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THE CORPORATE SOCIAL RESPONSIBILITY AND ITS IMPACT ON THE CUSTOMER SATISFACTION: A CASE STUDY OF A SAMPLE OF MOBILE PHONE USERS IN ALGERIA

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ABSTRACT

This study aims at highlighting the various social aspects regarding some issues related to social responsibility which in turn aimed at preserving the safety of society, customers and the environment in general. This led the institutions to rethink their social and environmental performance in order to satisfy the needs of society. Therefore, this type of responsibility entails the service organization carrying out a set of social processes that involve the exchange of both the social return and cost between the institution and society. This is an evidence of the efforts exerted by the mobile phone companies in Algeria to upgrade the marketing dimensions of social responsibility such as the concern for society and customers as well as protecting the available environmental resources. This study used a non-random sample of customers of mobile phone companies in Algeria, specifically in the state of Jijel. The analysis of the results was based on 120 distributed survey lists.

Introduction.

The emergence of interest in the social aspect of institutions coincided with the evolution of marketing concepts, particularly within the framework of integrated marketing thought. This shift was characterized by the inclusion of political, non-profit, and social marketing, emphasizing societal welfare and environmental protection. Criticism of traditional marketing for neglecting social and ethical considerations prompted a renewed focus on social responsibility within modern marketing concepts. As a result, marketing is now viewed as a process that integrates institutional services with societal behavior while prioritizing customer needs without adverse effects on society.

The environment of service institutions has witnessed rapid and radical developments, as society no longer looks at institutions in a traditional way that focuses on the economic aspects only (producing goods and services of a certain quality or specific prices). Rather, the society's perspective began to take on new,

more complex dimensions, considering the institution as a part of the society as a whole. It must participate in it and bear responsibility towards it.

Based on this, the study is guided by the following hypotheses:
1. There is no statistically significant relationship between the interest of the institutions under study in community issues and customer satisfaction.
2. There is no statistically significant relationship between the interest of the institutions under study in protecting the customer and achieving his satisfaction.
3. There is no statistically significant relationship between the interest of the institutions under study in protecting the environment and customer satisfaction.

Research Question:
- To what extent does the service organization's adoption of social responsibility practices influence customer satisfaction?

0.1 Methodology of Study

The methodology involved assessing questionnaire validity through the Coefficient Alpha Cronbach, ensuring internal consistency and stability. With a reliability coefficient of 0.67, the research tool was deemed suitable for analysis. Subsequently, the study analyzed sample characteristics and examined statements regarding corporate social responsibility and its impact on customer satisfaction.

Validity of the Questionnaire

The Coefficient Alpha Cronbach was used to measure the internal consistency of the questions and verify their stability, as well as the possibility of relying on the scale and this through examining the consistency and stability of the results obtained by using it. The validity coefficient was calculated by taking the square root of the stability coefficient. The results of the statistical stability test for the study variables of the sample of (120) individuals are shown in the following:

Table 1. The stability coefficient Cronbach alpha

Variables of the study	Number of statements	Stability coefficient Cronbach's alpha	Validity coefficient
Corporate social responsibility towards society, customers and the environment	22	0.67	0.81

Source: prepared by the researchers (depending on the results of the questionnaire obtained by the statistical data analysis tool SPSS).

From the previous table, we note that the reliability coefficient of the research tool was (0.67).It is a high coefficient and suitable forth research purposes which indicates the internal stability of the survey questions at the level of the study as a whole .This means that the questions posed to the study sample were understandable and clear. Thus, we have made sure of the stability of the research tool, and which makes us fully confident in its validity in analyzing the results.

0.2 Theoretical framework

The concept of corporate social responsibility (CSR) has evolved since the 1950s, gaining significance in the 1970s and expanding in the 2000s to include societal aspects(Mourad, 2005, pp. 3-4). Organizations now focus on CSR not only for ethical reasons but also as a business strategy to enhance reputation and sustainability(Jucan & Jucan Mihaela, 2010). CSR plays a crucial role in environmental management by integrating eco-friendly policies and ensuring compliance with regulations(Stephen & al, 2012, p. 02). Customer awareness of CSR varies across cultures, economic conditions, and environmental concerns, influencing corporate strategies(Irina, Irina, & Svetlana, 2021). Carroll's CSR pyramid highlights four dimensions(Philip & Gary, 2007, p. 1126): economic, legal, ethical, and philanthropic responsibilities. Businesses must balance profitability with social and environmental commitments. CSR-driven environmental initiatives improve corporate image and stakeholder trust(John, 2000). Sustainable practices contribute to long-term organizational success(Wołczek, 2014). Effective CSR policies require leadership commitment and

integration into corporate culture(Iryna, Nadiia, & Agnieszka, 2023). The study's practical part will analyze relationships between CSR and business performance using a theoretical model.

