

Corporate Social Responsibility and Brand Satisfaction among Hotel Sectors in General Santos City

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Abstract: This research explored the influence of Corporate Social responsibility (CSR) on Brand Satisfaction among hotel sectors in General Santos City. Environmental Responsibility and Ethical Responsibility were used as the indicators for CSR, while brand image and brand equity were used as the indicators for Brand Satisfaction. The respondents of the study were 385 hotel guests in General Santos City. The information was collected between August 2024 and November 2024 by means of face-to-face interviews. The researcher also utilized an online survey and quick response code scanning for certain hotels that are implementing environmental sustainability. Descriptive correlation method was utilized in this study utilizing several statistical treatments to achieve the objectives of the study. Frequency and percentage were utilized to describe the demographic data of the respondents; Weighted mean and standard deviation use to describe the CSR and brand satisfaction level. Pearson Product moment correlation was used to determine the significance of the association between the two variables. On the other hand, difference in perceived CSR across respondents' demographic profiles was examined using ANOVA variance. The relationship between CSR and brand satisfaction was confirmed to be relatively high with the correlation coefficient of 0.915. Furthermore, this association is significant ($p = 0.000 < 0.05$). This implies that, to increase customer loyalty and brand satisfaction, hotels should improve their CSR endeavors and match their program with the drivers of brand image and satisfaction.

Keywords: Corporate Social Responsibility, Environmental Responsibility, Ethical Responsibility, Brand Satisfaction, Brand image, Brand equity

I. INTRODUCTION

Corporate Social Responsibility has been an increasing topic amidst the environmental and social problems that the world is facing. The increasing number of carbon footprints, climate change, and deforestation have caused harm to everyone on earth, damaging the world and even the resources of future generations. According to Selin and Eckley (2025), carbon footprint one of the environmental issues we are facing right now, refers to the amount of carbon dioxide (CO₂) emitted from the daily operations of companies including the emissions required to produce electricity that results to climate change. Therefore, C (2019) recommended that restaurants and hotels should ask the customer first if that wants straws or stirrers encouraging hotels and food chains to sustainable alternatives.

Corporate Social Responsibility also contributes in reduction of economic leakage which is the amount of income not reused in the nation since it will be used to pay for products that will be imported from another country (Kenton, 2023). When buying materials from a foreign country, this is hitting local suppliers hard, as this equal lost income for them. Support for local suppliers to ensure equitable distribution of revenues is also included as part of the CSR.

Corporate social responsibility (CSR) is a significant factor that operates in the country, with an impact that extends to the alleviation of poverty levels, the creation of job opportunities and to their contribution in solving some of society's ills that are barriers to achieving sustainable development like climate change, pollution, and inequality (Corporate Social Responsibility in the Philippines -Aboitiz, 2022c). The hotel business has been hit hard during the pandemic, with hundreds of hotels finding it difficult to bring guests back (Al-Msallam, 2015). A positive perception of hotels and brand satisfaction is important in developing client loyalty in the hotels of General Santos City. Despite the increasing significance of Corporate Social Responsibility and its relevance, there exists a discernible research gap in understanding the relationship between corporate social responsibility and brand satisfaction, particularly within the context of General Santos City. Like many cities globally, the city grapples with challenges stemming from rapid

urbanization and climate change. Although international and national studies provide insights into broad industry trends, a targeted local analysis is notably absent.

Akbari et al. (2019) recommended validating his model with larger sample sizes in diverse international settings beyond Iran, including various contexts such as hotels, to enhance the generalizability of the findings. Additionally, they proposed expanding the model by introducing other variables in future research, aiming for a more comprehensive framework. With the above recommendation, the researcher introduced additional constructs such as Environmental Responsibility and Ethical Responsibility as specific indicators for Corporate Social Responsibility. Brand image and trust were also included as indicators for the independent variable, which is brand satisfaction.

The relationship between corporate social responsibility and brand satisfaction among hotels in General Santos City has not been explored before. To fill the gap and to provide practical evidence, this research seeks to determine how factors can be effective in dealing with corporate social responsibility and in generating positive impact on brand satisfaction in hotels located at General Santos City.

II. STATEMENT OF THE PROBLEM

This research delved into the examination of the influence exerted by Corporate Social Responsibility (CSR) on Brand satisfaction.

