

An Analysis of Structural Path Modelling of CSR Dimensions with the Mediation Effect of Customer Demand and Satisfaction on Revisit Intention

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This study investigates the relationship between the three dimensions of corporate social responsibility (CSR) and guests' likelihood of revisiting the same hotel. Corporate social responsibility can be divided into three main categories: Economic CSR, Environmental CSR, and Social CSR. This allows for a more comprehensive examination of the topic. This study employed a quantitative research approach to examine potential causes. Data was collected using a structured questionnaire. A total of 203 participants were randomly selected for the sample. The results clearly demonstrate that customer satisfaction plays a crucial role in connecting economic CSR, environmental CSR, and social CSR with revisit intention. However, it does not serve as a mediator between revisit intention and any other CSR component in the study.

The relationships between independent and dependent variables can be observed through direct and indirect means. This research addresses gaps in our understanding of how customer satisfaction and demand mediate the relationship between CSR components, customer satisfaction, and revisit intention. The findings of this study have practical implications for hotel management, as they can be used as a strategic tool to promote CSR. This article provides a thorough evaluation of CSR components and their connection to customer demand, customer satisfaction, and revisit intentions in the Bangladesh hotel industry. It emphasises the importance of customer demand and satisfaction as mediators in this context.

Keyword: Csr, Revisit Intention, Customer Demand, Environment, Mediating.

1. Background of the Study

The post-Covid-19 period has witnessed a significant rise in the number of hotel enterprises that have placed a higher emphasis on social responsibility to meet the increasing demands of their customers (Mao et al., 2021). There is an increasing belief that the hotel industry can benefit from corporate social responsibility (CSR) (Lai et al., 2018). Hotel companies are now focused on the goal of increasing guest satisfaction. Managers should prioritise highlighting the hotel's CSR initiatives (Quintana-García, Marchante-Lara, & Benavides-Chicón, 2018). The increase in customer demand for a carefree, enjoyable, and relaxing visit may be more apparent alongside the growing awareness of corporate social responsibility. As a result, hotels are now exploring CSR as a strategy to gain a competitive advantage. CSR has become an essential tool for the hospitality industry, aiding hotels in enhancing their reputation and, as a result, the satisfaction of their guests. The level of importance a hotel places on guest satisfaction can be determined by the extent to which it upholds a professional image (Han, 2021). Hotels should explore specific factors when considering ways to enhance customer satisfaction and business sustainability through corporate social responsibility. Multiple studies have demonstrated that integrating CSR into business strategy can enhance companies' visibility and boost profitability (Han, 2021; Lai et al., 2018). Studies conducted in the United States consistently demonstrate that CSR initiatives yield positive outcomes. Some experts suggest that further research is necessary in this field, especially in less developed nations, given the increased competition in the market following the COVID-19 pandemic.

1.1. Problem Statement

If a guest had a positive experience at a hotel in the past, the unavailability of rooms could potentially deter them from choosing to stay at the hotel again. Various factors, such as the evolving attitudes, expectations, and goals of travellers, undergo transformations over time (Lai et al., 2018). Similarly, visitors now have greater control over their hotel stays due to their enhanced understanding of local customs and the social image projected by hotels (Lai et al., 2018). Many individuals now prioritise their personal and environmental well-being when choosing how to spend their vacation time, which greatly influences their buying choices. The hotel industry in Bangladesh

is experiencing a significant increase in foreign investment due to the rapid growth of the country's tourism sector. Hotel accommodations are a common choice for travellers, whether they are exploring a different region within their own country or venturing abroad. The hotel revenue in Bangladesh has experienced a significant increase, which has made a positive impact on the country's GDP growth (Bashir & Amir, 2019). The hotel industry in Bangladesh has experienced substantial growth over the past few years, in parallel with advancements in key sectors like physical infrastructure. Due to these developments, there has been an increase in both the number of tourists and new businesses (Almeida & Coelho, 2019). The hotel industry in Bangladesh has experienced significant growth in recent years, with guests expressing higher levels of satisfaction in terms of comfort, service, and information provided during their stay. Enhancing services and creating an appealing environment can effectively increase visitor engagement and lengthen their stay at the destination. Identifying the key factors that negatively impact guest satisfaction is crucial for hotel management to achieve success (Akbari et al., 2021). To increase the likelihood of customer loyalty, it is crucial to surpass their expectations and enhance their satisfaction. Hotels that do not meet the expectations of their guests face a significant risk, as the hospitality industry heavily depends on repeat business and word-of-mouth advertising (Mannan et al., 2019).

CSR practices have quickly become standard in Bangladesh's competitive hotel industry. In a study conducted by Mannan et al. (2019), the researchers examined the relationship between customer satisfaction and the likelihood of returning to a restaurant.

It is challenging to locate research that addresses corporate social responsibility issues in the hotel sector. Therefore, it is crucial to comprehend the fundamental causes of this phenomenon. Are the expectations of vacationers and business travellers regarding hotels that engage in CSR different from those that do not? What is the number of returning guests who have expressed satisfaction with their experience in Bangladesh? The researchers examined the impact of CSR initiatives in the Bangladeshi hotel industry on guests' satisfaction and loyalty, aiming to address existing knowledge gaps.

1.2. Research Objective

- To investigate the relationship between CSR dimensions and Revisit Intention in hotels.
- To investigate the relationship between CSR dimensions and Customer Demand in hotels.
- To investigate the relationship between CSR dimensions and Customer Satisfaction with hotel stays.
- To investigate the relationship between Customer Demand and Customer Satisfaction of hotel stays.
- To investigate the relationship between Customer Demand and Revisit Intention of hotel stays.
- To investigate the relationship between Customer Satisfaction and Revisit Intention of hotel stays.
- To examine the mediation effect of CSR dimensions on revisit intention between Customer Demand and CSR dimensions.
- Investigating the impact of Customer Satisfaction on Revisit Intention, mediated by CSR dimensions.

1.3. Research Question

- Is there any relationship between CSR dimensions and Revisit Intension in hotels?
- Does CSR have a relationship with hotel customer demand?
- How do CSR dimensions relate to hotel customer satisfaction?
- How do Customer Demand and Customer Satisfaction relate to hotel stays?
- Does Customer Demand Influence Revisit Intention of hotels?
- Has Customer Satisfaction been correlated with Revisit Intentions of hotel stays?
- Does Customer Demand mediate the relationship between CSR dimensions and Revisit Intention?
- Does Customer Satisfaction mediate the relationship between CSR dimensions and Revisit Intention?