Property rights and social justice	- living conditions - common rules of society - Community employment opportunities - Social sharing - Prevention and health care	The level of social contact
- Social and financial resources -The political environment -The economic and technical systems		

Fig. 1. Illustrates the social environment model
Source: (Laurie M & al, 2003, p. 13)

The charitable (human dimension)
acting as a good person who contributes in enhancing theresources in society and improving the quality of life.

The ethical dimension
the organization involves the ethical aspect in its decisions so that it works in a correct fair way.

The legal dimension
obedience to the law, which reflectswhat is right or wrong in society. It represents the basic rules of work.

The economic dimension
the organization achieve a return, and this represents a basic rule for meeting other requirements.

Fig. 2. The Carroll pyramid illustrates the dimensions of social responsibility
Source:(Najeb, 2017)

Corporate social responsibility
- Protecting the environnement trend
- Customers' trend
  - Customer satisfaction
- Society trend

Fig. 3. Demonstrate a theoretical model for the study.

1. Presenting and analyzing the results of the study

The study yielded significant findings from both theoretical and field investigations. The field study revealed an above-average level of social responsibility in mobile phone companies, part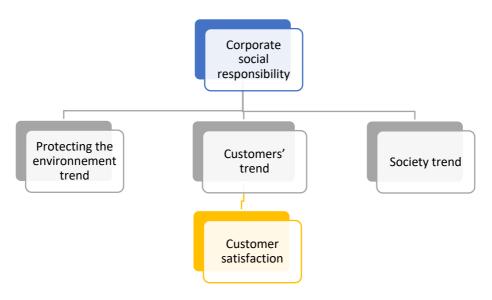icularly towards society and customers, reflecting a commitment to community engagement and customer-centric practices. However, it also identified areas of improvement, notably a medium level of interest in CSR towards the environment and a lack of clarity and awareness about CSR among stakeholders.

The first thing we start with in this context is to study and analyze the data with the aim of drawing conclusions according to the questions, objectives and hypotheses. To begin with studying the characteristics of the sample in terms of personal data. Then, we move to analyzing the statements related to the corporate social responsibility towards society, customers, protecting the environment and studying its impact on the customer satisfaction.

1.1 Studying the characteristics of the sample in terms of personal data
-The gender variable

Table 2. The distribution of the study sample according to the gender variable

Variable		Repetition	Percentage
Gender	Male	60	50%
	Female	60	50%
Total		120	100%

Source: prepared by the student (depending on the results of the questionnaire extracted by the SPSS(the statistical data analysis tool).

The above table shows that the results related to the characteristics of the study sample indicate that the number of males has reached (60) individuals, i.e. (50%) of the
Sample while the number of females has reached (60) individuals, i.e. (50%) of the study sample.

Table 3. Age variables

Variable		Repetition	Percentage
Age	Lessthan 20 y	28	23,3%
	From 20 to 30y	48	40%
	From 31 to39y	26	21,7%
	More than 40y	18	15%
Total		120	100%

Source: prepared by the student (depending on the results of the questionnaire extracted by the statistical data analysis tool SPSS).

The above results indicate that the average age tends to the youth. It was found that (40%) of the study sample were between the ages of 20-39 year .Moreover (23.3%) were less than 20 years old, and these two categories represent the youth category. Those aged between 31-39 years represented (21.7%) only, and the percentage of those over 40 years old reached (15%). Therefore, the results indicate that (85%) represent the youth category.

-The educational level variable

Table 4. The distribution of the study sample according to the educational level variable

Variable		repetition	percentage
The educational level	Elementary and less	40	33,3%
	Secondary	38	31,7%
	University degree	42	35%
Total		120	100%

Source: prepared by the student (depending on the results of the questionnaire extracted by the SPSS data analysis tool).

According to the results of the table and the figure, it is clear that the percentage of those holding university degrees is (35%), while the percentage of those with a secondary level is (31.7%), and the percentage of intermediate level or less is (33.3%). This indicates that the study includes all the educational levels.

