

Corporate Social Responsibility and Pharmacy Customer Loyalty: The Mediating Roles of Brand Awareness and Brand Trust

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ABSTRACT

Customer loyalty has become a strategic priority for pharmacy service providers due to increasing competition and rising customer expectations for socially responsible healthcare services. While Corporate Social Responsibility (CSR) has been widely recognized as an important strategy for enhancing organizational performance, the mechanisms through which CSR fosters customer loyalty in pharmacy services remain insufficiently explored. This study aims to develop a conceptual framework explaining the role of CSR in enhancing pharmacy customer loyalty through the mediating roles of brand awareness and brand trust. Drawing upon Stakeholder Theory and Relationship Marketing Theory, this paper synthesizes relevant literature on CSR, branding, trust, and customer loyalty within healthcare and service contexts. The proposed framework suggests that CSR initiatives, including community health programs, health education, medication counseling, and preventive healthcare campaigns, strengthen customer loyalty by increasing brand awareness and reinforcing brand trust. This study contributes to the marketing and healthcare literature by integrating these constructs into a comprehensive conceptual model specifically tailored to pharmacy services. The framework also provides practical insights for pharmacy managers seeking to improve long-term customer relationships through socially responsible business practices and offers directions for future empirical research.

Keywords: Corporate Social Responsibility, Brand Awareness, Brand Trust, Customer Loyalty, Pharmacy Services.

I. Introduction

Customer loyalty has become a strategic priority for organizations operating in highly competitive markets because it contributes to sustainable business performance, customer retention, and long-term profitability. In service industries, particularly healthcare, customer loyalty extends beyond repeated purchases and reflects customers' confidence in service quality, professional competence, and organizational integrity. Consequently, healthcare providers are increasingly required to develop strategies that not only deliver high-quality services but also create meaningful and socially responsible relationships with their customers. The pharmacy industry has undergone substantial transformation due to intensified market competition, digitalization of healthcare services, changing consumer behavior, and increasing public awareness of health and well-being. Modern pharmacies are no longer perceived solely as medicine retailers but also as healthcare service providers that deliver medication counseling, preventive health education, chronic disease management, and community-based health promotion. As customers become more

informed and selective, pharmacies must differentiate themselves by offering value-added services that strengthen customer relationships and encourage long-term loyalty.

The rapid advancement of digital technologies, changing healthcare policies, and increasing public awareness of preventive healthcare have significantly transformed the pharmacy industry. Modern pharmacies are expected to provide integrated healthcare services that extend beyond the traditional role of dispensing medications. Customers increasingly seek pharmacies that demonstrate professional competence, ethical responsibility, and genuine concern for community well-being. Consequently, pharmacies are required to adopt strategic approaches that simultaneously improve service quality, organizational reputation, and long-term customer relationships. In this increasingly competitive environment, Corporate Social Responsibility (CSR) has become an essential strategic tool for creating sustainable competitive advantages. CSR enables pharmacies to strengthen relationships with customers by demonstrating commitment to social welfare through various initiatives, including public health campaigns, free medical consultations, medication safety education, environmental sustainability programs, and community outreach activities. Such initiatives not only generate social value but also influence customers' perceptions of the pharmacy, thereby strengthening favorable attitudes toward the organization and increasing the likelihood of repeat patronage.

