

NAME-LAST NAME AUTHOR: N. TUĞÇE SARAÇOĞLU

**THE IMPACTS OF FIRM'S CORPORATE SOCIAL RESPONSIBILITY
APPLICATIONS ON CUSTOMER TRUST, CUSTOMER LOYALTY AND
FIRM IMAGE: AN APPLICATION AT HOTEL FIRMS**

ABSTRACT

The aim of this study is to evaluate whether corporate social responsibility increase customer trust, customer loyalty and firm image at 4 and 5 stars hotels in Kuşadası Region. A face-to-face survey was conducted on 271 customer at 6 hotels in Kuşadası Region. The results of the study were carried out percentage-frequency, factor analysis, correlation and regression among corporate social responsibility, customer loyalty, customer trust and firm image. As a result of the factor analysis about perceived social responsibility of customer, three factor groups, which are customer loyalty, customer trust and firm image, have been emerged.

There is a meaningful result in consequence of correlation analysis for evaluating whether these hotel firms, increase customer trust, customer loyalty and firm image by applying corporate social responsibility. In case corporate social responsibility is applied, the increase of customer loyalty, customer trust and firm image has been observed.

KEYWORDS

Corporate social responsibility, customer loyalty, customer trust, company image.