



# A Literature Review on Trust and Corporate Image in Enhancing Sustainable Sales through Customer Satisfaction

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**Abstract.** In the current era of sustainability-driven business practices, customer trust and corporate image have emerged as strategic relational assets that influence long-term customer loyalty and sustainable sales performance. This study systematically reviews recent literature that explores the interconnected roles of trust, corporate image, and customer satisfaction in shaping customer loyalty. Employing a Systematic Literature Review (SLR) method, this research analyzes fifteen peer-reviewed articles published between 2019 and 2025, sourced from academic databases such as Scopus, Web of Science, Elsevier, Taylor & Francis, IEEE, and MDPI. The findings reveal that CSR and ESG initiatives enhance trust and corporate image, which in turn significantly influence customer satisfaction and loyalty across diverse sectors including banking, hospitality, retail, consumer goods, and environmental services. Customer satisfaction consistently mediates the relationship between CSR/ESG and loyalty, validating the theoretical model grounded in Social Exchange Theory, Signaling Theory, and Relationship Marketing Theory. The results underscore the importance of building relational capital through responsible business practices to achieve sustainable sales outcomes. This review contributes both theoretical insights and managerial implications for companies seeking to align customer engagement with long-term sustainability goals.

**Keywords:** Trust, Corporate Image, Customer Satisfaction, CSR, ESG, Loyalty

## 1 Introduction

In the context of globalization and intensified market competition, sustainability has become a crucial strategy for companies across various industries. Today, firms are no longer judged solely on their immediate financial outcomes; rather, they are increasingly evaluated on their ability to balance economic success with environmental responsibility, social obligations, and robust governance practices [1]. This shift reflects an increasing understanding that sustainable business practices are not just ethical necessities but also key drivers of long-term competitiveness. Sustainability has now become a core element of corporate strategies, reputation management, and customer en-

agement, presenting both challenges and opportunities for companies aiming to maintain strong market positions. Businesses that successfully integrate sustainability into their models are more likely to build solid reputational capital, enhance consumer trust, and achieve sustainable sales, securing both continuity and resilience in uncertain markets [2].

This change in the business environment is further influenced by growing consumer awareness and rising regulatory pressures. Governments and international organizations are imposing stricter environmental and social standards, while digital platforms have made consumers more knowledgeable and critical of corporate behavior. In this context, trust and corporate image are no longer secondary concerns; they are vital assets that play a significant role in determining consumer decisions and loyalty. Consumers are increasingly motivated by factors beyond product quality and price, such as whether companies align with their personal values, including social and environmental responsibility. Consequently, businesses must focus on building trustworthy relationships and cultivating a positive corporate image to protect and expand their market presence in an era where sustainability serves as both a competitive advantage and an ethical obligation.

In this shifting landscape, trust and corporate image have been consistently recognized as essential drivers of sustainable sales. Trust, often discussed within the framework of Social Exchange Theory, represents a psychological state based on confidence, reliability, and the expectation of mutual benefit [3]. It helps reduce uncertainty in transactions, mitigates perceived risks, and fosters emotional connections that extend beyond individual transactions. Research suggests that trust positively influences both customer satisfaction and loyalty, making it a foundational element of enduring consumer relationships. Trust is also a key aspect of risk management from the consumer's point of view, especially in sectors with significant information asymmetry, such as financial services, healthcare, and online retail. In these sectors, the absence of trust can hinder repeat business and potentially damage a company's standing in the broader market.

Corporate image is also of critical importance and has been extensively explored through Signaling Theory. Corporate image acts as a perceptual cue through which stakeholders assess a company's credibility, intentions, and quality standards [4]. In practice, a favorable corporate image helps a firm stand out in competitive markets and reinforces consumer trust, thereby boosting satisfaction and loyalty over time. For instance, companies known for ethical leadership, environmental initiatives, or strong community involvement tend to enjoy greater brand equity and are viewed as more dependable and appealing to consumers. These perceptions translate not only into immediate sales but also into brand advocacy, enhanced reputation resilience, and long-term competitive advantage.