1.2 Analysis of the study axes

In this element, we will analyze the axes of the questionnaire in order to answer the research questions descriptive statistics were used by extracting the arithmetic mean and standard deviation (on a Likert scale from 1 to 5) of the answers of the research sample on the questionnaire expressions that are related to the axes of the study.

-The first axis: the corporate social responsibility towards society

Table 5. The arithmetic means and standard deviations for the paragraphs of the first axis

The expressions of the axis	(Likert) Likert scale expressions					Statistical indicators		
	Totally disagree	Disagree	Neutral	Agree	Totally agree	Weighted arithmetic mean	Standard deviation	Trend
	Repetition%							
I chose to join the Mobile Communications Corporation because of its interest in its responsibilities towards the community	9	15	19	51	26	3.85	1.17	4
	7.5%	12.5%	15.8%	42.5%	21.5%			
The communication institution with which I subscribed allocates part of the profits to support some segments of society, such as the disabled and people with special needs	5	16	21	50	28	3.67	1.10	4
	4.2%	13.3%	17.5%	41.7%	32.3%			
The communication institution with which I subscribed contributes to the completion of projects that benefit the community	9	26	20	52	13	3.28	1.14	3
	7.5	21.7	16	43.3%	10.8%			
The communication institution with which I subscribed contributes in providing job opportunities to eliminate unemployment	17	30	24	33	16	3.01	1.28	3
	14.2%	25%	20	27.5	13.3			
The communication institution with which I subscribed contributes in supporting organizations that carry out cultural and sports activities such as competitions, exhibition, and sports sponsorship.	3	12	9	51	45	4.3	1.04	4
	2.5%	10%	7.5%	4%	37.5%			
The Communication institution, with which I subscribe, provides grants and donations to charitable projects such as childhood centers	2	9	26	44	39	3.91	0.99	4
	1.7%	7.5%	21.7%	36.7%	32.5%			
The Communication institution, with which I subscribe, contributes in fighting against illiteracy and encourages spreading knowledge	10	21	27	35	27	3.4	1.24	3
	80.3%	17.5%	22.5%	29.2	22.5			

The communication institution with which I subscribed encouraging awareness campaigns for the benefit of society, such as anti-drug campaigns	10	18	25	41	26	3.46	1.22	4
	8.3%	15%	20.8%	34.2%	21.4%			
The institution with which I subscribed provides facilities and assistance to perform Hajj rituals, such as providing special for SIM cards pilgrims	6	14	28	41	31	36.4	1.18	4
	5%	11.7%	23.3%	34.2%	25.8%			
The general arithmetic means of the axis expressions						3.55	0.56	

Source: prepared by the student(depending on the results of the questionnaire extracted by the statistical data analysis tool SPSS).

According to the results of the table, we note that the trends of the sample's answer were between (I don't know and I agree). There were six expressions with a degree of I agree with arithmetic means ranging between (3.46 and 4.03). This indicates that there is an interest on the part of mobile phone companies in their responsibility towards society. This also indicates that customers are aware of the projects presented by these institutions within the framework of social responsibility. To begin with, The expression number five (the communication institution with which i subscribed contributes in supporting bodies that carry out cultural and sports activities such as competitions, exhibitions, sports sponsorship)was in the first place with an arithmetic mean of (4.03) and with a standard deviation of (1.04).Furthermore, the expression number six, (the communication institution with which I subscribed offers gifts and donations for charitable projects such as childhood centers) with an arithmetic mean estimated at (3.91) and a standard deviation estimated at (0.99).Next, the expression number two (the communication institution with which i subscribed allocates part of the profits to support some segments of society, such as the disabled and people with special needs) with an arithmetic average estimated at (3.67) and a standard deviation estimated at (1.10).

The expression number 9 (the communication institution with which i subscribed provides facilities and assistance to perform Hajj, such as providing special SIM cards for pilgrims) with an arithmetic mean estimated at (3.64) and a standard deviation estimated at (1.18).Moreover, the expression (I chose to subscribe to the Mobile communication Corporation because of its interest in its responsibilities towards society,) ranked as number five with an arithmetic mean of (3.58) and a standard deviation of (1.17). Finally, the expression number eight (the communication institution with which i subscribed is interested in making awareness campaigns for the benefit of society, such as anti-drug campaigns,) was with an arithmetic mean estimated at (3.46) and a standard deviation estimated at (1.22). All of these expressions have a positive trend within the framework of the corporate social responsibility towards society. As for the remaining expressions, the trends of the sample's answers were neutral, this means that customers do not have sufficient awareness of the projects presented by the mobile phone companies, or that these institutions did not give an appropriate definition regarding the projects submitted by them. In general, the general arithmetic mean for the expressions of the axis was estimated at (3.55).It is a mean that falls within the fourth category of the Likert scale categories (3.41-4.2), and this indicates that there is a positive trend of the sample's answers towards this axis related to the corporate social responsibility towards society.