Specifically, this study sought to answer the following questions:

1. What is the level of corporate social responsibility as perceived by the respondents in terms of:
 - 2.1 Environmental responsibility; and
 - 2.2 Ethical Responsibility?
2. What is the level of brand satisfaction among hotel sectors in General Santos city in terms of:
 - 2.1 brand image; and
 - 2.2 brand equity?
3. Is there a significant relationship between the corporate social responsibility and brand satisfaction?

III. REVIEW OF RELATED LITERATURE

Corporate Social Responsibility (CSR) is the way that corporate businesses should contribute to society and the environment. It is finding solutions to social and environmental problems (KC, 2022). And, as noted by Strauss (2024), CSR is where the company “applies the 3 P’s of business: helping people of the local suppliers, community, customers, and employees, helping to save the Planet with its sustainable practices yet still keeping in sight the end goal of earning Profit. So not surprisingly a big number of businesses are taking CSR activities into their business.

Corporate Social Responsibility includes conducting outreach programs to less fortunate localities or a community extension program wherein they extend their help to support an underserved community, sourcing supplies from local suppliers, minimizing waste in its operations, providing equal opportunity for everyone to be employed, and a lot more. This only means that CSR is not only concerned about its impact on social aspects, beyond social responsibility, as the name suggests, an establishment incorporating CSR initiatives means operating in ways that contribute positively to society and the environment (Fernando, 2024).

CSR has been practiced in other countries for a long time. The CSR practice in Japan began in 2003, with companies having specific CSR departments, and became known in the mid-2000s (Clavecilla, 2024). In Vietnam, internal and external CSR activities positively influenced loyalty satisfaction (Vuong & Bui, 2023). In Nepal, some corporate banks do not consider CSR an expense to their companies but a value-creation activity (KC, 2022). It is a way to enhance business quality, brand value, and reputation (Tam, 2021). This shows how these countries value CSR not just for society but also for their employees. However, there are still countries with people unaware of CSR. In Slovakia, there are still consumers who are unaware if a company is practicing CSR by looking at their products. They do not know if the product they are buying is part of the CSR initiatives of a company. This means that there is lacking CSR awareness among consumers in Slovenia.

Ali et al. (2023) studied the impact of CSR on medium and large firms' reputations, and their findings showed that CSR has a significant and positive effect on firms' reputations. The study of Zhao et al. (2021) on bank customers revealed a positive and significant impact on corporate reputation, indicating that customers also appreciate the CSR practices of banks. This suggests that one way to strengthen company's reputation is by engaging CSR initiatives. The same result was found in the study of Hwang (2024) on the direct impact of Corporate Social Responsibility on brand image showing a strong and significant correlation between the two variables. Indicating that when CSR increases, brand image also increases.

Poudyal and Yukongdi (2020) also studied the impact of CSR practices of commercial banks in Nepal as a way to make a positive contribution to society and its implications for corporate brand image. The study used four CSR

indicators: economic, legal, ethical, and philanthropic. However, only the economic, legal, and philanthropic factors significantly impacted the brand image as perceived by male respondents. KC (2022) also studied the impact of CSR in the same context, the banking industry at Kirtipur in Nepal. However, the findings are inconsistent with those of the previous authors, as their study revealed that ethical responsibility significantly influences brand image.

Negassa (2023) also conducted the same study on the impact of CSR among commercial banks in Ethiopia. The author used three indicators, Environmental, Economic, and Ethical, with Brand Credibility, Brand Equity, and Brand Image as dependent variables. In general, it was found out that CSR has significant influence on brand credibility, brand image, and brand equity, supporting the findings of previous authors studying the effects of CSR in corporate banks.

The role of CSR on Brand Loyalty was explored in the research conducted by Fatma and Khan (2023) in the context of the bank industry. The result revealed an insignificant direct correlation between CSR and brand loyalty. However, CSR positively impacts brand credibility and identification, directly impacting brand loyalty. Hence, strengthening brand credibility and identification will also enhance the indirect role of CSR in brand loyalty.