2. Literature Review

2.1 Expectancy Theory

Reciprocal relationships, anticipation, instrumentality, and valence form the basis of a multiplicative link in Vroom's expectation theory (Han, 2021). It is important to establish faith in the correlation between hard work and the attainment of desired outcomes. The concept of instrumentality is rooted in the idea that achieving specific performance objectives will result in positive rewards (Han, 2021). Participants in the study assigned a monetary value to the reward they would receive upon achieving the desired performance outcome, as instructed (Helm & Tolsdorf, 2013). Inadequate foresight, efficacy, and incentive outcome value all contribute to a lack of motivation. Expectancy refers to the optimistic belief in a particular outcome, while instrumentality (valence) denotes the assurance that achieving a performance goal will result in the desired outcome.

2.1.1 Overview of the hotel industry in Bangladesh

It is widely acknowledged among economists that the service sector in Bangladesh plays a pivotal role in driving its economic growth. The hotel and restaurant sectors experienced a 6.70 percent increase, which was higher than the 6.49 percent growth observed in the previous year (Chen et al., 2017). This expansion highlights the potential of the hospitality sector to make a substantial contribution to GDP growth. It does so by meeting the unmet needs of a large population and offering a diverse range of additional services. Until recently, the majority of hotels in Bangladesh did not meet even the most basic criteria of the international hospitality industry (Úbeda-García et al., 2021). Given the substantial expenses involved in launching a new business, the government played a significant role in supplying the necessary funds for constructing these hotels. However, there has been a shift in recent times. Private firms contribute significantly to Bangladesh's hotel income at present. In recent years, governments have shown a decreased inclination towards providing substantial subsidies to the hotel sector. They advocate for the involvement of authorities in guiding the sector towards stable development through regulation and facilitation. In recent years, Bangladesh has witnessed the establishment of several high-quality hotels, with only two of them being operated by the government (Ghosh, Islam, & Bapi, 2018; Úbeda-García et al., 2021). The economic conditions in Bangladesh are currently favourable for business entrepreneurs. It appears that there is an increase in travel within the business class.

2.1.2 Literature on CSR and Hotel Industry

Historical research has utilised the RBV or stakeholder theory approach to focus on internal measures aimed at enhancing employee efficiency and operational capacity, thereby enabling businesses to sustain a competitive advantage. Hotels operate in the real world and are influenced by various factors, including stakeholder responses, which calls for a broader perspective. As per institutional theory, enterprises need to address the requirements of different stakeholder groups to obtain finance and regulatory clearance (Mannan et al., 2019). This study utilises institutional theory to analyse the concerns of stakeholders (consumers) (Mannan et al., 2019; Youn & Cho, 2022).

This study aims to explore the potential impact of hotels on their corporate image and visitor satisfaction. It examines strategies that hotels can employ to address and effectively manage stakeholder concerns. Research has shown that implementing CSR practices has a notable impact on enhancing customer satisfaction across various industries, such as telecommunications and banking (Martínez García de Leaniz, Herrero Crespo, & Gómez-López, 2019). Extensive research has demonstrated the significant significance of CSR within the hotel industry. Several studies did not provide sufficient information regarding customers' perceptions of the brand (Fatma, Khan, & Rahman, 2016; Martínez García de Leaniz et al., 2019). Although CSRA characteristics play a crucial role in the hospitality sector, there is a lack of research connecting these factors to guest satisfaction.

2.2 Conceptual Framework

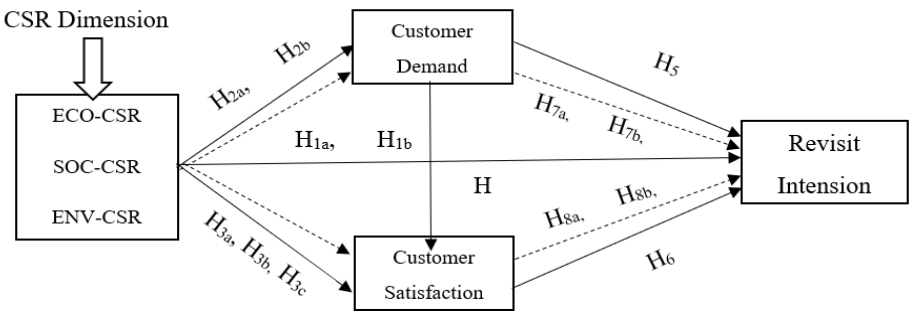


Figure 1: Proposed Model.

N.B. The dotted arrow indicates the mediation effects.

2.3 Hypotheses of the Study

2.3.1 Intention to Revisit

Customers who frequently stay at a particular hotel play a crucial role in the success of any business. Research has demonstrated that a positive customer experience has a direct impact on the likelihood of future purchases and positive word-of-mouth advertising. Revisiting a previously visited area can be considered a behavioural intention, as discussed by Huang and Hsu (2009). To enhance customer retention rates, it is crucial for customers to follow through on their stated purchases. There could be a potential link between the two, as a location can be perceived as an asset with its own

reputation, image, and customer loyalty tied to the brand. Corporate communications play a crucial role for businesses in promoting their products or services and differentiating themselves from competitors. This helps attract new customers and retain existing ones, as highlighted by Mohd Isa, Lim, and Chin (2019). Brand positioning strategies help companies create a distinct identity in the minds of consumers, ultimately increasing the likelihood of consumer engagement and purchase.

H_{1a}: *Revisit Intention is positively affected by economic CSR.*

H_{1b}: *Revisit Intention is positively affected by social CSR.*

H_{1c}: *The impact of environmental CSR on revisit intentions are positive.*

2.3.2 CSR and Customer Demand

The hospitality industry has a strong connection to job creation, local infrastructure improvement, and environmental benefits for local communities (Bashir & Amir, 2019; Hu, Kandampully, & Juwaheer, 2009). However, it has resulted in numerous challenges for both individuals and the environment, such as heightened energy and water consumption, increased noise and air pollution, accumulation of waste, and a reduction in biodiversity. Companies have responsibilities that extend beyond just financial and legal matters, encompassing societal and ecological aspects as well (Walker-Ford, 2018). To effectively engage and retain customers, businesses must prioritise aligning with the values and expectations of their local communities. Individuals employed in the hotel industry often find themselves obligated to cater to the demands of both customers and society. The Hotel Melia administration has observed a growing awareness among tourists and hotel guests regarding their environmental footprint in the local ecosystem (Tamajón & Font, 2013).