The second axis: the corporate social responsibility towards customers

Table 6. The arithmetic means and standard deviations for the paragraphs of the second axis.

Axis expressions	(Likert) Likert scale expressions					Statistical indicators		
	Totally disagree	Disagree	Neutral	Agree	Totally agree	Weighted arithmetic mean	Standard deviation	Direction
	Repetition%							
1.The communication organization with which I subscribes offers a variety of services which allows customers to choose their services	5	7	11	51	46	4.05	1.04	4
	4.2%	5.8%	9.2%	42.5%	38.3%			
2.The communication institution with which I subscribed offers campaigns to educate customers about the acquisition of the service and how to benefit from it	1	9	14	56	40	4.04	0.91	4
	0.8%	7.5%	11.7%	46.7%	3.3%			
3. The communication organization with which I subscribed provides sufficient sale points that facilitate the process of obtaining the service	8	11	17	54	30	3.73	1.13	3
	6.7%	9.2%	14.2%	45%	25%			
4 The communication institution with which I subscribe offers campaigns to educate customers about the purchase of the service and how to benefit from it	10	20	21	37	32	3.51	1.27	3
	8.3%	16.7%	17.5%	30.8%	26.7%			
.5The communication organization that I have a subscription with offers campaigns to educate customers about the purchase of the service and how to benefit from it	12	19	22	41	26	3.42	1.26	4
	10%	15.8%	18.3%	34.2%	21.7%			
6.The communication organization with which I subscribed publishes misleading advertisements to promote its services	14	26	38	31	11	2.99	1.14	3
	11.7%	21.7%	31.7%	25.8%	9.2%			
7. Sometimes I am exposed to fraud and deception when consuming the services of the communication company which I have a subscription with	16	40	17	27	20	2.96	1.33	3
	13.3%	33.3%	14.2%	22.5%	16.7%			
The general arithmetic means of the axis expressions						3.52	0.52	

Source: prepared by the student(depending on the results of the questionnaire extracted by the SPSS data analysis tool).

According to the results of the table above, we note that the trends of the sample vocabulary were between agreeing and disagreeing. The first five statements had a positive trend by the sample members, and the arithmetic mean for these statements ranged between (3.42 and 4.05). It falls within the fourth category of the Likert categories and ranges between (3.41-4.2). It is a positive trend, which means: an agree degree. In the first place comes the statement (the communication institution with which i subscribed offers a variety of services, which allows customers to choose their services) with an arithmetic mean estimated at (4.05) and a standard deviation of (1.04), which largely embodies the corporate social responsibility towards customers. Next, the second expression (the communication institution with which i subscribed offers campaigns to educate customers about the acquisition of the service and how to benefit from it) was with an arithmetic mean estimated at (4.04) and a standard deviation estimated at (0.91). Furthermore, the third expression (the communication institution with which i subscribed offers campaigns to educate customers about the purchase of the service and how to benefit from it) with an arithmetic mean estimated at (3.73) and a standard deviation of (1.13).Then followed by the expression number four(the communication institution with which i subscribed offers campaigns to educate customers about the purchase of the service and how to benefit from it) with an

arithmetic mean estimated at (3.51) and a standard deviation estimated at (1.27).Finally, the fifth expression(the communication organization with which i subscribed offers campaigns to educate customers about the purchase of the service and how to benefit from it)with an arithmetic mean estimated at (3.42) and a standard deviation estimated at (1.26). All these statements confirmed the concern of the institution with its customers within the framework of social responsibility, as it cares about their complaints and provides a variety of services. This gives customers opportunities to choose their services. In addition to that, they are interested in establishing a good relationship with some segments of society. The remaining expressions have arithmetic mean ranging between (2.96-2.99), which falls within the third category of Likert scale categories, which range between (2.61-3.4). It is a tendency towards disapproval, and these expressions mean that there is no interest on the part of the institution towards customers in the context of social responsibility in some aspects.