Customer satisfaction plays a crucial role as an intermediary factor linking trust, corporate image, and long-term sales performance. According to Relationship Marketing Theory, satisfaction is not just the result of a single transaction but an accumulated judgment developed through ongoing interactions and experiences with a company [5]. This view emphasizes the enduring and relational nature of satisfaction, influencing broader attitudes and behaviors over time. When customers experience consistency,

fairness, and alignment with their values, they are more likely to convert satisfaction into loyalty, positive word-of-mouth, and support for corporate sustainability efforts [4][3]. In this way, satisfaction becomes the mechanism through which trust and image are translated into sustainable revenue, ensuring stability in sales even amid market fluctuations.

Despite increasing academic interest in these factors, the existing literature remains fragmented and somewhat inconsistent. Many studies explore trust, corporate image, and satisfaction independently for example, treating trust as a predictor of loyalty or corporate image as a factor in reputation management without integrating them into a unified model of sustainable sales performance [1]. Moreover, while the role of sustainability in influencing consumer behavior is widely acknowledged, relatively few studies have examined how trust, corporate image, and satisfaction interact within broader sustainability, governance, and corporate responsibility frameworks [2]. This fragmentation has limited both theoretical development and practical insights, especially at a time when consumers increasingly expect transparency, ethical responsibility, and environmental accountability from businesses.

Compounding this complexity is the geographic and sectoral variation in how these factors operate. In developed markets, where consumer activism and institutional enforcement are stronger, trust and image may be more directly connected to sustainability practices like carbon neutrality, ethical sourcing, or corporate philanthropy. In contrast, in emerging markets, customer trust may be more influenced by fundamental service quality, price fairness, and reliability, with sustainability concerns still emerging as secondary factors. This divergence suggests that while the core theoretical links between trust, image, satisfaction, and sustainable sales remain consistent, their application can vary depending on cultural, economic, and institutional contexts. Such differences highlight the need for more integrated reviews and cross-contextual research to enhance both theoretical understanding and managerial strategies.

To address these gaps, this study conducts a systematic literature review to consolidate empirical and conceptual insights from research conducted between 2019 and 2025. The review aims to clarify the relationships between trust, corporate image, customer satisfaction, and sustainable sales, while also examining their relevance to current sustainability-driven governance frameworks. Additionally, the study identifies emerging trends and research gaps that can guide future empirical research. By consolidating insights from various industries and contexts, this review makes both theoretical and practical contributions. Theoretically, it enriches the discourse on trust, image, and satisfaction by positioning them within the context of sustainable business and governance. Practically, it offers strategic insights for companies looking to enhance their competitive edge through customer-centric, trust-based, and sustainability-oriented approaches. Ultimately, the study underscores that sustainable sales are not merely the result of repeated transactions but the outcome of long-term relational capital built on trust, a positive corporate image, and consistent customer satisfaction. This relational capital, when supported by sustainability principles, provides the foundation for lasting competitive advantage in a socially and environmentally conscious global marketplace.

## 2 Literature Review

### 2.1 Literature Review

In recent years, an expanding body of empirical studies has highlighted the crucial role that Environmental, Social, and Governance (ESG) initiatives play in fostering brand trust, which in turn affects customer engagement and loyalty. For instance, Tripopsakul & Puriwat [6] conducted research in Thailand, demonstrating that ESG initiatives from companies significantly enhance brand trust, with trust acting as an essential mediator between ESG efforts and customer engagement (HEF Journal). Chao [7] corroborates these findings in a Chinese context, showing that all three ESG dimensions environmental, social, and governance positively influence both brand trust and brand loyalty, with brand trust mediating the relationship between ESG performance and customer loyalty.

In the hospitality industry, a 2023 study published in *Sustainability on tourists in Jeju Island* found that ESG practices significantly increase brand trust and foster word-of-mouth behaviors, further reinforcing customer trust as a driver of communication and retention. Broadening the scope to firm performance, research has shown that strong ESG performance enhances firm value, with customer satisfaction serving as a mediator, particularly in industries where environmental issues are a major concern [8].

In the banking sector, CSR's positive influence on satisfaction, trust, and loyalty has also been affirmed. In Peru, CSR was found to directly impact consumer satisfaction and loyalty, with trust playing a crucial mediating role in explaining variations in loyalty among customers of private banks [8]. In Indonesia, CSR activities at Bank Central Asia (BCA) were shown to positively impact both customer satisfaction and loyalty [9], further confirming satisfaction as a mediator. In another Indonesian study, CSR was found to influence customer loyalty through customer satisfaction, trust, word-of-mouth, and corporate reputation [10].

