Investigating the Effect of Perceived Professional Ethics on Customer Loyalty Considering the Mediating Role of Perceived Reputation and Trust
(Case Study: Asia-Pharma Manufacturing and Trading Company in Herat Province)

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Abstract:

Researchers are recently paying attention to maintaining and strengthening customer loyalty and examining its influential factors, given that customers are the key to success and competitive advantages in today's competitive and unpredictable market. The present study aimed to investigate the effect of perceived professional ethics on customer loyalty with the mediating role of perceived reputation and trust. Customers of Asia-Pharma Company in Afghanistan were the statistical population of the study, and the data collection tool was a standard questionnaire, the reliability of which was above 0.7 on average for all research variables based on Cronbach's alpha coefficient. Data analysis and examination of research hypotheses were performed using descriptive and inferential statistics, structural equation method, and path analysis by partial least squares, along with SPSS and Smart PLS software. The research findings confirmed the hypotheses. Accordingly, professional ethics affected customer loyalty positively and significantly with the moderating role of perceived trust and reputation.

Keywords: Customer Loyalty, Customer Trust, Professional Ethics, Reputation.

1. Introduction and Statement of Problem

Nowadays, the role of customers has changed from producer followership to investment and production leadership. Hence, in today's competitive market, the success or failure of a business depends on the customer behavior, their reviews of their needs, the variety of goods available, and the valuation of factors such as price, desirability, quality, etc. Customer loyalty and the need to maintain it have become more important with the rapidly increasing

competition in the business arena. As stated by scholars, customer loyalty is the most important achievement of business owners and enterprises from offering services and products to the market (Fritz et al., 2017:43).

In addition, customers and consumers are increasingly emphasizing ethics and the need for it to be met by providers of the products and services they need. Therefore, companies are required to increase the level of ethical considerations in their various sectors of production, marketing, sales, etc., while managing these demands, to prevent the negative consequences of business ethics and prevention (Lawrence et al., 2019: 71). This has made ethical issues one of the concerns of the organization because addressing the contrast between economic performance (as measured by revenues, costs, and profits) and social performance (as measured by commitments). It is the organization at home and abroad (relative to others), because it is possible that adhering to an ethical commitment to the company entails economic costs that lead to a reduction in profit margins (Omilil et al., 2017: 68). For example, some managers try to achieve a higher profit period by exploiting the labor force, reducing the quality or useful life of their products, while trusting that in the effect of such disgusting behavior is irreparable. Because, according to surveys, when an organization does its business properly and as expected, the lifespan of this fact in the public mind is five minutes. However, the effects of any abuse or breach of ethics by companies can remain in the minds of customers for years (Kim, 8: 2016).

Thus, since public perception can have a direct impact on a company's profits, another key factor that can play a role in business relationships, formal or informal, is the company's reputation for the brand, the quality of the products and services provided. , Issues related to product development or even human resources (McCall et al., 67: 2018). For example, some managers try to achieve a higher profit period by exploiting the labor force, reducing the quality or useful life of their products, while trusting that in the effect of such disgusting behavior is irreparable. Because, according to surveys, when an organization does its business properly and as expected, the lifespan of this fact in the public mind is five minutes. However, the effects of any abuse or breach of ethics by companies can remain in the minds of customers for years (Kim, 8: 2016).

Thus, since public perception can have a direct impact on a company's profits, another key factor that can play a role in business relationships, formal or informal, is the company's reputation for the brand, the quality of the products and services provided. , Issues related to product development or even human resources (McCall et al., 67: 2018). Ethics in the health system and considering it in providing services and products related to this field, is one of the issues that should be paid special attention. In addition to being closely related to the health of the community, this field is also related to the field of industry and trade in terms of production of drugs and diagnostic and therapeutic tools. Therefore, the purpose of this study is to investigate the impact of business ethics on customer loyalty through the mediation of reputation and trust in Asia Farm Afghanistan. In 2002, the company aims to provide quality hospital services and products to customers and help the situation Afghanistan's economy has started to trade in medical products and goods. In recent years, in addition to expanding its activities in the field of trade and import of medical goods needed for the health of Afghan society, has launched a production line of some medical products and complementary goods. Has also done in this country.