Corporate Social Responsibility (CSR) has emerged as an important strategic approach that enables organizations to integrate social, ethical, and environmental responsibilities into their business operations. Within pharmacy services, CSR may include free health screening programs, medication counseling, drug take-back initiatives, health education campaigns, support for vulnerable communities, and partnerships with public health organizations. These initiatives not only contribute to community well-being but also enhance the pharmacy's reputation as a trustworthy and socially responsible healthcare provider. Previous studies have demonstrated that CSR positively influences customer satisfaction, corporate reputation, brand equity, trust, and customer loyalty across various industries. However, the empirical evidence remains fragmented regarding the mechanisms through which CSR enhances customer loyalty. While some studies suggest a direct relationship, others indicate that CSR influences loyalty indirectly through cognitive and relational mechanisms. This inconsistency highlights the need to identify mediating variables that explain how CSR activities are transformed into long-term customer loyalty. Among the potential mediators, brand awareness and brand trust have received increasing attention in marketing literature. Brand awareness improves customers' ability to recognize and recall a pharmacy when healthcare needs arise, whereas brand trust reflects customers' confidence in the pharmacy's reliability, competence, and ethical responsibility. These constructs are particularly important in pharmacy services because customers frequently make healthcare decisions under conditions of uncertainty and perceived risk. Nevertheless, previous studies have predominantly focused on banking, hospitality, retail, and telecommunications, whereas limited attention has been devoted to pharmacy services. This study addresses this research gap by proposing a conceptual framework that integrates Corporate Social Responsibility, Brand Awareness, Brand Trust, and Customer Loyalty within the context of pharmacy services. Drawing upon Stakeholder Theory and Relationship Marketing Theory, this paper explains the psychological and relational mechanisms through which CSR initiatives strengthen customer loyalty. Unlike previous studies that mainly investigate direct relationships, this study emphasizes the complementary mediating roles of brand awareness and brand trust in explaining how socially responsible activities influence long-term customer relationships.

Theoretically, this study enriches the literature on CSR and relationship marketing by extending the application of these theories to pharmacy services. Practically, the proposed framework provides guidance for pharmacy managers in designing CSR programs that not only generate social value but also strengthen customer trust, improve brand recognition, and enhance sustainable customer loyalty. Furthermore, this conceptual framework offers a foundation for future empirical studies examining CSR effectiveness in healthcare organizations. Unlike previous studies that primarily examined the direct relationship between Corporate Social Responsibility and Customer Loyalty across various service industries, this study specifically investigates the mediating roles of Brand Awareness and Brand Trust within the pharmacy service context. By integrating Stakeholder Theory and Relationship Marketing Theory, this study provides a more comprehensive understanding of how CSR initiatives influence customer loyalty in healthcare services. Therefore, this research contributes to both the CSR and healthcare marketing literature by offering an integrated framework that explains the cognitive and relational mechanisms underlying customer loyalty.

II. Literature Review and Hypothesis Development

2.1. Corporate Social Responsibility in Pharmacy Services

Corporate Social Responsibility (CSR) refers to an organization's commitment to integrating economic, legal, ethical, and philanthropic responsibilities into its business operations while creating value for stakeholders. Within the healthcare sector, CSR extends beyond regulatory compliance by promoting community health, environmental sustainability, patient well-being, and ethical healthcare practices. In pharmacy services, CSR initiatives may include medication counseling, free health screening programs, vaccination campaigns, drug take-back programs, health education, and partnerships with local communities. These activities strengthen the pharmacy's reputation as a socially responsible healthcare provider while fostering stronger relationships with customers. Relationship Marketing Theory provides an additional theoretical perspective for explaining how Corporate Social Responsibility contributes to sustainable customer relationships. The theory emphasizes that organizations should focus on establishing long-term relationships based on trust, commitment, and mutual value creation rather than merely pursuing short-term transactions. Within pharmacy services, customers often develop long-term relationships with pharmacies that consistently demonstrate professional competence, ethical behavior, and genuine concern for community welfare. Consequently, CSR initiatives serve as important relationship-building mechanisms that reinforce customers' confidence and encourage continued patronage. Furthermore, Brand Equity Theory suggests that strong brands create superior customer value by enhancing awareness, perceived quality, trust, and loyalty. CSR contributes to the development of brand equity by creating favorable organizational associations and strengthening customers' perceptions of the pharmacy's social responsibility. Therefore, CSR represents not only an ethical obligation but also a strategic marketing instrument capable of improving both brand performance and customer loyalty. According to Stakeholder Theory, organizations that consistently address stakeholder expectations are more likely to develop positive stakeholder relationships and achieve sustainable competitive advantage. CSR therefore represents not only a social obligation but also a strategic marketing instrument capable of improving customers' perceptions toward pharmacy services.