Further evidence from Thailand by Klaysung et al. [11] confirmed that CSR positively affects trust and satisfaction, which in turn improves customer loyalty in retail sectors [11]. In the context of Sharia banking, Ardiansyah & Muthohar [12] showed that CSR influences customer loyalty both directly and through mediators such as trust and satisfaction, highlighting a relational pathway between ethical practices and customer loyalty. Focusing on younger consumers in Indonesia, Nur Muhammad [13] demonstrated that ESG awareness significantly increases loyalty among Millennials and Gen Z, with social and governance factors showing a stronger impact than environmental aspects.

CSR also plays a significant role in retention strategies within the hospitality sector. A study in the *Journal of Hospitality and Tourism Management* [14] found that CSR initiatives improve brand attitude, service quality, and customer satisfaction, all of which contribute to customer retention, with brand love acting as a modulating factor in this process. Across different cultures and regions, CSR's influence on satisfaction and loyalty often depends on intermediary variables. For instance, in North Cyprus, CSR does not directly affect loyalty or satisfaction, but customer identification fully

mediates this relationship, emphasizing the importance of emotional connections in translating CSR efforts into customer loyalty.

Finally, broader discussions on consumer responses add further insights. Post-pandemic consumer behavior reveals that sustainability increasingly influences purchasing decisions. However, information gaps and the risk of greenwashing make authenticity and transparent communication essential for maintaining trust and loyalty. Deloitte's 2023 survey emphasizes that customers prioritize transparency and sustainability from their suppliers, which, in turn, strengthens loyalty and purchasing commitment, reinforcing the pivotal role of trust in sustainable sales models.

## 2.2 Theoretical Framework

This study is grounded in foundational theories, with Social Exchange Theory (SET) serving as the primary framework. SET argues that relationships between organizations and consumers are based on reciprocal exchanges of value, where trust is built through consistent, fair, and mutually beneficial interactions [15]. When companies engage in Corporate Social Responsibility (CSR) or Environmental, Social, and Governance (ESG) practices, they provide value to stakeholders beyond mere transactions. This not only fosters customer trust by lowering uncertainty but also establishes expectations of long-term fairness and commitment [16]. Thus, SET helps explain why responsible corporate practices form the foundation for long-lasting customer relationships.

In addition, Signaling Theory offers insights into the role of corporate image. In situations where information is incomplete, companies use CSR/ESG disclosures, sustainability certifications, or visible responsible actions to signal their credibility, ethical standards, and the quality of their products or services. Customers interpret these signals as indications of reliability, thereby enhancing trust and shaping the company's reputation. Crucially, signaling theory helps mitigate the risks of opportunism and greenwashing when a company's communications align with its actual behavior, thereby reinforcing its perceived legitimacy [17].

Another key theoretical approach is Relationship Marketing Theory (RMT), which stresses the importance of nurturing long-term, mutually beneficial relationships with customers, rather than focusing on short-term transactions [18]. In this framework, customer satisfaction is a central relational outcome. Satisfaction arises from the ongoing evaluation of repeated interactions and serves as a crucial mediator connecting trust and corporate image to customer loyalty. Satisfied customers are not only more likely to repurchase but also engage in advocacy behaviors such as positive word-of-mouth, which are vital for sustaining sales growth.

The integration of these theories provides a comprehensive understanding of how trust, corporate image, and satisfaction interact to foster loyalty and sustainable performance. From the SET perspective, CSR and ESG activities act as reciprocal exchanges that build trust; from Signaling Theory, these activities also enhance corporate image by signaling credibility; and from RMT, these relational outcomes contribute to satisfaction and loyalty. Furthermore, research on contemporary consumer behavior highlights the role of psychological constructs, such as customer identification, emotional attachment, and brand love [19]. These constructs strengthen the pathways outlined by

the three theories, suggesting that emotional and identity-based connections can amplify the trust-satisfaction-loyalty chain, particularly among younger, more value-driven consumers.

Combining these theoretical frameworks with empirical evidence, the conceptual model proposes that CSR and ESG initiatives directly influence corporate image and trust, which in turn enhance customer satisfaction. Satisfaction acts as a key mechanism that transforms positive perceptions into loyalty, advocacy, and repeat purchases. Additionally, consumer identification and brand love are moderating variables that intensify these relationships, particularly in competitive markets or among environmentally conscious customer segments. Ultimately, the integrated model demonstrates that sustainability-driven corporate behavior is not just an ethical duty but also a strategic relational asset, enabling firms to achieve lasting customer loyalty and sustainable sales performance.