2. Theoretical framework of research
2-1. Professional ethics and its role in customer loyalty

In today's rapidly changing marketing environment, building strong relationships and brand loyalty with the consumer is becoming increasingly important for companies (Gholipour Soleimani, 2020: 131). Understanding the ethical value of a brand allows consumers to form certain emotions (Mapinganjira and Madoko, 2019). Previous empirical studies show that positive perceptions of the

brand significantly contribute to customer loyalty to the brand and create emotional bonds with brands that reflect customer beliefs (Wu et al., 2017). Thus, it can be acknowledged that strong loyalty and attachment to a brand is formed when a company's products, services or brand evoke customers' memories of emotionally important experiences, events or beliefs. Therefore, those products and brands that meet the interests of customers with an ethical approach, when choosing products, because of the strong emotional bonds created between them and customers, have more choice (Wordold, 95: 2018). Studies have shown that marketing researchers examined customer loyalty from different perspectives and factors (e.g., Cassidy and Weimer, 2016; Al-Adly & Eid, 2016; Jiang & Zhang, 2016; Rubivat Al., 2016; Compon et al., 2016).

2-2. Professional ethics and its role in brand reputation

To improve the consumer-brand relationship and strengthen the ethical aspect of the company and the ethical relationship with customers, it is necessary to consider factors that are unique to the quality of the consumer-brand relationship. The quality of the consumer-brand relationship is an association that is created through a process in which consumers and brands, as two equal parties, participate in an market and interact with each other and interact with each other through their interaction. Pass (Ahmadi, 13: 2015). The relationship between the consumer and the brand reflects the cognitive, emotional and behavioral processes that determine the relationship between two people. Ethical marketing problems, however, occur more frequently in gray areas (such as the underground economy) where legal action can sometimes be immoral or the legitimacy or morality of the behavior is unclear. In such circumstances, the role of marketing ethics has become increasingly important. Creating relationships between brands and consumers creates a dynamic interaction between consumers and products and has a positive impact on the brand experience (Telba et al., 2015), because when consumers evaluate a brand, the quality of the relationship Evaluate by examining factors such as the perception and experience of a brand and interaction with the brand. Ethical marketing performance is one of the most visible areas in a company's diverse activities that is visible to consumers and is an important factor in consumer perception and evaluation of a brand (Lee., 2019: 78).

2-3 Professional ethics and its role in perceived customer trust

Ethics refers to "a person's moral judgment about right / wrong or good / bad." Today, companies are exposed to the public and it is constantly observed that their performance is in the right category. Consumers are also more environmentally and socially aware and vigilant. Therefore, the ethics of a company's marketing methods is an important factor that affects the perception and evaluation of a brand (Bordbar, 2014: 559). Blackstone argues that the quality of the consumer-brand relationship is a vital element in empowering consumers to trust a company and find satisfaction in its products. When consumers choose a brand, they evaluate a brand by applying emotional and relational criteria to activities, community, expectations and stories, and in the process, the consumer-brand relationship is established. Consumers evaluate the value of a brand by referring to their experience instead of focusing on the intrinsic features of a product (Benkhald, 42: 2021).

2-4. Customer trust and loyalty

Nowadays, the concept of trust and related issues has become the focus of the study of organizations and it has been well revealed to senior managers and organizational decision makers that establishing communication and cooperation between people requires trust (Frasciot et al., 2017). This is important because trust implies an understanding of how to create effective collaboration in organizations. In fact, trust is a key element to create empathy and cooperation between people that can lead to long-term relationships between the parties (Tiseng et al., 2018: 99) Dalton (2003)

identifies three factors influencing customer loyalty: value, trust, and reputation. They expand the river. He also acknowledges that customers are loyal to people they trust, who know they are on their side, and who put their interests first. He believes that loyalty can result from the customer. If service or product providers meet the needs of customers, customers will be loyal to the company and its products. So brand loyalty means repeat purchases, which is due to psychological processes. In other words, repeat shopping is not merely an optional reaction but the result of psychological, emotional, and normative factors (Hernandez-Fernandez et al., 2019: 147).