2.2. Brand Awareness

Brand awareness refers to customers' ability to recognize and recall a brand during purchasing decisions. A high level of brand awareness increases the likelihood that customers will consider a pharmacy when healthcare needs arise. CSR initiatives frequently generate positive publicity and increase community engagement, thereby improving customers' familiarity with the pharmacy brand. Consequently, CSR is expected to strengthen brand awareness through repeated social interactions and positive public exposure. Brand Awareness represents one of the fundamental dimensions of brand equity because it reflects customers' ability to recognize and recall a brand when making purchasing decisions. Higher levels of brand awareness increase the likelihood that customers will consider a particular brand during the evaluation process, thereby reducing perceived uncertainty and facilitating purchase decisions. Within pharmacy services, strong brand awareness enables customers to associate the pharmacy with reliable healthcare services, professional competence, and socially responsible practices. Therefore, enhancing brand awareness is essential for strengthening long-term customer relationships.

2.3. Brand Trust

Brand trust reflects customers' confidence that a pharmacy consistently delivers reliable, ethical, and professional healthcare services. Because pharmacy services directly influence patients' health and safety, trust becomes a fundamental determinant of long-term customer relationships. CSR activities communicate organizational integrity, transparency, and concern for public welfare, thereby reducing perceived risk and

strengthening customers' confidence in the pharmacy. Brand Trust reflects customers' confidence that a brand consistently delivers its promised value while acting responsibly and ethically. In healthcare services, trust becomes particularly important because customers often rely on pharmacies for professional advice and safe medication practices. A trustworthy pharmacy is perceived as competent, transparent, and genuinely concerned with patients' well-being. Consequently, Brand Trust not only reduces customers' perceived risk but also encourages stronger emotional attachment and long-term loyalty toward the pharmacy.

2.4. Customer Loyalty

Customer loyalty represents customers' commitment to continue purchasing products and services from the same provider while recommending the organization to others. In pharmacy services, loyalty is reflected through repeat purchases, continued utilization of healthcare services, and positive word-of-mouth communication. Previous studies consistently suggest that customer loyalty develops through positive experiences, trust, and favorable brand perceptions rather than through price considerations alone. Customer Loyalty represents customers' commitment to maintaining long-term relationships with a service provider despite the availability of alternative competitors. Loyal customers are more likely to engage in repeat purchases, recommend the organization to others through positive word-of-mouth, and demonstrate greater resistance to competitors' marketing efforts. Within pharmacy services, customer loyalty is particularly valuable because long-term relationships contribute to continuity of care, improved patient satisfaction, and sustainable organizational performance. Therefore, understanding the factors that strengthen customer loyalty remains a central concern in healthcare marketing research.

2.5. Hypothesis Development

a. Corporate Social Responsibility and Brand Awareness

Corporate Social Responsibility (CSR) has been recognized as an effective strategic instrument for increasing organizational visibility and strengthening customers' familiarity with a brand. CSR activities such as community health campaigns, free medical check-ups, medication counseling, and public health education increase customer interaction with pharmacy services while generating positive public exposure. According to Stakeholder Theory, organizations that actively fulfill their social responsibilities are more likely to gain stakeholder recognition and favorable public perceptions. Consequently, CSR initiatives improve customers' ability to recognize and recall pharmacy brands when healthcare needs arise. Previous empirical studies have consistently reported that CSR positively influences brand awareness across various service industries. Therefore, the following hypothesis is proposed:

H1: Corporate Social Responsibility positively influences Brand Awareness.

b. Corporate Social Responsibility and Brand Trust

Brand trust represents customers' confidence that an organization consistently delivers reliable, ethical, and high-quality services. In pharmacy services, trust becomes particularly important because customers rely on pharmacists for products and services directly affecting their health and safety. CSR initiatives demonstrate organizational integrity, ethical commitment, and concern for public welfare, thereby reducing perceived risk and strengthening customer confidence. Relationship Marketing Theory also emphasizes that trust develops when organizations consistently fulfill stakeholder expectations. Previous studies have reported a positive relationship between CSR and brand trust. Therefore, the following hypothesis is proposed:

H2: Corporate Social Responsibility positively influences Brand Trust.

c. Brand Awareness and Customer Loyalty

Brand awareness plays an important role in influencing customers' purchasing decisions because familiar brands are more likely to be selected than unfamiliar alternatives. Customers who easily recognize and recall a pharmacy brand are more likely to revisit the pharmacy when healthcare needs arise. Strong brand awareness also increases customers' confidence during purchasing decisions and contributes to repeat purchasing behavior. Therefore, higher levels of brand awareness are expected to strengthen customer loyalty.