In Vietnam, Tam (2021) researched brand value and how CSR influences it in the context of commercial banks. It showed that the five dimensions of CSR (Community Awareness, Employee Awareness, Legal Ethics Awareness, Customer Awareness, and Shareholder Awareness) affect brand equity, suggesting that commercial banks should invest more in CSR practices through community development and social security. They also suggested companies should communicate about their CSR activities to employees and community to create awareness.

The study of Gangananda et al. (2022) on the impact of CSR using dimensions such as economic, social, and environmental responsibilities in a hotel's brand image revealed that all of these dimensions play an essential role in the brand image, with a significance level below 0.05. This provides another significant contribution as this study mainly focused on the local community's perception of the impact of CSR.

In the study of Titko et al. (2021) in the differences in attitude towards CSR their findings revealed that older generation have strong emphasis on CSR than young generations. While age and gender play as significant factors on corporate social responsibility, employment status does show any influence on CSR. Suggesting that across all age and gender, CSR is viewed similarly.

In an article written by Evans (2023), he stated that there is a direct relationship between the total amount of carbon dioxide released by humans and the warming of earth surface with United States to be in the first place in ranking for the largest share of historical emissions.

Plastic pollution is another environmental problem the world is facing. The study of Meijer et al. (2021) revealed that the Philippines is 7th in plastic pollution of rivers in the world. As Lamb et al. (2018) noted that billions of plastics were entangled in the coral reefs - an important fisheries and coastal defense. Corporations are top contributors of plastics wherein 91 percent of these plastics were non-recyclables, such as sachets (Greenpeace Philippines, 2021). Plastic straws make significant contribution to plastic pollution (Tembo Paper B.V., 2020).

IV. METHODOLOGY

4.1 Research Design

This research utilized descriptive correlational research type to determine the extent relation or relationship between corporate social responsibility (CSR) practices and brand satisfaction among non-banking financial institutions in the city of General Santos. The use of a quantitative method enabled the researcher to gather and analyze data systematically, making it possible to draw objective conclusions based on the observed results. This allows to measure the direction and strength of the relationships between CSR indicators environmental and ethical responsibility and the dimensions of brand satisfaction brand image and brand equity.

This research used correlational design to investigate the links among CSR practices and brand satisfaction of non-banking financial institutions in General Santos City. The test attempted to capture relations between CSR activities and customer satisfaction without any manipulation of the exchanging variables in a quantitative manner by measuring and analyzing the direction and strength of the relations.

A regression analysis was also performed to examine how demographics such as age, gender, income, and education affected perceptions of CSR. This model enables the researcher to test the predictability of the independent variables to the dependent variable which can provide insights about the importance of demographic variables on perceptions of CSR.

4.2 Research Instrument

The research instrument utilized in the study consisted of research constructed and modified questionnaire. It was also segregated into 3 sections that were intended to solve the problems of the study.

The second part was to know the extent of Corporate Social Responsibility as far as environmental and ethical responsibility is concerned with 12 statements and was modified in the research of Akbari et al. (2019). While the third section of the questionnaire sought to gauge the extent of Brand Satisfaction in relation to brand equity and brand loyalty and was taken from the study of Araújo et al. (2023) titled "The effect of corporate social responsibility on brand image and brand equity and its impact on consumer satisfaction." The survey applied a 7- Point Hedonic Likert Scale to provide the respondents with sufficient options to determine how much they agree with each statement.

Additionally, all the questions were found to pass the test of reliability based on Cronbach's Alpha. All the statements have an outcome of more than 0.90 which implies that all statements for both the independent and dependent variables are great.

The results for Corporate Social Responsibility items show excellent internal consistency for environmental and ethical responsibility items with Cronbach Alpha values (≥ 0.9709), indicating consistently high reliability of the statements in measuring hotel CSR-related constructs.

The results for brand satisfaction showed excellent internal consistency for both brand image and brand equity items with Cronbach Alpha values (≥ 0.9709), indicating consistently high reliability of the statements in measuring brand satisfaction.