Hotels may lose potential environmentally conscious customers if they do not adopt ecologically sustainable practices (Moise, Gil-Saura, & Ruiz-Molina, 2021). Customers' expectations are the primary driving force behind the implementation of environmentally friendly measures in the European hospitality industry (Chung et al., 2015). Hotel chains could face significant harm if their customers' views of their socially and environmentally responsible actions become distorted. However, customers' positive perception of these practices and their contribution to the hotel chains' reputation and public image can be highly advantageous. The significance of consumer awareness in influencing CSR initiatives in the hotel industry cannot be overstated (Cao, Jiang, & Wang, 2016), and as consumer awareness of corporate social responsibility (CSR) initiatives increases, it could lead to heightened expectations from hotel patrons. To further enhance the current research on hotels' CSR (social and environmental) efforts, the following hypotheses were put forward:

H_{2a}: *The economic impact of CSR on customer demand is positive.*

H_{2b}: *The impact of social CSR on customer demand is positive.*

H_{2c}: *The impact of environmental CSR on customer demand is positive.*

2.3.3 CSR and Customer Satisfaction

Luo and Bhattachara introduced the concept of "customer satisfaction" to refer to a customer's overall satisfaction with a company's products or services over a period of time (Barrena-Martínez, López-Fernández, & Romero-Fernández, 2017). Marketing

strategy involves the creation of enduring plans that address consumers' desire for satisfaction (Gupta et al., 2021). An organization's ability to maintain the loyalty of its clientele is contingent upon its adherence to moral standards. In their study, Bashir and Amir (2019) emphasise the importance of customer satisfaction as a result of CSR initiatives when examining the complex relationship between CSR and stock price.

However, the satisfaction of the consumer was significantly influenced by the quality of the product or service provided (Bashir & Amir, 2019). There is a divergence of evidence regarding the potential correlation between economic efficiency and consumer satisfaction, as well as other dimensions of social responsibility. Therefore, as previously mentioned, the following assumptions were established:

H_{3a}: *Economic CSR has a positive effect on Customer Satisfaction*

H_{3b}: *Social CSR has a positive effect on Customer Satisfaction*

H_{3c}: *Environmental CSR has a positive effect on Customer Satisfaction*

2.3.4 Customer Demand and Customer Satisfaction

Customers' demands can be defined as the specific product or service requirements that procurement firms or individuals seek to identify (Cao et al., 2016). Consumer demand was found to have an impact on a company's approach to its social and environmental obligations. Furthermore, the rise of discerning and responsible consumers has created an opportunity for businesses to embrace more environmentally-friendly practices. Unfortunately, there is a lack of comprehensive data regarding customer interest in ecotourism and other forms of responsible travel.

When customers receive exceptional service, they are less inclined to seek further interaction. When a company effectively meets the needs of its clients, they often share their positive experiences with others. In contrast, dissatisfied customers frequently look for alternatives.

The following reviews support the following hypothesis:

H_{4a}: *Customer Demand has a positive effect on Customer Satisfaction.*

H_{4b}: *Customer Demand has a positive effect on Revisit Intention.*

H_{4c}: *Customer Satisfaction has a positive effect on Revisit Intention.*

2.3.5 Hypothesis Development Using Mediation Effect.

2.3.5.1 Mediation Effect of Customer Demand

Recent studies indicate a significant increase in the number of CSR proposals reviewed during the proxy season, with projections suggesting that the figure may soon reach 50% or higher (Celma Benaiges, Martínez García, & Raya Vélchez, 2018; Huang et al., 2021; Narine, 2015; Walsh & Bartikowski, 2013). Instances of firms yielding to shareholder proposal demands are frequently highlighted by the media. There is a wide range of perspectives in the practitioner literature regarding this issue (Jamali & Karam, 2018). Some argue that CSR initiatives are driving a shift towards more responsible management and that investors are increasingly recognising CSR concerns (Bashir & Amir, 2019). Some argue that these ideas have negative consequences as they distract management from their main responsibility of enhancing shareholder value. According to the business literature, CSR strategies are expected to remain a prominent aspect of companies' operations.

This is backed by a growing number of investors who are putting forth proposals that tackle a wider range of sustainability-related issues (Bashir & Amir, 2019; Font & Lynes, 2018).

There has been a lack of research connecting customer demand to return intent, as well as a lack of exploration into the role of consumer demand as a mediator in the relationship between CSR and return intent. We propose that-

H_{5a}: *Economic CSR and revisit intentions are interdependent through customer demand.*

H_{5b}: *Social CSR and Revisit Intention are interconnected through Customer Demand.*

H_{5c}: *Environmental CSR's relationship with revisit intentions is mediated by customer demand.*

2.3.5.2 Mediation Effect of Customer Satisfaction

Corporate social responsibility (CSR) can have advantages for businesses, but its effectiveness depends on several factors that need to be considered (Tamajón & Font, 2013). It should be noted that the correlations between customer happiness and CSR indicators cannot be attributed directly to the factors being measured (Barrena-Martínez et al., 2017). There appears to be a potential middle ground between the impact of CSR dimensions on customer satisfaction, influenced by a range of potential factors. Illustrative instances involve the discoveries (Almeida & Coelho, 2019; Gupta et al., 2021) that the relationship between CSR and accomplishment is not always straightforward. The reputation of publicly traded companies in Malaysia plays a moderating role in the link between CSR actions and corporate performance (Sindhi, Padhi, & Maurya, 2018; Singh & Misra, 2021). In addition, previous studies (Almeida & Coelho, 2019; Han, 2021; Singh & Misra, 2021; Tamajón & Font, 2013; Walsh & Bartikowski, 2013) have shown that a brand's image plays a significant role in shaping consumers' perceptions of its value and appeal. Developing a brand image is crucial as it significantly influences consumers' future decision-making (Mao et al., 2021). A study conducted by Kim et al. (2017) revealed that brand image has a significant impact on consumer value in the context of the relationship between brand image, customer reputation, and client loyalty. Customers tend to exhibit greater loyalty when they hold a positive perception of the brand from which they make their purchases.

H_{6a}: *Economic CSR and Revisit Intention are mediated by customer satisfaction.*

H_{6b}: *Relationship between Social CSR and Revisit Intention is mediated by Customer Satisfaction.*

H_{6c}: *Environmental CSR and Revisit Intention are mediated by Customer Satisfaction.*

3. Methodology

3.1 Research Purpose

The aim of this causal study is to establish the connection between various components, including independent, dependent, and mediating factors. The purpose of this study is to investigate the relationship between customer satisfaction, demand in the hotel industry of Bangladesh, and the influence of Corporate Social Responsibility (CSR) and the desire to return.