### 3 Methodology

This study utilizes a Systematic Literature Review (SLR) methodology to combine both empirical and theoretical perspectives on the role of trust and corporate image in enhancing sustainable sales via customer satisfaction. The choice of the SLR approach was based on its ability to merge fragmented findings from various industries and geographic areas, offering a comprehensive understanding of the relational dynamics that underpin customer loyalty and sustainable business success. By synthesizing prior studies, this research provides a structured and repeatable framework to examine how CSR and ESG initiatives foster relational capital, which ultimately impacts satisfaction and loyalty.

The literature search was executed using Publish or Perish (PoP) software, supplemented by direct searches across multiple academic databases such as Scopus, Web of Science, IEEE Xplore, Elsevier (ScienceDirect), Taylor & Francis Online, and MDPI. Additionally, Google Scholar was consulted to track citations. Boolean operators were employed to construct search strings using key terms such as trust, corporate image, customer satisfaction, customer loyalty, CSR, and ESG. To ensure the review is current with the latest developments in sustainability-focused marketing, the search was restricted to articles published between 2019 and 2025, reflecting the rapid growth of CSR reporting and ESG practices in this period.

Explicit inclusion and exclusion criteria were implemented to guarantee the relevance and quality of the literature reviewed. Eligible articles were peer-reviewed, written in either English or Bahasa Indonesia, addressed at least three of the five constructs (CSR/ESG, trust, corporate image, customer satisfaction, and loyalty), and presented either empirical findings or conceptual models linking these variables. Articles were excluded if they were editorials, not peer-reviewed, inaccessible in full text, or lacked methodological transparency.

The screening process followed the PRISMA framework to ensure rigor and transparency. From an initial set of 150 records retrieved from database searches, duplicates and irrelevant articles were removed, leaving 100 articles for abstract screening. Out of these, 25 articles were chosen for full-text evaluation, and ultimately, 15 studies that met all the inclusion criteria were retained for the review. These studies cover a range of sectors, including banking, hospitality, retail, and environmental services, and span geographic contexts such as Indonesia, China, Thailand, Peru, South Korea, and Bahrain. The literature identification, screening, eligibility assessment, and inclusion process are presented in Figure 1.

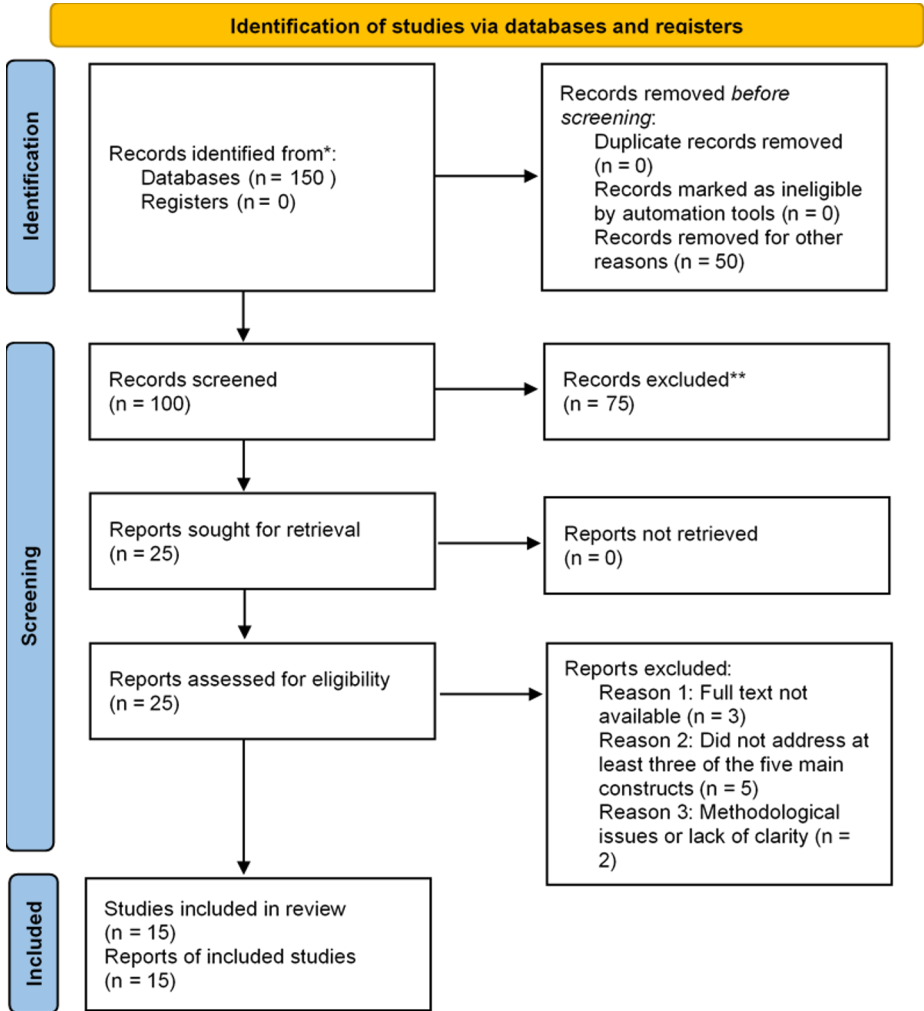
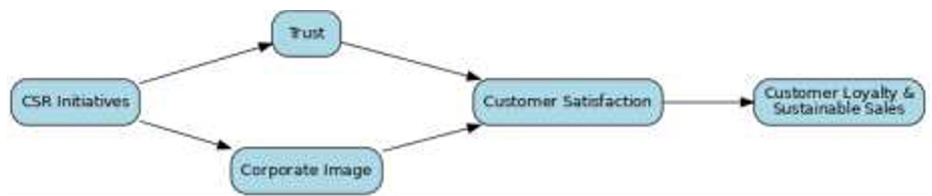