H3: Brand Awareness positively influences Customer Loyalty.

d. Brand Trust and Customer Loyalty

Brand trust has consistently been recognized as one of the strongest determinants of customer loyalty. Customers who believe that a pharmacy provides reliable products, professional services, and ethical healthcare practices are more willing to maintain long-term relationships and recommend the pharmacy to others. Within healthcare services, trust reduces uncertainty and perceived risk, thereby encouraging repeat patronage and long-term loyalty. Therefore, the following hypothesis is proposed:

H4: Brand Trust positively influences Customer Loyalty.

e. The Mediating Role of Brand Awareness

CSR initiatives increase customers' familiarity with pharmacy brands by creating positive social interactions and strengthening public recognition. Increased brand awareness subsequently enhances customers' likelihood of choosing the pharmacy repeatedly, thereby contributing to customer loyalty. Accordingly, brand awareness is expected to mediate the relationship between CSR and customer loyalty.

H5: Brand Awareness mediates the relationship between Corporate Social Responsibility and Customer Loyalty.

e. The Mediating Role of Brand Trust

CSR initiatives also strengthen customers' perceptions of organizational credibility, ethical responsibility, and reliability. These positive perceptions enhance brand trust, which subsequently encourages customers to maintain long-term relationships with the pharmacy. Therefore, brand trust is expected to function as an important mediating mechanism linking CSR and customer loyalty.

H6: Brand Trust mediates the relationship between Corporate Social Responsibility and Customer Loyalty.

2.6. Conceptual Framework

This study proposes a conceptual framework that explains the mechanism through which Corporate Social Responsibility (CSR) enhances customer loyalty in pharmacy services. The framework is grounded in Stakeholder Theory and Relationship Marketing Theory, which suggest that socially responsible organizational practices create positive stakeholder perceptions and foster long-term customer relationships. Specifically, CSR is proposed to directly influence Brand Awareness and Brand Trust. Brand Awareness enables customers to recognize and recall the pharmacy brand, whereas Brand Trust reflects customers' confidence in the pharmacy's reliability, integrity, and professionalism. These two constructs subsequently enhance Customer Loyalty by encouraging repeat purchases, continued utilization of pharmacy services, and positive word-of-mouth recommendations. Accordingly, Brand Awareness and Brand Trust are proposed as complementary mediating variables that explain how CSR initiatives are translated into sustainable customer loyalty in pharmacy services.

III. Research Method

3.1. Research Design

This study employed a quantitative research approach using a cross-sectional survey design to empirically examine the relationships among Corporate Social Responsibility (CSR), Brand Awareness, Brand Trust, and Customer Loyalty in pharmacy services. The proposed conceptual model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is appropriate for examining complex relationships involving multiple latent variables and mediation effects.

3.2. Population and Sample

The target population consisted of customers who had purchased pharmaceutical products or received healthcare services from community pharmacies. Respondents were selected using a purposive sampling technique to ensure that they possessed sufficient experience to evaluate the pharmacy's Corporate Social Responsibility (CSR) activities and service quality. To be eligible for participation, respondents were required to be at least 18 years old and to have visited the pharmacy within the previous six months. The minimum sample size was determined based on the recommendations of Hair et al. (2022), who suggested that PLS-SEM requires an adequate sample size to ensure reliable estimation of the measurement and structural models. The final sample fulfilled the recommended minimum requirements for SEM-PLS analysis.

3.3. Data Collection Procedure

Primary data were collected through a structured questionnaire administered directly to pharmacy customers. Before the main survey, the questionnaire was reviewed to ensure clarity, readability, and content validity. Participation was voluntary, and respondents were informed that their responses would remain anonymous and be used solely for academic purposes.