3.2 Research Design

To examine the relationship between the variables, a quantitative research technique is employed (Collins et al., 2017). To complete this study, the researcher utilised a commonly employed quantitative data collection method, as described in previous studies (Jiang et al., 2023; Wider, 2023). A quantitative research design is well-suited for testing hypotheses, examining connections between different groups, and providing explanations for decisions that rely on specific variables (Pluye et al., 2018).

This research incorporates elements of a quantitative inquiry, such as employing a questionnaire with a restricted range of responses and utilising statistical and mathematical techniques to analyse the data.

3.3 Research Data

Primary data offers numerous advantages compared to secondary data, with one significant benefit being its currency as it is collected more recently in relation to the problems or subject under study. A real-time online survey was conducted to collect primary data for the study. The survey included an in-depth questionnaire and had 206 participants.

3.4 Questionnaire Design

Researchers meticulously analyse various question forms and survey characteristics when creating a questionnaire, considering the arrangement of questions and the overall design (Amoah & Jibril, 2020). There are two different forms that a questionnaire framework can take: formal and informal. During research, it is customary to utilise a "structured questionnaire" that comprises pre-formulated questions with a restricted range of potential responses. In an unstructured questionnaire, the questions and answers are not predetermined. The term "structured" refers to the consistent nature of the data collection procedure. The survey process was conducted without any involvement from external parties. A common type of the study utilises a combination of paper and online questionnaires to gather data from participants. The questionnaire is divided into two sections. The initial section consists of questions pertaining to demographics (Q1-Q5), while the subsequent section delves into the six distinct areas relevant to the main research inquiries. survey is the self-administered survey, in which the respondent independently completes the survey form.

3.5 Sampling Techniques

The study employed convenience sampling techniques, citing relevant sources (Asiamah, Mensah, & Oteng-Abayie, 2017; Moser & Korstjens, 2018). In addition, the interviewer has considerable flexibility in conducting the 97 convenience samples required to derive valid conclusions.

One way to define a sample framework is as a comprehensive list of research units that meet the criteria for being included in a study, according to Hair et al. (2017). This investigation was not approved due to its implementation of a unique sampling strategy that deviated from the established sample framework.

3.6 Sample Size

The sample size refers to a predetermined subset of the entire population that will be analysed (Taherdoost, 2017). Utilising representative samples from the study's

population enhances confidence in the overall conclusions of the study. PLS-SEM necessitates a relatively substantial sample size, as suggested by [Hair et al. \(2017\)](#), [Hair, Gabriel, and Patel \(2014\)](#), with a minimum recommendation of 200 respondents. It is advisable to use sample sizes ranging from 30 to 500 for analytical surveys. This range allows for the prompt identification of fundamental errors. A total of 206 questionnaires were distributed to members of the public to gather the necessary information.

3.7 Data Collection Method

The survey's primary data was utilised to validate hypotheses, while the secondary data will be employed to formulate those hypotheses based on a range of internet evaluations. Gathering primary data and utilising multiple sources to formulate a hypothesis are achieved through self-administered analyses. Cox's Bazar is renowned in Bangladesh for its abundance of hotels, which has contributed to its widespread popularity.

3.8 Data Analysis Technique

One approach to constructing prediction models is through the utilisation of the PLS-SEM technique, enabling the simultaneous examination of multiple variables. Structural Equation Modelling (SEM) is a widely used data analysis system in market research. It is known for its ability to evaluate linear and additive causal models effectively. Through the utilisation of SEM, companies have the ability to analyse the relationships between important variables, potentially enhancing their decision-making process regarding resource allocation ([Hair Jr et al., 2014](#); [Henseler et al., 2014](#)). Examples of units used to quantify variables include individuals, organisations, events, and activity settings. Structural equation modelling necessitates the inclusion of variables, which can be either exogenous or endogenous. The available evidence suggests a different conclusion, rather than the one you proposed. Endogenous variables are solely influenced by a single variable, unlike exogenous variables that can be affected by multiple channels (s).

4. Data Analysis

4.1 Demographic Profile

Section A of the survey presents an overview of the individuals who completed the form, offering pertinent background information. There are a total of six questions aimed at gathering demographic information.

Personal information is required from participants at the beginning of the survey. The survey consisted of five questions regarding the demographics of the visitors, specifically their gender, age, education level, occupation, and motivation for visiting. Approximately one-third of the respondents are female, while roughly two-thirds are male. Based on the findings, it appears that hole dwellers are predominantly male. Most respondents, specifically 87%, fall into the age bracket of under twenty-five. Another 10.3% are between the ages of twenty-six and thirty-five, while a smaller percentage of 2% are older than forty-three. In addition, the data reveals that 44.3% of the participants have finished secondary school, while 10.8% have completed upper secondary school. Moreover, 36.9% have attained a bachelor's degree, 1.5% have pursued post-graduate study, and 6.4% have undergone vocational training. The breakdown of the population is as follows: 2% are students, 12.8% are employed

professionals, 70.9% are self-employed, 12.3% are unemployed, and 2% fall into another category. Approximately 20% of the participants are staying in hotels to visit their loved ones, while 18% are attending conferences. The majority, accounting for 54%, are staying for work-related purposes, and 25% are enjoying a vacation.

Table 1: Demographic Profile.

Category		Frequency	Percent (%)	Valid Percent
Gender	Male	146	71.9	71.9
	Female	57	28.1	28.1
	Total	203	100.0	100.0
Age Group	18-25 Yrs	100	87.7	49.26
	26-35 Yrs	81	10.3	39.90
	36-49 Yrs	22	2.0	10.84
	Total	203	100.0	100.0
Education	Secondary	90	44.3	44.3
	Higher Secondary	22	10.8	10.8
	Bachelor	75	36.9	36.9
	Postgraduate	3	1.5	1.5
	Vocational	13	6.4	6.4
	Total	203	100.0	100.0
Employment Status	Student	4	2.0	2.0
	Professional	26	12.8	12.8
	Self-employed	144	70.9	70.9
	Unemployed	25	12.3	12.3
	Others	4	2.0	2.0
	Total	203	100.0	100.0
Purpose of Visit	Visit relatives/friends	3	1.5	1.5
	Attending Conference	37	18.2	18.2
	Business	111	54.7	54.7
	Holiday	52	25.6	25.6
	Total	203	100.0	100.0

4.2 Reliability Analysis

Cronbach's alpha, a measure of internal consistency reliability, is used to assess the reliability of indicators by examining correlations between them (Hair et al., 2014). Table 2 tabulates the results.

Table 2: Cronbach's Alpha values.