Fig. 1. PRISMA Flow Diagram of Literatures Selection

The final collection of 15 articles was subjected to qualitative content analysis and thematic synthesis. Each article was meticulously examined to identify themes and relational insights regarding the mechanisms through which CSR initiatives influence cus-

tomer satisfaction and loyalty via trust and corporate image. Variables were systematically coded to discern whether the effect of CSR was direct or mediated, and to explore how constructs such as emotional trust, brand perception, and ethical alignment played a role in fostering long-term customer loyalty. The synthesis also considered a range of methodological approaches, including PLS-SEM, regression analysis, and survey-based research.

The analysis resulted in the creation of a conceptual framework that links CSR initiatives with sustainable sales through relational factors. This framework is built upon three complementary theories: Social Exchange Theory (SET), which outlines how trust is developed through reciprocal value exchanges; Signaling Theory, which explains how corporate image serves as a signal of quality and credibility; and Relationship Marketing Theory (RMT), which identifies customer satisfaction as the key mediator between trust, corporate image, and loyalty. The conceptual model derived from this synthesis is presented in Figure 2.



**Fig. 2.** Conceptual Framework of the Study

To enhance methodological rigor, only articles from Scopus-indexed journals, Sinta 1–2 national journals, or reputable conference proceedings were retained. The PRISMA-based review process supports replicability and transparency, while thematic coding ensures depth in identifying conceptual linkages. Although this method provides robust theoretical integration, its limitations include the exclusion of meta-analytic techniques and potential concentration of sources within the banking and hospitality sectors. Despite these limitations, the review offers a reliable foundation for understanding the relational mechanisms through which CSR drives sustainable business outcomes via customer trust and satisfaction.

## 4 Results

This study conducted a systematic review of fifteen peer-reviewed articles published between 2019 and 2025, aiming to examine how trust and corporate image collectively influence sustainable sales through the mediating effect of customer satisfaction. The selected articles, drawn from sectors including banking, hospitality, retail, and environmental services, consistently highlight that CSR and ESG initiatives play a crucial role in enhancing both trust and corporate image, which in turn impact on customer satisfaction and loyalty. The findings reinforce the relevance of Social Exchange Theory, Signaling Theory, and Relationship Marketing Theory as the theoretical framework for this research.

Table 1 presents an overview of the twelve selected studies, outlining the authors, country of origin, industry sector, key variables explored, and the research methods employed. Most of these studies utilized survey-based quantitative techniques, such as Partial Least Squares Structural Equation Modeling (PLS-SEM) and regression analysis.