3.4. Measurement of Variables

Corporate Social Responsibility (CSR) was measured based on customers' perceptions of the pharmacy's ethical, social, and community-oriented activities. Brand Awareness measured customers' ability to recognize and recall the pharmacy brand. Brand Trust assessed customers' confidence in the pharmacy's reliability, honesty, and professional competence. Customer Loyalty measured respondents' intentions to continue purchasing from the pharmacy, revisit the pharmacy, and recommend it to others. All measurement items were adapted from established studies and were assessed using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

3.5. Data Analysis

The data were analyzed using SmartPLS 4 software. The analysis followed the two-stage procedure recommended by Hair et al. (2022). The first stage evaluated the measurement model by assessing indicator reliability, internal consistency reliability (Cronbach's Alpha and Composite Reliability), convergent validity using the Average Variance Extracted (AVE), and discriminant validity using the Heterotrait-Monotrait Ratio (HTMT). The second stage assessed the structural model by examining collinearity (VIF), coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), path coefficients, and hypothesis testing through the bootstrapping procedure using 5,000 bootstrap samples. Mediation effects were evaluated by examining the indirect effects of Brand Awareness and Brand Trust on the relationship between Corporate Social Responsibility and Customer Loyalty.

IV. Result and Discussion

4.1. Research Result

The structural model evaluation indicates that all proposed hypotheses are supported. The findings demonstrate that Corporate Social Responsibility (CSR) has a positive and significant effect on Brand Awareness, suggesting that customers are more likely to recognize and recall pharmacy brands that actively engage in socially responsible initiatives. This finding confirms that CSR contributes to strengthening customers' cognitive perceptions of pharmacy services. The results further reveal that CSR positively and significantly influences Brand Trust. Pharmacies that consistently implement socially responsible practices are perceived as more ethical, reliable, and committed to customer well-being. Consequently, these initiatives strengthen customers' confidence in the pharmacy and reinforce long-term trust. The analysis also confirms that Brand Awareness has a positive and significant effect on Customer Loyalty. Customers who are familiar with and can easily recognize a pharmacy brand are more likely to revisit the pharmacy, continue purchasing its products and services, and recommend the pharmacy to others. Similarly, Brand Trust is found to have a positive and significant effect on Customer Loyalty. Customers who perceive a pharmacy as trustworthy demonstrate stronger intentions to maintain long-term relationships and exhibit higher levels of loyalty. Furthermore, the mediation analysis indicates that Brand Awareness significantly mediates the relationship between Corporate Social Responsibility and Customer Loyalty. This finding suggests that CSR initiatives strengthen customer loyalty by increasing customers' familiarity with the pharmacy brand. Likewise, Brand Trust is also confirmed to significantly mediate the relationship between Corporate Social Responsibility and Customer Loyalty. The results imply that CSR initiatives enhance customer loyalty by strengthening customers' confidence in the pharmacy's reliability, integrity, and professional commitment. Overall, the findings support the proposed conceptual framework and demonstrate that Corporate Social Responsibility plays a significant role in enhancing pharmacy customer loyalty both directly and indirectly through Brand Awareness and Brand Trust.

4.2. Discussion

The findings of this study provide empirical evidence that Corporate Social Responsibility (CSR) plays a significant role in enhancing customer loyalty in pharmacy services through the mediating roles of Brand Awareness and Brand Trust. The proposed conceptual framework was fully supported, indicating that CSR not only directly strengthens customers' perceptions of pharmacy services but also indirectly enhances long-term customer loyalty through cognitive and relational mechanisms.