2-5. Perceived reputation and its role in customer loyalty

Perceived reputation can be referred to as a common emotional reaction that an individual shows towards a company because of its action over a longer period of time (Loriuro et al., 2017: 63). The positive relationship between perceived reputation and customer loyalty has been examined in previous studies (Haslinda et al., 2014). Reputation has been shown to increase a company's positive sales perception, help expand its market share, and build and maintain a loyal customer base (Christo, 2003). In addition, past literature has shown that perceived reputation is one of the strongest key drivers of customer loyalty (Bentis et al., 2007). It is argued that perceived reputation management is essential for a company to maintain the long-term commitment of the buyer-seller relationship (Ballmer, 2011).

Table 1. Empirical background of the research

Achievements	Title	researchers
Brand ethics have a positive effect on emotional attachment to the brand as well as brand loyalty. In contrast, ethical brand perceptions do not affect branding goals, as individuals are recognized as instant buyers who turn to other brands well. Emotional attachment to the brand has a positive relationship with brand loyalty and brand choice intentions and is also a mediator in brand ethics and brand loyalty and brand choice intention relationship.	Brand ethics and their impact on brand loyalty and brand selection goals: The mediating role of emotional attachment to the brand	Granti et al. (2019)
Having a mixed corporate marketing strategy with respect to ethical issues in creating a relationship between the consumer and the brand and the quality of the product is perceived, which plays a very important role under the influence of loyalty to the corporate brand. However, the results associated with each area of ethical marketing performance - through the relationship between intermediate variables and dependent reserves - differ by the type of business and other characteristics. Without this aspect, it is difficult to generalize the current results.	The role of ethical marketing issues in the consumer-brand relationship	Lee et al. (2019)
There are three groups of loyalty antecedents that must be considered. They are 1) The main determinants of loyalty (PD) which include customer satisfaction, trust, perceived value and perceived service quality. 2) Secondary determinants of loyalty (SD), which includes other loyalty factors based on the nature and context of the research. And 3) the ethical determinants of loyalty (MD), which include the spiritual, cultural, and religious factors of the target markets.	Cultural and religious effects on customer loyalty	Abolhayjeh et al. (2018),
The four scenarios provided changes in corporate behaviors related to the positive and negative behaviors of customer social responsibility and business ethics, and provided new insights into customer expectations and perceptions of corporate CSR and business ethics, and acknowledged that while CSR attitudes remain	Business ethics, corporate social responsibility, and brand attitudes	Ferrela et al. (2018)

important, But customers consider business ethics as an important behavior in their understanding of brand attitude.		
According to the experimental valueadded variable in the banking system, they found that among the dimensions of empirical value added, economic value and service efficiency in the relationship between seller reputation and consumer behavior (loyalty and share of the wallet) also play a mediating role. The hedging variable also mediates between seller reputation and customer loyalty.	The relationship between seller reputation and consumer behavior	chegoui (2016)
The seller's reputation has a positive and significant effect on the dimensions of the seller's empirical added value, as well as the superiority of service and enjoyable interaction on customer loyalty as well as loyalty on the share of the customer's wallet. However, the effect of service superiority and the effect of enjoyable interaction on the share of the wallet and the effect of economic value and service efficiency on customer loyalty were not confirmed.	The effect of seller reputation on the dimensions of empirical added value and customer behavior	Gholipour Soleimani et al. (2020)
The attractiveness of the design has a positive and significant effect on the brand reputation and the intention of consumers to repurchase. Also, perceived quality has a positive and significant effect on brand reputation and consumers' intention to repurchase. The positive and significant effect of subjective norms on brand reputation and on consumers' intention to repurchase was confirmed. The findings also showed that brand popularity has a positive and significant effect on brand reputation and consumers' intention to repurchase.	Evaluate the effect of design attractiveness, perceived quality, subjective norms and brand popularity on consumers' repurchase intention and the mediating role of brand reputation	Mirzaei et al. (2020)
The company's attention to social responsibilities and behavior based on professional ethics as a competitive advantage, helps the organization to establish favorable relationships with customers and pave the way for establishing and maintaining a two-way and lasting relationship based on trust, satisfaction and mutual loyalty. Helps strengthen the company's position with customers and advance its overall goals	Investigating the Impact of Marketing Professional Ethics on Customer Loyalty	Haji Nazar et al. (2014),