In general, the general arithmetic mean of the expressions of this axis was estimated at (3.52), this mean falls within the fourth category of the Likert scale categories (3.41-4.2), and it is a category in which the trend is positive and acceptable for the attitude of the sample's vocabulary towards the expressions of the axis that focuses on the institution concern about its customers and bearing its social responsibilities towards them.

1.3 The third axis: the corporate social responsibility of the towards protecting the environment

Table 7. The arithmetic means and standard deviations for the paragraphs of the third axis

Axis expressions	(Likert) Likert scale expressions					Statistical indicators		
	Totally disagree	Disagree	Neutral	Agree	Totally agree	Weighted arithmetic mean	Standard deviation	Trend
	Repetition%							
1. The communication institution with which i subscribed is keen not to waste the resources and energy sources used	6	15	54	37	8	3.22	1.92	3
	5%	12.5%	45%	30.8%	6.7%			
2.The communication institution with which i subscribed supports shows in the media that are concerned with protecting the environment	5	20	33	38	24	3.47	1.11	4
	4.2%	16.7%	27.5%	31.7%	20%			
3.The institution with which i subscribed is committed to respect the environmental laws issued by the state	9	9	42	38	22	3.46	1.10	4
	7.5%	7.5%	35%	31.7%	18.3%			
4.The communication institution, with which i subscribed and the relevant authorities, contribute in maintaining the cities clean	10	17	28	42	23	3.43	1.19	4
	8.3%	14.2%	23.3%	35%	19.2%			
.5. The communication institution with which i subscribed is keen to reduce the environmental pollution	12	27	36	29	16	3.08	1.18	3
	10%	22.5%	30%	24.2%	31.3%			
6. The communication institution with which I subscribed sends text messages informing me of the importance of environmental protection and safety	18	29	21	27	25	3.10	1.38	3
	15%	24.2%	17.5%	22.5%	20.8%			
The general arithmetic Mean of the axis expressions						3.29	0.65	

Source: prepared by the student (depending on the results of the questionnaire extracted by the statistical data analysis tool SPSS)

The results of the descriptive analysis of the paragraphs of social responsibility towards environmental protection, as shown in the above table, found an agreement on the second, third, and fourth expression. The arithmetic mean of the second expression (the communication institution with which I subscribed supports shows in the media that is interested in environmental protection), estimated at (3.47) and the standard deviation of (1.11). The third statement (the communication institution with which I subscribed is committed to respect the environmental laws issued by the state) was with an arithmetic mean of (3.46) and a standard deviation estimated at (1.10). Finally, the fourth statement (the communication institution with which it

subscribed and the relevant authorities contribute in maintaining the cities clean (with an arithmetic mean estimated at (3.43) and a standard deviation estimated at (1.19).This indicates that there is an agreement in the answers of the study sample that mobile phone companies have a social responsibility towards the environment. For the remaining expressions, the first, fifth and sixth, they indicate that the members of the researched sample think that there is a lack of interest on the part of the institution in protecting the environment within the framework of corporate social responsibility. It can be explained by the presence of ambiguity about the role of mobile users towards the environment protection. In general, there was a variation in the answers of the sample concerning the expressions of this axis.The general arithmetic mean for the axis was (3.29), which is a mean that falls within the third category of the Likert scale categories, which are (2.61-3.4). This indicates a lack of interest on the part of the institution in protecting the environment; thus, the institution is required to make more efforts.

Table 8. The arithmetic means and standard deviations for the titles of the previous axes

Axes	The title of the axes	Statistical indicators		
		Weighted arithmetic mean	Standard deviation	Trend
The first axes	The corporate social responsibility towards society	3.55	0.56	4
The second axes	The corporate social responsibility towards costumers	3.52	0.52	4
The third axes	The corporate social responsibility towards the protection of environment	3.29	0.65	3
The general arithmetic Mean for all axes		3.45		

Source: prepared by the students (depending on the results of the questionnaire extracted by the statistical data analysis tool SPSS).

