

# A Study of the Relationship among Corporate Social Responsibility, Customer Satisfaction and Loyalty

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## Abstract

Corporate social responsibility refers to corporate regard social as the moral behavior, not just shareholders, in particular an enterprise need to operate in the interest of all stakeholders of the person concerned responsible. In order to enhance the market competitiveness and create more high value-added, the idea of fulfilling their social responsibility for the purpose of create competitive advantage will be the best tool. Within homogeneous products, similar price and inter-brands consumer behavior, the corporate social responsibility will be the last major segment and the consumer's only choice. This research is intended to consumer's perspectives to explore the vocational training institutions to provide vocational training and conduct of corporate social responsibility, the influence between satisfaction and loyalty of their services about consumers. Based on the research, the study highly recommends that vocational training institutions could provide further training and the conducting of corporate social responsibility. There is one purpose for this research. That is to offer the

provision of vocational training institutions to fulfill their social responsibilities under specific recommendations.

Keyword : ocial Responsibility , Customer Satisfaction, Loyalty