V. RESULTS AND DISCUSSION

Table 5.1 Level of Corporate Social Responsibility in terms of Environmental Responsibility

Statements	WM	SD	Description
1 The Hotel is very concerned with environment protection	5.34	1.79	Moderately High
2 The Hotel offers locally manufactured products.	5.30	1.63	Moderately High
3 The Hotel is fair with others.	5.28	1.68	Moderately High
4 The hotel is committed to using sustainable resources in its operations.	5.37	1.69	Moderately High
5 The hotel uses recyclable materials in its services and products.	5.07	1.84	Moderately High
6 The hotel has policies in place to reduce waste and promote recycling among guests and staff.	5.48	1.72	Moderately High
7 Renewable Resources (The company uses recyclable material).	5.27	1.63	Moderately High
Overall Mean	5.30	1.53	Moderately High

Table 5.1 illustrates the level of Corporate Social Responsibility (CSR) regarding environmental responsibility, as perceived by respondents about a hotel's practices. The data shows that the item rated highest is "The hotel has policies in place to reduce waste and promote recycling among guests and staff," which has a weighted mean of 5.48 (SD = 1.72). It reflects quite a strong conviction regarding the hotel's commitment to environmental practices. It suggests that respondents give a strong appreciation to what the hotel does in relation to waste management and recycling systems, with emphasis that waste reduction in corporate social responsibility is taking an increasingly significant agenda today.

This aligns with the studies conducted by Negassa (2023) and Gangananda et al. (2022), which emphasize that environmental responsibility is a crucial dimension of Corporate Social Responsibility. Given the growing concern for the environment, particularly regarding carbon footprint emissions resulting from daily operations, and the escalating global problems of pollution, waste, and climate change, there has been a push to intensify CSR practices. This is aimed at mitigating the environmental impact of daily operations.

Table 5.2 Level of Corporate Social Responsibility in terms of Ethical Responsibility

STATEMENTS	WM	SD	Description
1 The Hotel offers locally manufactured products	5.32	1.54	Moderately High
2 The hotel care about clients' rights and ensure their	5.56	1.73	High

	protection.			
3	The hotel handle customer complaints and feedback related to social responsibility issues.	5.53	1.64	High
4	The hotel takes to promote diversity, equity, and inclusion within its workforce.	5.42	1.72	Moderately High
5	(Businesses not only implement CSR practices but also ensure that these efforts reflect the company's core values and principles.)	5.48	1.64	Moderately High
6	The hotel staffs handle my complaints and feedback ethically and professionally.	5.57	1.67	High
7	The hotel communicates its commitment to ethical practices to guests.	5.55	1.71	High
Overall Mean		5.49	1.57	Moderately High

Table 5.2 displays the findings regarding corporate social responsibility, specifically focusing on Ethical Responsibility. Statement 6, 'The hotel staff handles my complaints and feedback ethically and professionally,' received the highest agreement, with a mean score of 5.57, indicating a moderately high level of satisfaction. This suggests that the way staff addresses customer complaints and feedback is a critical aspect of CSR. Customers expect high-quality service, including ethical handling of concerns, as part of their paid experience. According to Colich (2023), ethical responsibility refers to how a company operates fairly and with respect to all sectors. Furthermore, this high agreement likely reflects the importance of professional communication between staff and guests. While Statement 6 did not achieve the maximum possible agreement, the relatively high standard deviation of 1.67 suggests a wide range of customer perceptions regarding the ethical handling of concerns by staff. This variability indicates diverse experiences and interpretations of ethical conduct.

The statement that received the lowest score is statement 1, 'The Hotel offers locally manufactured products,' with a weighted mean score of 5.32, described as moderately high. This suggests that guests do not place a strong emphasis on the importance of sourcing locally manufactured products as much as other ethical responsibilities. This could also indicate that the use of locally manufactured products is not yet very evident in hotels in General Santos City, as it can sometimes affect the cost for a hotel compared to purchasing items from other areas. However, the standard deviation of 1.54 indicates a high variation in the responses. This means that while some clients perceived it as less evident, there are other respondents who do give importance to the use of locally manufactured products in hotels.

The overall rating for ethical responsibility is 5.49, described as moderately high. This means that while ethical responsibility is considered important, hotels in General Santos City still need to improve this aspect, especially emphasizing the item that received the lowest score: the localization of products. Localizing the products used and sold in hotels helps our local farmers and suppliers to earn income. It also contributes to our economy by reducing leakages or income that goes to other countries.