The results of the descriptive analysis of the paragraphs of the social responsibility of the mobile phone companies towards the community revealed that there is a state of agreement between the answers of the sample members. The general arithmetic mean for the first axis was estimated at (3.55) and a standard deviation estimated at (0.56). This indicates that the community has awareness about what the phone companies are doing within the framework of social responsibility. Concerning the second axis related to the corporate social responsibility towards customers, the general arithmetic mean was estimated at (3.52) and with a standard deviation estimated at (0.52).The results indicate the costumers are aware of the practices of Social responsibility provided by mobile phone companies within the framework of social responsibility towards customers. As for the third axis that is related to the social responsibility of the institution towards protecting the environment, the general arithmetic mean was estimated at (3.29) and the standard deviation estimated at (0.65).This indicates that the members of the study sample are not aware and don't have sufficient knowledge of the social practices provided by the mobile companies within the framework of social responsibility towards the environment protection. This may be due to the fact that these institutions did not provide an adequate definition concerning the projects submitted by them.

In summary, the general arithmetic mean for all axes of social responsibility of the organization is estimated at (3.45) and the standard deviation estimated at (0.57).

This indicates that there is an interest on the part of mobile companies in social responsibility towards society, customers and the environment.

The third part: testing and discussing the hypotheses:
The results and data obtained through the presentation and analysis of the results related to social responsibility towards society, customers and the environment in the mobile phone institution in the state of Jijel showed how much the social responsibility has an impact on the customer satisfaction. In this respect, we will try to discuss the hypotheses put forward previously depending on the results that have been reached in order to find out the impact of the corporate social responsibility on the customer satisfaction.

First: Discussing the results of the first hypothesis
The first hypothesis states:
H0: There is no relationship between the institution's interest in society issues and customer satisfaction.
To judge the hypothesis (acceptance or rejection), we have to first refer to the arithmetic mean resulting from the calculations extracted from the program (SPSS) regarding the views of the study sample on the issue of corporate social responsibility and its impact on customer satisfaction. To confirm the judgment on the hypothesis we must perform the statistical test T-test.

The decision rule is as follows:
1-The arithmetic mean:
- If the arithmetic mean is > 3 (the hypothetical mean), there will be a positive trend for the vocabularies of the sample under study on the subject of the study.
- If the arithmetic mean is < 3 (the hypothetical mean), there will be a negative trend for the vocabularies of the sample under study on the subject of the study.

2-The T-test:
- If the tabulated t < than the calculated t, we reject the null hypothesis (H0) and accept the alternative hypothesis (H1) and vice versa, if the tabulated t > than the calculated t, we accept the null hypothesis (H0).
- If the level of statistical significance (Sig) that resulted from the t-test was < than the approval level of significant (0.05), then we reject the null hypothesis (H0) and accept the alternative hypothesis (H1), and vice versa if the level of statistical significance (Sig) that resulted from the T-test >than the approval level of significance (0.05), we accept the null hypothesis (H0).

Table 9. The results of the first hypothesis

Hypothesis	The arithmetic mean	Standard deviation	Tabulated t value	Calculated t value	Calculated significance level	Judging the hypothesis
Hypothesis N1	3.5556	0.05135	1.653	69.24	0.000	Rejection

The approval significance level a=0.05, DF=119
Source: prepared by the student based on the results extracted from the data analysis program SPSS

From the table above, we note that the one-sample t-test (test t pour échantillon unique) was used to test this hypothesis, and its results is confirmed by the arithmetic mean, as it appeared through the results shown in the table, the arithmetic mean of the respondents' attitudes about the social responsibility of the institution towards society reached (3.55) with a standard deviation of (0.051), which is a positive trend with an agreement degree. The calculated t-value was (69.24), which is greater than the tabulated t. Also, the calculated level of statistical significance was (0.000), which is less than the approved significant level (0.05). Thus, we reject the null hypothesis (H0) that says(there is no relationship between the organization's interest in community issues and customer satisfaction), and we accept the alternative hypothesis (H1) at the approved significance level a = 0.05.That is, there is a relationship between the institution's interest in the community issues and customer satisfaction. This means that there is a relationship between the interest of mobile phone companies in social issues within the framework of social responsibility and customer satisfaction.

Second: discussing the results of the second hypothesis
The second hypothesis states:
H0: There is no relationship between the institution's interest in protecting the customer and not harming him within the framework of social responsibility and achieving his satisfaction.
To judge the hypothesis (acceptance or rejection), we first refer to the arithmetic mean resulting from the calculations extracted from the program (spss) regarding the views of the study sample on the issue of corporate social responsibility and its impact on customer satisfaction, and to confirm the judgment on the hypothesis we perform the statistical test T-test.