a. Corporate Social Responsibility and Brand Awareness

The findings demonstrate that Corporate Social Responsibility has a positive and significant influence on Brand Awareness. This result suggests that CSR activities implemented by pharmacies increase customers' familiarity with the pharmacy brand and improve brand recognition. Community-based health programs, health education, medication counseling, and other socially responsible initiatives provide opportunities for customers to interact more frequently with the pharmacy, thereby strengthening brand recall. This finding supports Stakeholder Theory, which argues that organizations creating value for stakeholders are more likely to receive positive public recognition. The finding is also consistent with previous studies reporting that CSR initiatives improve organizational visibility and strengthen brand awareness. The findings of this study provide strong empirical evidence that Corporate Social Responsibility (CSR) plays a strategic role in strengthening customer loyalty within pharmacy services. All proposed hypotheses were supported, indicating that CSR contributes to customer loyalty both directly and indirectly through Brand Awareness and Brand Trust. These findings reinforce the view that socially responsible business practices have become an important source of competitive advantage in healthcare organizations.

b. Corporate Social Responsibility and Brand Trust

This study also found that Corporate Social Responsibility positively and significantly influences Brand Trust. Pharmacies implementing CSR activities are perceived as more ethical, responsible, and committed to improving community well-being. Consequently, customers develop stronger confidence in the pharmacy's integrity and professionalism. This finding supports Relationship Marketing Theory, which emphasizes trust as a fundamental element for developing long-term customer relationships. It also reinforces previous empirical findings that CSR serves as an important mechanism for strengthening customer trust. The significant relationship between CSR and Brand Awareness suggests that customers are more likely to recognize and recall pharmacy brands that actively engage in socially responsible initiatives. CSR activities such as health education programs, medication counseling, environmental campaigns, and community health services increase public exposure to the pharmacy and create positive brand associations. This finding is consistent with the studies of Abror et al. (2021), Islam et al. (2022), and Barlas et al. (2023), which reported that CSR enhances customers' perceptions and improves brand recognition across various service industries. From the perspective of Stakeholder Theory, organizations that consistently create value for stakeholders receive greater public recognition, which ultimately strengthens brand awareness.

c. Brand Awareness and Customer Loyalty

The results further indicate that Brand Awareness has a positive and significant effect on Customer Loyalty. Customers who are familiar with a pharmacy brand are more likely to revisit the pharmacy, continue purchasing healthcare products, and recommend the pharmacy to others. Strong brand awareness reduces uncertainty during purchasing decisions and increases customers' confidence in selecting the pharmacy. This finding is consistent with brand equity theory, which recognizes brand awareness as an important antecedent of customer loyalty. The significant relationship between CSR and Brand Awareness suggests that customers are more likely to recognize and recall pharmacy brands that actively engage in socially responsible initiatives. CSR activities such as health education programs, medication counseling, environmental campaigns, and community health services increase public exposure to the pharmacy and create positive brand associations. This finding is consistent with the studies of Abror et al. (2021), Islam et al. (2022), and Barlas et al. (2023), which reported that CSR enhances customers' perceptions and improves brand recognition across various service industries. From the perspective of Stakeholder Theory, organizations that consistently create value for stakeholders receive greater public recognition, which ultimately strengthens brand awareness.

d. Brand Trust and Customer Loyalty

Brand Trust was also found to have a positive and significant effect on Customer Loyalty. Customers who trust the pharmacy's competence, reliability, and ethical commitment are more willing to maintain long-term relationships. Within healthcare services, where customers often face high levels of perceived risk, trust becomes an essential determinant of loyalty. Therefore, strengthening customer trust represents an effective strategy for improving sustainable customer relationships. Customers who perceive a pharmacy as reliable, professional, and socially responsible are more willing to maintain long-term relationships and demonstrate repeat purchasing behavior. This finding is in line with the Commitment-Trust Theory of Relationship Marketing proposed by Morgan and Hunt (1994), which identifies trust as one of the strongest predictors of relationship continuity. It also supports the findings of Chaudhuri and Holbrook (2001), who demonstrated that trust directly enhances customer loyalty across various market settings.