Constructs	Items Included in The List	Cronbach's Alpha
ECO CSR	4	0.810
SOC CSR	5	0.809
ENV CSR	5	0.789
CD	4	0.837
CS	3	0.702
RI	3	0.701

Research conducted by [Hair Jr et al. \(2014\)](#) indicates that a Cronbach's alpha value of 0.70 or higher is typically regarded as reliable within the realm of scientific studies. The metrics utilised in this study can be considered reliable.

4.3 Descriptive Analysis

A descriptive analysis offers a comprehensive view of a dataset, with a specific emphasis on either the population or the sample ([Hwang et al., 2010](#)). The descriptive analysis assesses the statistical significance of various constructs in the study, including the dependent variable, independent variable, and mediating variable, in order to determine their statistical description. [Table 3](#) presents descriptive data for the variables used in this study, including the minimum and maximum scores, standard deviations, and means.

Table 3: Descriptive Statistics of the Variables.

	N	Minimum	Maximum	Mean	Std. Deviation
Economic CSR	203	1.75	5.00	3.5911	.60039
Social CSR	203	2.40	5.00	3.5773	.49879
Environmental CSR	203	2.00	5.00	3.5153	.52418
Customer Demand	203	2.25	5.00	3.6429	.56663
Customer Satisfaction	203	2.33	5.00	3.6601	.58957
Revisit Intention	203	2.33	5.00	3.6634	.60797

The average scores for Economic CSR, Social CSR, Environmental CSR, Customer Satisfaction, and Customer Demand were 3.5911, 3.5773, 3.5153, 3.6601, and 3.6429, respectively. Based on the mean values, it appears that most respondents hold a favourable perspective on these concepts. Revisit Intention, however, has an average value of 3.6634, suggesting that customers are returning to hotels due to the factors mentioned earlier.

4.4 Measurement Model Evaluation (Outer Model)

The outer model's measuring component includes indicators and their relationships with the components. The measurement model in PLS-SEM is sometimes referred to as the outer model ([Hair et al., 2014](#)).

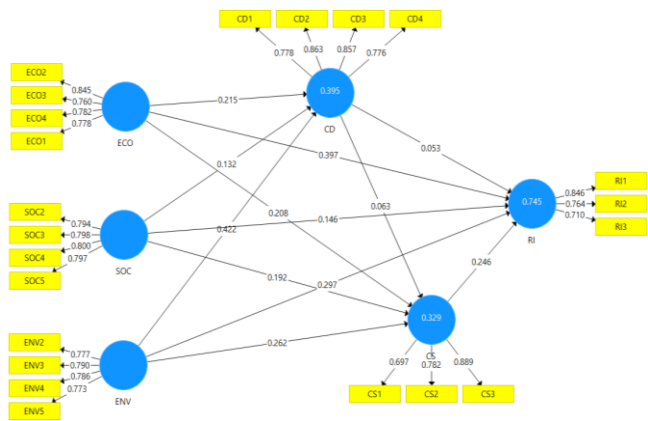


Figure 2: M-model (Outer Loading).

Table 4: Construct Reliability.

Constructs	Items	Factor Loadings	A Cronbach's Alpha Score	A Composite Reliability Assessment	Extracted Average Variation
ECO CSR	ECO1	0.778	0.810	0.871	0.627
	ECO2	0.845			
	ECO3	0.760			
	ECO4	0.782			
SOC CSR	SOC2	0.794	0.809	0.875	0.635
	SOC3	0.798			
	SOC4	0.800			
	SOC5	0.797			
ENV CSR	ENV2	0.777	0.789	0.863	0.611
	ENV3	0.790			
	ENV4	0.786			
	ENV5	0.773			
CD	CD1	0.778	0.837	0.891	0.671
	CD2	0.863			
	CD3	0.857			
	CD4	0.776			
CS	CS1	0.697	0.702	0.835	0.629
	CS2	0.782			
	CS3	0.889			
RI	RI1	0.846	0.701	0.818	0.601
	RI2	0.764			
	RI3	0.710			

“ECO CSR = Economic CSR, SOC CSR = Social CSR, ENV CSR = Environmental CSR, CD = Customer Demand, CS = Customer Satisfaction, RI = Revisit Intention”

4.4.1 Indicator Reliability

The external loading dimension can also be referred to as indicator dependability. We utilised the standard PLS procedure included in SmartPLS 3.0 to determine the indicators' loadings, cross-loadings, composite reliability, and AVE (Hair et al., 2017). It is preferable for item loadings to be at least 0.70, outer loadings to be at least 0.5, and average variances to exceed 0.50. For enhanced data quality, it is recommended to remove outer loading elements with values below 0.5 in a descending order of the lowest value. This approach has been supported by Hair et al. (2017) and other researchers. Table 4 depicts these values.

4.4.2 Internal Consistency Reliability

Cronbach's alpha is often used as a reliable metric to evaluate the internal consistency of a survey when determining its trustworthiness. Given that the estimation method relies on intercorrelations between manifest variables, it is worth noting that all indicators utilised in this study possess identical outer loadings.

4.4.3 Convergent Validity

Convergent validity evaluates a hypothesis or theory by examining the extent to which independent tests yield consistent outcomes (Hair et al., 2017). The median of the recovered variances is a commonly employed statistic for demonstrating convergent validity (AVE). The AVE values for all structures exceeded the minimum standard set by the PLS method. In their study, Hair et al. (2017) employed statistical techniques to calculate AVE values for Customer Demand, Customer Satisfaction, and Return Intention. The values obtained were 0.671, 0.629, and 0.601, respectively. The Acceptable Value Equivalents (AVEs) for Economic CSR, Social CSR, and Environmental CSR are 0.627, 0.635, and 0.611, respectively.

4.4.4 Validity on a Discriminant Basis

The concept of discriminant validity refers to the capacity of a theory to be distinguished from other conceptual frameworks based on objective criteria (Hair et al., 2014). Discriminant validity of a construct is established by demonstrating its distinctiveness from other constructs in the model and its ability to explain phenomena that cannot be solely attributed to those constructs. The technique proposed by Fornell and Larcker is based on the assumption that a construct's variance is greater than that of its associated indicators. Table 5 tabulates the Fornell and Larcker values.

Table 5 Illustrates The Fornell-Larcker Criteria for Discriminant Validity.