Table 10. The results of the analysis of the second hypothesis

Hypothesis	The arithmetic mean	Standard Deviation	Tabulated t value	Calculated t value	Calculated significance level	Judging the hypothesis
Hypothesis n1	3.5274	0.04757	1.653	74.14	0.000	Rejection

The approval significance level a=0.05, DF=119
Source: prepared by the student based on the results extracted from the data analysis program SPSS.

From the table above, we note that the one-sample t-test (test t pour échantillon unique) was used to test this hypothesis, and its results are confirmedby the arithmetic mean, as it is shown in the table that the arithmetic mean of the respondents' attitudes about social responsibility towards customers reached to (3.52) with a standard deviation of (0.047), which is a positive trend with an agreement degree. The calculated t-value was (74.17), which is greater than the tabulated t. The level of the calculated significance was (0.000).It is less than the approved level of significance (0.05), so we reject the null hypothesis (H0) that says (there is no relationship between the organization's interest in protecting the customer and not harming him within the framework of social responsibility and achieving his satisfaction), and we accept the alternative hypothesis (H1) at the approved significance level a = 0.05Therefore, there is a relationship between the institution's interest in protecting the customer and not harming him within the framework of social responsibility and achieving his satisfaction. This means that there is a relationship between the interests of mobile phone companies, in protecting the customer and not harming him within the framework of social responsibility and achieve his satisfaction.

3. Discuss the results of the third hypothesis
The third hypothesis states:
H0: There is no relationship between the institution's interest in the environment protection and customer satisfaction.

To judge the hypothesis (acceptance or rejection), we have to first refer to the arithmetic mean resulting from the calculations extracted from the program (SPSS) regarding the views of the study sample on the issue of corporate social responsibility and its impact on customer satisfaction, and to confirm the judgment on the hypothesis we do the statistical test T-test.

Table 11. The results of the analysis of the third hypothesis

Hypothesis	The arithmetic mean	Standard deviation	Tabulated t value	Calculated t value	Calculated significance level	The judgment on the hypothesis
Hypothesis N1	3.2917	0.05974	1.653	74.14	0.000	Rejection

The approval significance level=0.05, DF=119
Source: prepared by the student based on the results extracted from the SPSS data analysis program

From the above table, we note that the one-sample t-test (test t pour sample unique) was used to test this hypothesis, and its results are confirmed by the arithmetic mean, as it is shown in the table that the arithmetic mean of the researchers' attitudes about social responsibility towards the environment protection reached to (3.29) with a standard deviation estimated at (0.059), which is a trend that tends towards the degree of agreement. The calculated t-value was (55.10), which is greater than the tabulated t. Also, the level of the calculated significance was (0.000), which is less than the approved level of significance (0.05), so we reject the null hypothesis (H0) that says(there is no relationship between the institution's interest in the environment protection and customer satisfaction within the framework of social responsibility, and we accept the alternative hypothesis (H1) at the approved level of significance a = 0.05

Thus, there is a relationship between the organization's interest in protecting the environment and customer satisfaction within the framework of social responsibility, and this means that there is a relationship between the interest of mobile phone companies in protecting the environment and achieving customer satisfaction.

In conclusion, the study examined the social responsibility efforts of mobile phone companies in Algeria, particularly in the state of Jijel, and their influence on customer satisfaction. The findings revealed a positive trend in the responses of the study sample, indicating a high level of satisfaction with the social programs implemented by these companies. This underscores the importance of corporate social responsibility in enhancing customer satisfaction and fostering positive relationships between mobile phone companies and their customers in Algeria.

On the basis of the theoretical and field concepts of the study, several key recommendations have been proposed. There is a need for dedicated departments within institutions to oversee social responsibility programs, ensuring proper planning, implementation, and coordination with relevant authorities. These departments should follow senior management directly, exchange expertise, and identify strengths and weaknesses to enhance corporate social responsibility practices.

The media should play a more active role in spreading awareness about the culture of social responsibility, its principles, related fields, and the benefits it provides to institutions and society. Mobile phone companies should continue emphasizing the importance of building strong and positive relationships with the community, as this contributes to improving their reputation. Additionally, companies must prioritize customer concerns, address their problems, and integrate them into the organization's priorities.

Environmental responsibility should also be a key focus, with efforts to adopt environmentally friendly technologies and preserve resources for future generations. Institution managers must recognize that corporate social responsibility is a critical factor in gaining a competitive advantage. By integrating social responsibility dimensions into their management strategies, organizations can enhance their competitive positioning and strengthen their image within society.

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