**Table 1.** Summary of Reviewed Studies

No.	Author(s)	Country	Sector	Key Variables	Method
1	Angelita et al. [9]	Indonesia	Banking	CSR, Trust, Satisfaction, Loyalty	Survey (PLS-SEM)
2	Leclercq-Machado et al. [8]	Peru	Banking	CSR, Trust, Satisfaction, Loyalty	Survey (PLS-SEM)
3	Rahmawati & Kustianawan [10]	Indonesia	Banking	CSR, Trust, Satisfaction, Loyalty	Survey (PLS-SEM)
4	Klaysung et al. [11]	Thailand	Retail	CSR, Trust, Satisfaction, Loyalty	Survey
5	Ardiansyah & Muthohar [12]	Indonesia	Islamic Banking	CSR, Trust, Satisfaction, Loyalty	Survey
6	Nur Muhammad [13]	Indonesia	Banking	ESG Awareness, Loyalty	Survey
7	Tripopsakul & Puriwat [6]	Thailand	Retail	ESG, Trust, Engagement	Survey
8	Cao [7]	China	General	ESG, Trust, Loyalty	Survey
9	Seok [8]	South Korea	Environmental	ESG, Satisfaction, Firm Value	Regression
10	Bae et al. [20]	South Korea	Hospitality	ESG, Trust,	Survey

11	Islam et al. [14]	China	Hospitality	Word-of-Mouth CSR, Satisfaction, Competitive Advantage CSR,	Survey
12	Aziz [21]	Bahrain	Islamic Banking	Trust, Satisfaction, Reputation, Loyalty CSR, Moral Identity, Perceived Service Quality,	SEM
13	Yen & Chen [22]	Taiwan	Banking	Relationship Quality, Customer Loyalty CSR, Brand Image, Brand Equity, Consumer Satisfaction	Quantitative (Online Survey, PLS-SEM)
14	Araújo, Pereira, & Santos [23]	Portugal	Consumer Goods	CSR, Service Quality, Perceived Value, Customer Satisfaction	Quantitative (Online Questionnaire, SEM-PLS)
15	Chi & Phan [24]	Multi-country	Retail	Customer Satisfaction, Customer Loyalty	Meta-analysis dari berbagai studi (Sustainability)

This study conducted a systematic review of fifteen peer-reviewed articles published between 2019 and 2025, aiming to examine the combined effect of trust and corporate image on boosting sustainable sales through the mediating role of customer satisfaction. These studies, which span sectors like banking, hospitality, retail, consumer goods, and

environmental services, consistently show that CSR and ESG initiatives significantly enhance both trust and corporate image, which in turn affect customer satisfaction and loyalty. The findings support the use of Social Exchange Theory, Signaling Theory, and Relationship Marketing Theory as the theoretical basis for this research.

The analysis revealed a consistent and robust pattern: CSR initiatives improve both trust and corporate image, which, in turn, strengthen customer satisfaction. Trust serves as a relational mechanism that helps reduce uncertainty and foster emotional commitment by promoting perceptions of fairness and ethical engagement. Corporate image, on the other hand, reinforces positive brand perceptions and acts as a reputational signal for consumers assessing long-term reliability. These two elements are deeply interconnected and mutually reinforcing, as customers are more inclined to trust companies that maintain a strong and socially responsible image.

## 5 Discussion

Customer satisfaction is identified as a crucial mediating factor in almost all the models reviewed. Rather than being a static outcome, satisfaction serves as a dynamic link that connects the perceived value of CSR and ESG actions with customers' future intentions, such as loyalty and advocacy. For example, Soek [8] and Rahmawati & Kustiawan [10] demonstrated that satisfaction fully mediates the relationship between CSR/ESG performance and business outcomes, including customer loyalty and enhanced company value. This supports the principles of Relationship Marketing Theory, which highlights that satisfaction arises from consistent, fair, and value-driven interactions between businesses and consumers.

The sectoral and cultural contexts further enrich the findings. In sectors like banking and Islamic finance, trust is particularly critical due to the high involvement, long-term commitment, and risks inherent in financial services. Aziz [10], for instance, emphasized that CSR only has a significant impact on loyalty when it is mediated by trust and reputation, pointing to a multi-layered relational pathway. In contrast, in sectors like hospitality, retail, and consumer goods, customer perceptions of corporate image shaped by ethical practices and social engagement play a more prominent role in promoting satisfaction and repeat business. This distinction aligns with Signaling Theory, which suggests that responsible business conduct is seen by consumers as a trustworthy indicator of future performance and credibility.