	CD	CS	ECO	ENV	RI	SOC
CD	0.819					
CS	0.394	0.793				
ECO	0.402	0.398	0.792			
ENV	0.574	0.488	0.305	0.781		
RI	0.553	0.640	0.670	0.664	0.775	
SOC	0.504	0.487	0.437	0.658	0.661	0.797

“ECO = Economic CSR, SOC = Social CSR, ENV = Environmental CSR, CD = Customer Demand, CS = Customer Satisfaction, RI = Revisit Intention”

The determination of discriminant validity was based on the level of agreement observed among the items. The indicator loadings and cross-loadings are summarised in Table 6. The relationship between the items and the latent variable demonstrated compelling evidence of discriminant validity. There was no indication that any of the items were associated with any other construct besides their primary concept. In order to ensure a satisfactory level of divergent validity, it is necessary for the indicator loadings (highlighted values in Table 6) to surpass their cross-loadings.

Table 6: Cross Loading.

	ECO	SOC	ENV	CD	CS	RI
ECO1	0.778	0.386	0.253	0.355	0.312	0.428
ECO2	0.845	0.424	0.307	0.393	0.398	0.764
ECO3	0.760	0.343	0.254	0.246	0.255	0.453
ECO4	0.782	0.148	0.086	0.219	0.238	0.311
SOC2	0.314	0.794	0.482	0.480	0.410	0.458
SOC3	0.382	0.798	0.486	0.370	0.347	0.555
SOC4	0.298	0.800	0.507	0.344	0.449	0.510
SOC5	0.399	0.797	0.620	0.410	0.348	0.583
ENV2	0.301	0.583	0.777	0.434	0.365	0.500
ENV3	0.148	0.551	0.790	0.491	0.352	0.669
ENV4	0.178	0.371	0.786	0.351	0.420	0.363
ENV5	0.330	0.524	0.773	0.494	0.397	0.495
CD1	0.383	0.315	0.458	0.778	0.306	0.391
CD2	0.349	0.473	0.513	0.863	0.254	0.482
CD3	0.306	0.468	0.500	0.857	0.444	0.542
CD4	0.284	0.379	0.401	0.776	0.263	0.370
CS1	0.173	0.275	0.435	0.412	0.697	0.418
CS2	0.376	0.334	0.269	0.195	0.782	0.481
CS3	0.377	0.514	0.452	0.339	0.889	0.602
RI1	0.485	0.580	0.520	0.401	0.691	0.846
RI2	0.845	0.424	0.307	0.393	0.398	0.764
RI3	0.168	0.541	0.769	0.512	0.377	0.710

“ECO = Economic CSR, SOC = Social CSR, ENV = Environmental CSR, CD = Customer Demand, CS = Customer Satisfaction, RI = Revisit Intention”

4.5 Assessment of Structural Model

The latent variables and their relationships can be identified in the structural model (or the inner model in PLS-SEM) as discussed by Hair et al. (2017). Our research incorporates two structural models: the direct connection structural model and the mediation structural model. The evaluation of the structural model in PLS-SEM involves considering various metrics. These metrics include the significance of the path coefficients, the level of the R2 values, the size of the f2 impact, and the predictive relevance Q2 (Hair et al., 2017). Path coefficients that are close to one indicate strong positive relationships, and the opposite is also true. In addition, the coefficient of determination (R2) was used to measure the percentage of total variance in the outcome variable that could be explained by predictor variables. The impact size (f2) of each exogenous variable was calculated and evaluated based on established standards. Furthermore, the predictive ability was evaluated using established standards and the blindfolded technique (Q2).

4.5.1 Structural Model 0.5: Analysis of Its Significance

Upon reviewing the literature, it becomes evident that this study is based on eight working hypotheses. Pathway significance is typically determined by p-values rather than t-values, as they indicate a statistically significant difference from 0. It is important to consider the direction of the hypothesis, the confidence interval, and the number of degrees of freedom when assessing this. This study utilised a resampling strategy known as PLS bootstrapping, employing a total of 1000 samples to calculate statistical T-values. In accordance with established conventions in social science research, we utilised the confidence interval calculator in SmartPLS 3 to obtain the p-value.

4.5.2 Direct Relationships

In Table 7, t statistics indicate the strength of the relationship between independent and dependent variables, while p values indicate the significance of the relationship. Thus, Customer Satisfaction -> Revisit Intention (t = 4.332, p= 0.000), Economic CSR -> Customer Demand (t = 2.157, p= 0.016), Economic CSR -> Customer Satisfaction (t = 2.382, p= 0.009), Economic CSR -> Revisit Intention (t = 6.105, p= 0.000), Environmental CSR -> Customer Demand (t = 3.809, p= 0.000), Customer Demand -> Customer Satisfaction (t= 0.694, t= 0.244), Customer Demand -> Revisit Intention (t= 0.93, t= 0.176), and Social CSR -> Customer Demand (t= 1.235, p= 0.108) are not significant when the research takes a liberal approach.

Table 7: Results of Hypothesis Testing (Direct Effect).

Hypothesis Path	Beta	STDEV	T-Values	P-Values	Decision
CD -> CS	0.063	0.090	0.694	0.244	Not Supported
CD -> RI	0.053	0.057	0.932	0.176	Not Supported
CS -> RI	0.246	0.057	4.332	0.000	Supported
ECO -> CD	0.215	0.100	2.157	0.016	Supported
ECO -> CS	0.208	0.087	2.382	0.009	Supported
ECO -> RI	0.397	0.065	6.105	0.000	Supported
ENV -> CD	0.422	0.111	3.809	0.000	Supported
ENV -> CS	0.262	0.094	2.777	0.003	Supported
ENV -> RI	0.297	0.073	4.041	0.000	Supported
SOC -> CD	0.132	0.107	1.235	0.108	Not Supported
SOC -> CS	0.192	0.108	1.770	0.038	Supported
SOC -> RI	0.146	0.063	2.313	0.010	Supported

“ECO = Economic CSR, SOC = Social CSR, ENV = Environmental CSR, CD = Customer Demand, CS = Customer Satisfaction, RI = Revisit Intention”

4.5.3 Mediation Relationship

Mediation analysis is used to explore the relationship between a dependent variable and its independent (predictive) factors. The study examines the potential impact of perceived ease, service quality, and customisation on the AI-enabled customer experience, with a focus on the moderating effects of trust and relationship commitment. The mediating effects were assessed using a bootstrapping method with bias-corrected 95% confidence intervals (Hwang et al., 2010). A total of 2000 iterations were conducted to determine the significance of the indirect impacts. If there are no zero confidence intervals and a significant indirect effect is present, it may be appropriate to consider mediation.

Table 8: Mediation Effect Hypothesis Testing Results.

