسؤولية الاجتماعية للشركات التي تؤثر على الولاء للعلامة التجارية في صناعة الفنادق.