Generational differences and emotional factors driving loyalty also emerged as important contextual elements. Nur Muhammad [13] showed that ESG awareness among

Gen Z consumers in Indonesia is a significant predictor of loyalty, especially when satisfaction and value congruence are present. Similarly, studies in the hospitality sector revealed that emotional factors such as brand love and customer identification enhance satisfaction, which then lead to customer retention and advocacy behavior. The newly included studies further strengthen this dynamic by showing how CSR contributes to building moral identity, brand image, perceived value, and ultimately customer loyalty.

From a theoretical perspective, the findings from the fifteen studies support the integrated conceptual model outlined in this paper. CSR and ESG initiatives contribute

to the development of trust and corporate image (as explained by Social Exchange and Signaling Theories), which in turn lead to customer satisfaction and loyalty (as predicted by Relationship Marketing Theory). The model also incorporates moderating factors such as reputation, generational orientation, moral identity, brand equity, and brand attachment, which several studies identified as key contextual enhancers.

From a managerial viewpoint, the results emphasize the importance of viewing CSR and ESG not as isolated actions but as integral components of a comprehensive strategy aimed at building trust and corporate image. For businesses in competitive or trust-sensitive sectors like banking, proactive CSR communication and transparent ESG reporting are vital. Similarly, companies in consumer-oriented industries should align their sustainability efforts with customer values and effectively communicate these efforts to improve their corporate image. Furthermore, businesses should consider customer satisfaction as a strategic asset, paying attention not only to service quality metrics but also to the emotional and ethical aspects of customer perceptions.

In conclusion, this synthesis reaffirms that trust and corporate image are crucial precursors to sustainable customer satisfaction and loyalty, with CSR acting as a foundational mechanism to cultivate both. The integration of theoretical frameworks and cross-sector findings illustrates that building relational capital through ethical practices, transparency, and alignment with consumer values is a sustainable path to achieving long-term sales performance and market resilience.

## 6 Conclusion

This study conducted a systematic literature review to explore how trust and corporate image contribute to sustainable sales through customer satisfaction as a mediating factor. By examining fifteen peer-reviewed articles published between 2019 and 2025, the findings provide consistent empirical support for the conceptual model rooted in Social Exchange Theory, Signaling Theory, and Relationship Marketing Theory. These theoretical frameworks collectively clarify the relational dynamics through which CSR and ESG initiatives impact consumer behavior.

The review underscores that when CSR and ESG efforts are communicated transparently and implemented consistently, they significantly boost customer trust and enhance corporate image. These two relational assets then foster higher levels of customer satisfaction, which serves as a key mediator in converting positive consumer perceptions into loyalty and long-term purchasing behaviors. Satisfaction is not just a transactional result; it represents a relational measure of emotional alignment, perceived fairness, and trust in the company's intentions, which is especially important in industries where ethical reputation and consumer confidence are crucial.

The relationship between CSR, trust, image, satisfaction, and loyalty varies across different sectors and regional contexts, showing both consistency and contextual differences. In high-involvement sectors such as banking and finance, trust is a dominant factor, while in sectors like hospitality, retail, and consumer goods, corporate image and emotional engagement play a more significant role. Additionally, generational

shifts, particularly among Millennials and Gen Z, highlight the growing importance of value alignment and sustainability in influencing loyalty.

From a managerial perspective, the findings suggest that companies aiming for sustainable sales should go beyond symbolic CSR efforts and integrate responsibility into their core business strategies. Building trust and establishing a credible corporate image should be viewed as long-term investments that yield returns in the form of customer satisfaction and advocacy. This approach is especially important in today's global marketplace, which is increasingly shaped by ethical consumption, stakeholder pressure, and environmental accountability.

In conclusion, sustainable sales performance is not solely driven by product quality or pricing strategies. It results from the development of lasting relational capital built through trust, upheld by corporate image, and realized through customer satisfaction. As the business landscape shifts toward sustainability, these relational assets will be vital for achieving competitive advantage and long-term success. This review offers valuable theoretical and practical insights for organizations looking to enhance sustainable performance through relational capital.

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