According to Guzman and Apritado (2024) localizing products from indigenous community is a way of helping them market their handicrafts and helping the surviving indigenous community to stay earning. Lambrechts (2020) study also emphasized the importance of ethical sourcing as it sets the standard for ethical and social principles ensuring fair income among local community. The result is also consistent with the study of Araújo et al. (2023) and Sebastian (2023) that ethical responsibility positively influences brand loyalty.

Table 5.3 Summary Table on the Level of Corporate Social Responsibility

	Indicators	WM	SD	Description
A.	Environmental Responsibility	5.30	1.53	Moderately High
B.	Ethical Responsibility	5.49	1.57	Moderately High
	Overall Mean	5.40	1.53	Moderately High

Table 5.3 provides a summary of the level of Corporate Social Responsibility (CSR) as perceived by respondents across two key indicators: environmental responsibility and ethical responsibility. Both indicators show moderately high ratings, with environmental responsibility having a weighted mean of 5.30 (standard deviation = 1.53) and ethical responsibility slightly higher at 5.49 (standard deviation = 1.57). The overall mean of 5.40 (standard deviation = 1.53) further confirms that respondents perceive CSR activities, in general, to be at a moderately high level.

Both the indicators under corporate social responsibility received a moderate high rating indicating that respondents value and acknowledge the CSR initiatives of the hotels in General Santos City, particularly in areas such as ethical and environmental practices of the hotels. However, the moderately high rating also suggests that there is still room for improvement that the hotels need to explore to achieve a higher satisfaction level.

The standard deviation of 1.53 to 1.57 suggest that the responses of the respondents are heterogenous or dispersed. This means that while some respondents perceived ethical and environment practices as less significant, there are other respondents who valued these aspects more and appreciate the ethical and environment practices of the hotels as part of the CSR initiatives. The moderately high overall mean implies that while CSR efforts are valued, companies should continue to refine and expand their CSR practices to meet the growing expectations of consumers, especially in terms of transparency and accountability.

The higher weighted mean for the ethical and environmental responsibility indicates that while both dimensions are crucial part of Corporate Social Responsibility, Ethical responsibility is even more evident in hotel practices that majority of respondents agreed with it. This is consistent with the study of Sebastian (2023), Araújo et al. (2023), Colich (2023) whose study showed an important role of CSR practices. This is because the hospitality industry is a people and service-oriented industry which has a big factor in guest experience. However, this contradicts the findings of Poudyal and Yukongdi (2020) revealing insignificant relationship between environmental responsibility and CSR.

Table 5.4 presents the level of brand satisfaction among hotel sectors in General Santos City in terms of brand image. The table reveals that respondents generally perceive the brand image of the hotels as "Moderately High," with all individual items receiving relatively high scores. The statement with the highest rating is about the distinct personality of the hotel with a weighted mean score of 5.41 and standard deviation of 1.55. This suggests that the respondents perceived the hotel to have unique features, differentiating it from its competitors. This further suggests that the respondents place a high regard for brand differentiation and uniqueness as important factors contributing to consumer perceptions and satisfaction.

The lowest-rated item is, "Buying products or services of the hotel says something about the type of person I am," which received a weighted mean of 5.15 and a standard deviation of 1.58. While this still falls within the "Moderately High" range, it implies that brand identity and self-expression may be less prominent in consumers' satisfaction when choosing the hotel compared to other factors, such as product quality and brand personality.

Table 5.4 Level of Brand Satisfaction among Hotel Sectors in General Santos City in terms of Brand Image

	STATEMENTS	WM	SD	Description
1	The Hotel brand arouses sympathy.	5.35	1.63	Moderately High
2	The hotel brand conveys a personality that sets it apart from the competition.	5.41	1.55	Moderately High
3	Buying products or services of the hotel says something about the type of person I am in.	5.15	1.58	Moderately High
4	I have an image of the type of people who patronize the products and services of the hotel.	5.16	1.62	Moderately High
5	The products and services offered by this hotel are of high quality	5.20	1.68	Moderately High
6	The products and services offered by this hotel have better features than those of the competition.	5.18	1.65	Moderately High
Overall Mean		5.24	1.45	Moderately High

The overall mean of 5.24, with a standard deviation of 1.45, suggests that respondents generally rate their satisfaction with the brand image of the hotels as moderately high. This suggests that the hotels in General Santos City are perceived positively by their customers in terms of brand image, but there may be areas for improvement, particularly in strengthening the connection between the brand and consumer identity. Understanding the factors that contribute to brand image, such as differentiation, loyalty, and emotional connection, is crucial for businesses seeking to enhance brand satisfaction.