2-6. Conceptual model and research hypotheses

Considering that Heba, considering that it is necessary to conduct any field and survey research, to have a mind map and a conceptual model, in the framework of which appropriate analytical tools, variables and relationships between them have been drawn, in order to conduct the present study of the conceptual model The following is used. Accordingly, the conceptual model of the results of this study will show that professional ethics in addition to effective direct relationship with customer loyalty variable, mediated by two variables of perceived reputation and perceived customer trust also affects customer loyalty. Theoretical and studies conducted in the form of research background, framework or conceptual model of the present research are as follows:
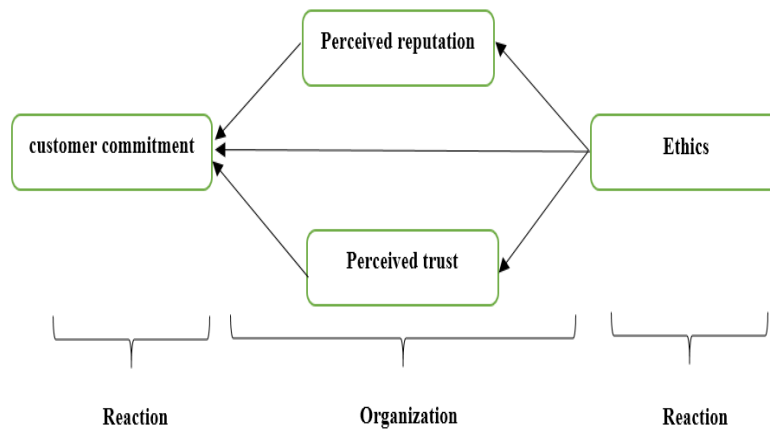
Figure 1. Conceptual model of research

2-7. Research hypotheses

1) Perceived professional ethics has a positive and significant effect on the perceived reputation of Asiafarma Company.

2) Perceived professional ethics has a positive and significant effect on the trust of Asiafarma's customers.

3) Perceived professional ethics has a positive and significant effect on the loyalty of Asiafarma's customers.

4) Perceived reputation has a positive and significant effect on customer loyalty of Asiafarma Company.

5) Perceived trust has a positive and significant effect on the loyalty of Asiafarma's customers.

6) Perceived professional ethics with the mediation of perceived reputation has a positive and significant effect on the loyalty of Asiafarma's customers.

7) Perceived professional ethics through the mediation of perceived trust has a positive and significant effect on the loyalty of Asiafarma's customers.

3. Research methodology

The present study is one of the types of applied research based on the positivist paradigm, which has been done in a single-section with a quantitative approach and based on a survey and correlation strategy. . The statistical population of the present study is 540 customers (including individuals, pharmacy and clinic managers, managers and marketing and sales experts of pharmaceutical companies and medical equipment) Asia Pharma Manufacturing and Trading Company, a manufacturer and distributor of medical products in Herat province of Afghanistan is constantly buying from this company. The statistical sample size was determined using Cochran's formula equal to 225 people. Gathering information to formulate the theoretical

foundations of the research using the library method and reviewing the existing documents and resources, and in order to field the standard questionnaire based on the Likert scale has been used. In the present study, in order to ensure the validity of the research tool, standard questionnaires of professional ethics (Farlala et al., 2018) have been used. Also, in order to maintain more validity, the research questionnaire was approved by the supervisor after preparation and before distribution. Customer loyalty (Kova et al.), Perceived trust and perceived reputation (Rabab et al.), Have been used. The reliability of the Cronbach's alpha questionnaire indicates the degree of internal consistency. It is worth mentioning that in the present study, the first reliability test was performed by distributing 30 questionnaires in the statistical sample of the research and after ensuring the reliability of the research tool, the questionnaires were fully distributed.

Table 2. Results of pre-test reliability of the questionnaire

Number of questions	Cronbach's alpha value	Component
4	0.872	Ethics
5	0.887	Loyalty
5	0909	Perceived reputation
4	0.874	Perceived trust

In the present study, in order to describe the collected data, various statistical indicators such as frequency, frequency percentage, types of tables and graphs have been used. For this purpose, in the inferential statistics section, in order to answer the questions and test the research hypotheses, the method of studying structural equations and path analysis using the partial least squares (PLS) method will be used. Also, in the descriptive statistics section, common statistical software such as Excel, in the inferential statistics section, Smart-PLS software has been used.