Hypothesis Path	Beta	STDEV	T-Values	P-Values	Mediation
ECO -> CD -> RI	0.011	0.018	0.648	0.258	No
SOC -> CD -> RI	0.007	0.014	0.508	0.306	No
ENV -> CD -> RI	0.022	0.023	0.958	0.169	No
ECO -> CS -> RI	0.051	0.027	1.895	0.029	Yes
SOC -> CS -> RI	0.047	0.029	1.646	0.050	Yes
ENV -> CS -> RI	0.064	0.027	2.384	0.009	Yes

“ECO = Economic CSR, SOC = Social CSR, ENV = Environmental CSR, CD = Customer Demand, CS = Customer Satisfaction, RI = Revisit Intention”

According to the data presented in Table 8, there is a significant correlation between the independent and dependent variables. This correlation takes into consideration the influence of consumer demand and satisfaction, as indicated by the p value. Thus, the Economic CSR -> Customer Satisfaction -> Revisit Intention (t= 1.895, p= 0.029), the Social CSR -> Customer Satisfaction -> Revisit Intention (t= 1.646, p= 0.050), and the Environmental CSR -> Customer Satisfaction -> Revisit Intention (t= 2.384, p= 0.009) are statistically significant for the study at the 95% confidence level. Economic CSR -> Customer Demand -> Revisit Intention (t= 0.648, p= 0.258), Social CSR -> Customer Demand -> Revisit Intention (t= 0.508, p= 0.306), and Environmental CSR -> Customer Demand -> Revisit Intention (t= 0.958, p= 0.169) were not found to be statistically significant in the research.

4.5.4 Coefficient of Determination Analysis (R²)

The coefficient of determination represents the overall impact of external latent factors on the internal latent variable. The total amount of variation attributable to its external structures is therefore demonstrated. A valid R2 value is typically considered to be greater than 1.5%. In addition, it is recommended to have three tiers of structural model quality: considerable (0.26 to 0.67), moderate (0.13 to 0.33), and low (0.02 to 0.19).

Table 9: Coefficient of Determination R2.

	R Square	R Square Adjusted
CD	0.395	0.385
CS	0.329	0.313
RI	0.745	0.738

CD = Customer Demand, CS = Customer Satisfaction, RI = Revisit Intention

The values of CD, CS, and RI in Table 9 are 0.395, 0.329, and 0.745, respectively. The values hold great significance and are accurately represented.

4.5.5 Predictive Relevance (Q²)

Stone-Q2Geisser's value is often used in conjunction with R2 values as a measure of prediction accuracy in academic research. This study uses a rigorous procedure to evaluate the dependability of the model's forecasts. The predictive relevance of a model is determined by its ability to make predictions that extend beyond the available sample data. A blind test was conducted to assess the accuracy of the model's predictions. It is recommended to utilise the value of R2 as a surrogate for prediction accuracy in research studies. This study employs a blind procedure to assess the reliability of the model's predictions. A model's predictive relevance is determined by its ability to make predictions beyond the sample data. The accuracy of the model's predictions was measured using a blind test (Pal, 2017). This cross-validation technique provides an explanation of the model's quality and demonstrates its ability to accurately predict exogenous variables. As per the findings of Hair et al. (2017), the Q2 value of the unobserved endogenous reflective latent variables suggests their predictive nature.

Table 10: Predictive Relevance (Q2).

	SSO	SSE	Q ² (=1-SSE/SSO)
CD	700.000	523.035	0.253
CS	525.000	426.353	0.188
ECO	700.000	700.000	
ENV	700.000	700.000	
RI	525.000	308.369	0.413
SOC	700.000	700.000	

“ECO = Economic CSR, SOC = Social CSR, ENV = Environmental CSR, CD = Customer Demand, CS = Customer Satisfaction, RI = Revisit Intent

The Q2 value was determined through a blindfolding process and the cross-validated redundancy approach, as depicted in the image. Table 10 provides compelling evidence of predictive significance, as indicated by the Q2 value being greater than zero (Hair et al., 2017).

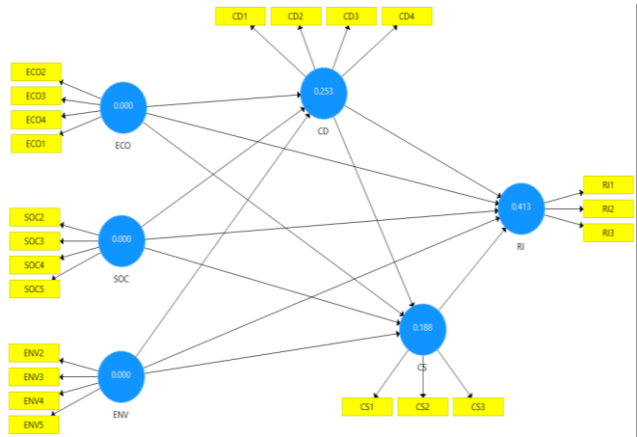


Figure 3: Blindfolding Procedure.

4.6 Summarizing The Major Findings

Table 11: *Summary of the Findings.*

Hypothesis	Statement	Hypothesis Path	Decision
H _{1a} :	An increase in Revisit Intensity can be attributed to economic CSR	ECO -> RI	Supported
H _{1b} :	The impact of social CSR on revisit intentions is positive	SOC -> RI	Supported
H _{1c} :	A positive effect of environmental CSR can be seen in revisit intentions	ENV -> RI	Supported
H _{2a} :	The economic CSR affects customer demand in a positive way	ECO -> CD	Supported
H _{2b} :	Social CSR has a positive effect on Customer Demand	SOC -> CD	Not Supported
H _{2c} :	The impact of environmental CSR on customer demand is positive	ENV -> CD	Supported
H _{3a} :	The impact of economic CSR on customer satisfaction is positive	ECO -> CS	Supported
H _{3b} :	Customer satisfaction is positively affected by social CSR	SOC -> CS	Supported
H _{3c} :	Customer satisfaction is positively affected by environmental CSR	ENV -> CS	Supported
H _{4a} :	Customer Demand has a positive effect on Customer Satisfaction	CD -> CS	Not Supported
H _{4b} :	Customer Demand has a positive effect on Revisit Intention	CD -> RI	Not Supported
H _{4c} :	Customer Satisfaction has a positive effect on Revisit Intention	CS -> RI	Supported
H _{5a} :	Customer Demand mediates the relationship between Economic CSR and Revisit Intention	ECO -> CD -> RI	Not Supported
H _{5b} :	Customer Demand mediates the relationship between Social CSR and Revisit Intention	SOC -> CD -> RI	Not Supported
H _{5c} :	Customer Demand mediates the relationship between Environmental CSR and Revisit Intention	ENV -> CD -> RI	Not Supported
H _{6a} :	An Economic CSR-Revisit Intention relationship is mediated by Customer Satisfaction	ECO -> CS -> RI	Supported
H _{6b} :	Relationship between social CSR and revisit intentions is mediated by customer satisfaction	SOC -> CS -> RI	Supported
H _{6c} :	Customer Satisfaction mediates the relationship between Environmental CSR and Revisit Intention	ENV -> CS -> RI	Supported

5. Discussion, Recommendation and Conclusion

5.1 Discussion

The Bangladeshi government has implemented stricter regulations for the hotel industry in order to promote the adoption of corporate social responsibility (CSR) initiatives. Experts from various fields, including business leaders, scholars, and students, widely acknowledge the significance of CSR in attracting consumers and gaining insights into the market.