Table 5.5 Level of Brand Satisfaction among Hotel Sectors in General Santos City in terms of Brand Equity

	STATEMENTS	WM	SD	Description
1.	I consider myself loyal to this hotel.	5.18	1.65	Moderately High
2	This hotel is my first choice.	5.55	1.71	Moderately High
3	I do not go to other hotels, if this hotel is available.	5.14	1.75	Moderately High
4	The probability that this hotel has quality is very high.	5.35	1.59	Moderately High
5	I can recognize this hotel brand among other competing hotel brands.	5.23	1.61	Moderately High
6	I know this hotel brand.	5.15	1.75	Moderately High
	Overall Mean	5.26	1.60	Moderately High

Table 5.5 presents the level of brand satisfaction among hotel sectors in General Santos City in terms of brand equity. The table includes six statements, each evaluated based on a weighted mean score and standard deviation. The overall mean score for brand satisfaction is 5.26, indicating a moderately high level of satisfaction across the hotels in the sample. The highest mean score, 5.55, is associated with the statement "This hotel is my first choice." This means that the respondents have a high level of loyalty to their chosen hotel. A high mean score on this item reflects strong positive brand associations and a likely emotional connection with the brand, which is a key indicator of brand equity.

The item with the lowest mean score of 5.14 is the statement "I do not go to other hotels if this hotel is available." While this is described as moderately high, but among all constructs this is the lowest indicating that respondents may still consider other hotel options despite the availability of the hotel they favor. This indicates that while the hotel has a relatively strong brand appeal, there may be room to further strengthen customer loyalty and reduce the likelihood of customers switching to competitors.

The remaining statements, such as "The probability that this hotel has quality is very high" (mean = 5.35) and "I can recognize this hotel brand among other competing hotel brands" (mean = 5.23), reflect moderately high perceptions of the hotel's quality and brand recognition, indicating that customers have a positive association with the hotel's reputation.

Brand equity received an overall mean of 5.26 described as moderately high indicating a consistent response from the respondents which are the hotel guests from General Santos City. The consistent response indicates that the hotel guests generally agree on a relatively high brand satisfaction and equity within the hotel sector. However, the standard deviations show some variability in responses, especially for statements related to loyalty (mean = 5.14), indicating differing levels of customer commitment and brand preference.

These findings have significant implications for hotel management and marketing strategies. For instance, to enhance brand loyalty and equity, hotels should focus on differentiating their offerings further and strengthening their competitive positioning.

Table 5.6 Summary of the Level of Brand Satisfaction among Hotel Sectors in General Santos City

Indicators	WM	SD	Description
Brand Image	5.24	1.45	Moderately High
Brand Equity	5.21	1.58	Moderately High
Overall Mean	5.23	1.49	Moderately High

Table 5.6 summarizes the level of brand satisfaction among hotel sectors in General Santos City, focusing on two key indicators: brand image and brand equity. The weighted mean for brand image is 5.24, with a standard deviation of 1.45, indicating a moderately high level of satisfaction among respondents in this area. Similarly, brand equity has a weighted mean of 5.21 and a standard deviation of 1.58, also reflecting a moderately high level of satisfaction. The overall mean of 5.23, with a standard deviation of 1.49, suggests that the respondents generally perceive a moderately high level of satisfaction with the hotel brands in General Santos City.

The overall mean for both brand image and brand equity are moderately high which means that while respondents are generally satisfied with the hotel brands, however, there is still a need for improvement to achieve a higher rating of satisfaction among hotel guests. The high standard deviation, also suggest that there is a high variation in the responses of the respondents suggesting that not all guests share the same level of agreement. This variability could be due to factors such as individual preferences, expectations, or past experiences with hotel brands.

The implication of this finding is that hotel brands in General Santos City may need to refine their brand strategies to enhance their image and brand equity further.