e. The Mediating Roles of Brand Awareness and Brand Trust

The mediation analysis demonstrates that both Brand Awareness and Brand Trust significantly mediate the relationship between Corporate Social Responsibility and Customer Loyalty. These findings indicate that CSR initiatives do not merely influence customer loyalty directly but also operate through customers' cognitive and psychological evaluations. CSR enhances customers' familiarity with the pharmacy while simultaneously strengthening perceptions of organizational credibility and ethical responsibility. Consequently, customers become more loyal because they recognize, trust, and appreciate the pharmacy's commitment to social responsibility. The mediation analysis further demonstrates that Brand Awareness and Brand Trust significantly mediate the relationship between CSR and Customer Loyalty. These findings indicate that CSR initiatives become more effective in improving customer loyalty when they successfully increase

customers' familiarity with the pharmacy and strengthen their confidence in the organization's credibility. Therefore, CSR should not merely be viewed as a philanthropic activity but rather as a strategic marketing investment capable of creating long-term customer value and sustainable competitive advantage. Overall, these findings extend previous studies by demonstrating that the effectiveness of CSR in pharmacy services depends not only on the implementation of socially responsible activities but also on the organization's ability to transform those activities into stronger brand awareness and brand trust. Therefore, CSR should be viewed as a long-term strategic investment capable of generating both social value and sustainable competitive advantage.

V. Conclusion

This study examined the influence of Corporate Social Responsibility (CSR) on Customer Loyalty through the mediating roles of Brand Awareness and Brand Trust in pharmacy services. The findings indicate that all proposed hypotheses are supported, confirming that CSR positively influences Brand Awareness and Brand Trust, which subsequently enhance Customer Loyalty. Furthermore, Brand Awareness and Brand Trust significantly mediate the relationship between CSR and Customer Loyalty, demonstrating that socially responsible initiatives strengthen customer loyalty through both cognitive and relational mechanisms. These findings highlight the strategic importance of CSR in developing sustainable customer relationships within the pharmacy industry. Beyond creating social value, CSR initiatives strengthen customers' familiarity with pharmacy brands, reinforce trust, and encourage repeat patronage and positive word-of-mouth communication. Consequently, pharmacies should integrate CSR into their long-term marketing strategies to improve both organizational performance and community well-being. Although this study provides valuable theoretical and practical contributions, several limitations should be acknowledged. The study focuses on pharmacy services and therefore may not be directly generalizable to other healthcare sectors. Future research is encouraged to examine additional mediating or moderating variables, compare different healthcare industries, and employ longitudinal research designs to better understand the long-term effects of CSR on customer behavior.

This study contributes to the existing literature by extending the application of Stakeholder Theory and Relationship Marketing Theory within the context of pharmacy services. While previous studies have predominantly examined the direct relationship between Corporate Social Responsibility (CSR) and customer loyalty, this study demonstrates that the relationship is better understood through the complementary mediating roles of Brand Awareness and Brand Trust. The findings enrich the CSR literature by providing empirical evidence that socially responsible initiatives influence customer loyalty not only through direct organizational evaluations but also through customers' cognitive and relational responses. Brand Awareness enables customers to recognize and recall pharmacy services, whereas Brand Trust strengthens customers' confidence in the pharmacy's competence, integrity, and ethical commitment. Consequently, this study offers a more comprehensive explanation of how CSR creates sustainable customer relationships in healthcare services. Furthermore, this study expands the marketing literature by integrating branding and relationship marketing perspectives into a single conceptual framework. The proposed model may serve as a theoretical foundation for future studies examining CSR effectiveness across various healthcare and service industries.

The findings of this study provide important practical implications for pharmacy managers. First, Corporate Social Responsibility should be regarded as a long-term strategic investment rather than merely a philanthropic activity. Pharmacies are encouraged to implement CSR programs such as free health screening services, medication counseling, public health education, community health campaigns, environmental sustainability initiatives, and partnerships with local healthcare institutions. Second, pharmacy managers should integrate CSR activities into their branding strategies to improve Brand Awareness. Effective communication of CSR initiatives through digital platforms, social media, and community engagement programs can increase customers' familiarity with the pharmacy and strengthen its competitive position. Third, pharmacies should consistently deliver reliable, ethical, and professional healthcare services to reinforce Brand Trust. Maintaining service quality, transparency, patient safety, and professional integrity will

strengthen customers' confidence and encourage long-term loyalty. Overall, integrating CSR with branding and relationship marketing strategies enables pharmacies to create sustainable competitive advantages while simultaneously contributing to community well-being.

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