The hotel industry has conducted limited research on Corporate Social Responsibility Actions (CSRAs). However, a conceptual model has been developed to examine how customer satisfaction and demand in hotels are influenced by the mediation of CSR components, including ethical, economic, and social factors. Given the growing significance of globalisation and tourism, hotels in Bangladesh are now subject to heightened scrutiny regarding their corporate social responsibility endeavours. Additional research is required to gain a deeper understanding of the

effects of Corporate Social Responsibility Activities (CSRAs) within the hotel industry (Tran, 2021). Hotels in Bangladesh have implemented rigorous procedures for corporate social responsibility initiatives to cater to the needs of a more discerning clientele (Gandhi, Robert, Palacios, & Chan, 2022).

Hotel management has the potential to increase earnings by allocating more resources towards CSR initiatives that prioritise ethical practices and meet minimum standards. In recent years, there has been a growing interest in CSR among customers and hotels. According to the findings of this study, it appears that hotels could benefit from prioritising corporate social responsibility. Enhancing a hotel's commitment to social responsibility can have a positive impact on both public perception and customer loyalty (customer satisfaction) (Khan, Ullah, & Khan, 2023).

All the relevant and proposed hypotheses regarding mediated and direct interactions were confirmed. However, our research has uncovered fascinating data regarding corporate social responsibility (CSR) in the hotel industry, which is outlined below. The three pillars of CSR—economics, society, and ethics—significantly influence customers' perceptions of a company. Increased media coverage of environmental issues in emerging economies may have contributed to a heightened public awareness of environmental concerns. Customers are more likely to support a company that offers valuable community services and effectively manages hotels. Based on the data we have; it appears that the hospitality industry in Bangladesh is moving towards prioritising customer satisfaction and environmental responsibility. This trend is evident in both large and small hotels.

Hotels in Bangladesh have taken the initiative to regulate their operations in response to the needs of their patrons. This study found no evidence indicating a significant impact of customer demand on CSR transition in hotels. Additionally, it did not find any evidence suggesting that customer demand played a mediating role in the relationship between CSR variables (Ecological, Social, and Environmental) and the intention of tourists to return to the hotel. Hotels in Bangladesh demonstrate a clear understanding of corporate social responsibility (CSR) as they prioritise both ethical practices and profit maximisation, resulting in increased customer satisfaction and repeat business. Implementing CSR in hotels may require additional time and financial resources, but the potential benefits are considered highly valuable. Therefore, we believe that the agreement, both mediated and direct, that was assessed is accurately represented in our study model.

5.2 Limitation and Recommendation

Prior to drawing conclusions from this study's findings, it is crucial to consider certain limitations. The initial survey stage was conducted in Chittagong. In addition, the sample size of 206 indicates that caution should be exercised when generalising the findings to the entire population. Furthermore, due to limitations in both time and resources, it was not possible to conduct a survey of every hotel in the country. Additionally, the progress of research has been hindered by the lack of cooperation from participants towards survey administrators. In addition, this study provides insights into the correlation between different aspects of CSR, consumer preferences, satisfaction levels, and the likelihood of repeat business. While this study examined CSR from multiple

perspectives, there may be additional factors that are even more vital in customer retention. Ultimately, this study employed a convenience sample method.

5.3 Implication of the Study

5.3.1 Managerial Implication

Starting with fundamental principles, this study demonstrates that hotel managers operating in low-resource contexts can derive financial benefits from a stronger commitment to corporate social responsibility (CSR). Implementing a Corporate Social Responsibility (CSR) initiative can contribute to the company's sustained success in the long run. Furthermore, the findings of this study hold significant value for the hotel industry, especially in developing nations. It is important for them to improve their communication with their clients and update their management practices to align with CSR principles. Finally, to optimise savings and enhance enjoyment, it is crucial to have a clear intention to return. Hotel management should prioritise CSR aspects that have monetary and moral implications to enhance guest satisfaction and encourage repeat reservations.

5.3.2 Theoretical Implication

This study's technique builds upon previous CSR research in a novel manner. This research provides valuable insights into how hotels can effectively address stakeholder issues through CSR programmes, contributing to the ongoing theoretical discussion on stakeholder theory. This study provides valuable insights into the field of corporate responsibility by examining the impact of return intent on the connection between corporate social responsibility, consumer demand, and customer satisfaction. According to scholars, there is a lack of research on the relationship between CSR "dimensions" and consumer satisfaction in the hospitality sector. The findings of this study have significant implications for the hotel industry in Bangladesh. The adoption of CSR practices can assist establishments in addressing the diverse needs of stakeholders, enhancing guest satisfaction, and ultimately improving financial performance. This study investigates the effects of CSR on consumer satisfaction and demand, focusing on three different dimensions (ethical, social, and economic) of CSR.

6. Conclusion

The hotel sector in Bangladesh is currently in the early stages of implementing CSR initiatives. Due to heightened demands from major tour operators, development work has been initiated. It is widely accepted that CSR developments have positive impacts on the financial performance of hotels. To gain an edge in the highly competitive hotel industry, it is crucial for hotels to meet the demands of their guests, empower their staff, and foster customer loyalty. Both companies are introducing significant advancements in technology that have minimal impact on the environment and society, to achieve their corporate social responsibility objectives. Research studies by [Liu et al. \(2020\)](#), and [Su, Swanson, and Hsu \(2018\)](#) have shown that incorporating economic, social, and environmental corporate social responsibility (CSR) practices can effectively promote eco-friendly policies and procedures within the hotel industry ([Cole & DeVine, 2023](#)).

CSR actors recognise their moral duty to combat poverty in the world's most impoverished nations. They achieve this through the implementation of strategic initiatives aimed at tackling inequality. Establishing a clear starting point and defining the industry's role are crucial for the success of the initiative. It is essential to thoroughly analyse the factors that drive and hinder responsible CSR behaviour. By doing so, we can develop effective strategies to enhance positive motivations and mitigate negative influences.

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