Table 5.7 Significant Relationship between the Corporate Social Responsibility and Brand Satisfaction

VariablesCorrelated	<i>r</i>	Degree of Relationship	<i>p</i> -value	Remark
Corporate Social Responsibility	0.915	Very Strong Correlation	0.0000	Significant
Brand Satisfaction				

Table 5.7 presents the correlation between Corporate Social Responsibility (CSR) and Brand Satisfaction. The correlation coefficient (*r*) between CSR and Brand Satisfaction is 0.915, which indicates a very strong positive relationship between the two variables. This suggests that as the initiatives of CSR increases, so does the level of brand satisfaction among hotel guests. Such a high correlation implies that CSR plays a crucial role in shaping consumer perceptions and satisfaction with a brand, highlighting its significant impact in this context.

The result of the *p* value is 0.0000 which is below the significance level of 0.05, indicates that the correlation between the CSR and Brand Satisfaction is statistically significant. This suggest that the correlation between the two variables unlikely happen by random chance. Since the *p*-value is below the significance level, this means that the null hypothesis is rejected.

The very high correlation between CSR and Brand satisfaction implies that companies should consider investing in CSR programs. Improving and investing in CSR practices significantly contributes to brand satisfaction, which will have an impact on the brand loyalty and better business performance. Companies might consider integrating social and environmental initiatives into their core business strategies to strengthen customer relationships and improve satisfaction.

The result on correlation is consistent with the studies of Ali et al. (2023), Zhao et al. (2021), Hwang (2024),Negassa (2023), Farzaneh (2020), Fathorrahman et al. (2020), and Acar et al. (2024) which highlight the importance CSR towards the brand satisfaction of a company. Hence, CSR is not just about ethical obligation but a tool to enhance customer satisfaction supporting the study of Vuong & Bui (2023) that external and internal CSR activities influence customer satisfaction. However, this study somehow contradicts the findings of Fatma and Khan (2023) and Jannah and Fadli (2023), While their study revealed an indirect correlation between CSR and brand satisfaction, the current study presents a very strong and positive correlation between the two variables.

VI. CONCLUSION

In conclusion, the findings highlight a strong positive relationship between Corporate Social Responsibility (CSR) and Brand Satisfaction, indicating that CSR significantly influences how customers perceive and value a brand. This relationship suggests that consumers are more likely to develop trust, loyalty, and satisfaction toward brands that actively demonstrate social and environmental responsibility. As such, CSR initiatives not only enhance a company's public image but also contribute to long-term customer engagement and competitive advantage. The statistical evidence gathered in this study provides sufficient basis to reject the null hypothesis (H01), which stated that there is no significant relationship between CSR and brand satisfaction. Therefore, it can be concluded that CSR plays a critical role in shaping consumer attitudes and should be considered a strategic priority for companies aiming to build strong, satisfying brand relationships.

VII. RECOMMENDATIONS

The hotel management may consider the findings of this study in enhancing their CSR initiatives. Hotels that do not practice Corporate Social Responsibility may consider adopting CSR initiatives specifically targeting the demographic profile focusing on the employment status such as marketing promos that give discounts to employees and students. In contrast, those already practicing CSR may consider improving their initiatives particularly in environmental aspects such as using of locally sourced materials in their hotel facilities and amenities and using eco-friendly products such as solar panels as their power supply and minimizing the use of plastic bottles and maximizing zero waste practice in their operation. It would also help attract environment-conscious guests, especially since the trend is now switching to sustainable practices.

The hotel guests are encouraged to support hotels that practice CSR initiatives such as minimizing the use of plastic bottles and supporting locally sourced products. They can also consider booking at hotels which practice CSR initiatives especially those that gives portion of their profit to underserved communities. By supporting these hotels, they promote environmentally and socially responsible operations. This study's findings will also help raise awareness among guests booking accommodations to consider hotels that care about well-being of the clients and the environment.

The Local Government Unit may initiate programs that will support CSR practices in hotels such as supporting locals in making locally handmade handicrafts, aiding local farmers in maximizing their harvest, and encouraging hotels to source only from local products. They can also help in social responsibilities of hotels such as providing support during their community outreach programs and giving special offerings to hotels that practice CSR initiatives.

The future researchers are encouraged to expand this study by exploring other factors of CSR initiatives that may contribute to Brand Satisfaction and additional demographic factors such as income level and ethnicity to see the different perceptions of CSR. Future researchers may also replicate this study in another context outside General Santos City to find the difference in the results in other cities.

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