4. Descriptive findings of the research

Statistical description of data is a step towards identifying the pattern that governs them and a basis for explaining the relationships between variables used in research. According to the results of the first part of the questionnaire (demographic characteristics), the following information is summarized in Table 3:

Table 3. Descriptive findings

Relative frequency (percentage)	Absolute frequency (number)		
74	165	Man	Gender
26	60	Female	
7	17	Less than 25 years	
38	85	Between 25 and 35 years	
31	70	Between 35 and 45 years	Age
18	40	Between 45 and 55 years	
6	13	Older than 55 years	
11	25	Diploma and lower	
14	32	Associate Degree	education
45	101	Bachelor	
25	57	MA	
5	10	P.H.D	
19	42	Less than 5 years	
38	85	10-5	

| 28 | 96 | 20-10 | work |
| 15 | 35 | 30-20 | experience |

4-1. Inferential research findings
Check the assumption that the data is normal

In studies performed at the level of nominal and rank scales, non-parametric tests should be used to analyze data from the Kolmogorov-Smirnov (ks) test. In this study, the Kolmogorov-Smirnov goodness-of-fit test was used to evaluate the normality of the observations. The hypothesis examined in this test is as follows:

H0 = There is no difference between observed and expected frequencies (distribution of observations is normal).

H1 = There is a difference between the observed and expected frequencies (the distribution of observations is not normal).

Table 4. Kolmogorov-Smirnov test

Test result	Statistics z	Meaningfulness	Standard deviation	Average	Statistics / Variables
Reject the null hypothesis	2.285	0.003	0.490	3.755	Professional ethics
Reject the null hypothesis	2.504	0.002	0.677	3.778	the fame
Reject the null hypothesis	2.173	0.011	0.619	3.714	the trust
Reject the null hypothesis	6.123	0.03	0.492	3.128	Costumer loyalty

According to Table (4), the significant value (Sig) for the data as well as the placement of the Z-statistic with 95% confidence level and less than 5% error outside the range of + 1.96 to-1.96 with 95% confidence can be claimed to reject hypothesis H0. Therefore, non-parametric tests and structural equation tests can be used using Smart PLS software because the data are not sensitive to normal.

4-2.Validation of research measurement tools

The first factor that should be considered in evaluating reflective models is the one-dimensionality of the indicators. This means that each index in the index must be loaded with only one dimension or latent variable with a large factor load value. For this purpose, operating loads above 60% are introduced as acceptable. As the shape of the model can be seen in the standard coefficient estimation mode, numbers or coefficients are divided into two categories. The first category is called measurement equations, which are the relationships between latent (elliptical) variables and explicit (rectangular) variables. These equations are called factor loads. The second category is structural

equations, which are relationships between latent and latent variables and are used to test hypotheses. In the present study, all coefficients are significant at 95% confidence level. Therefore, the results obtained from the factor loads confirm the high validity of the model.
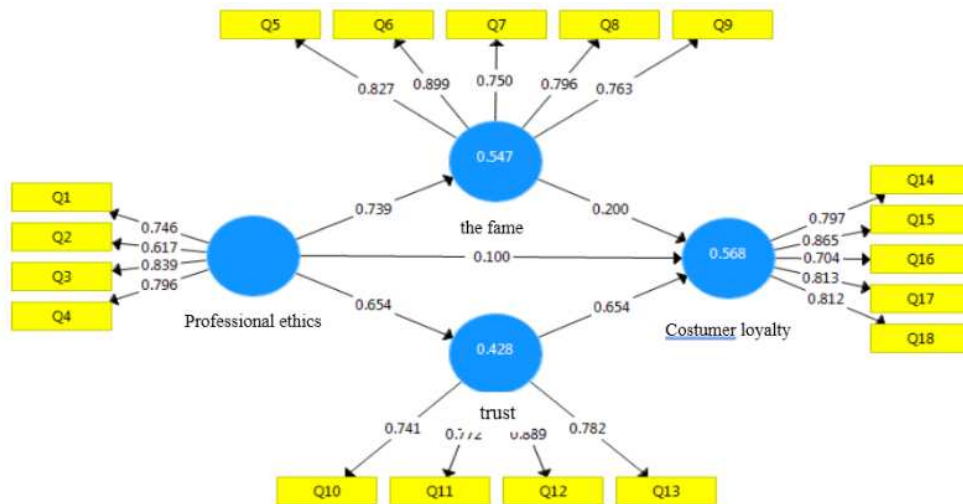

Figure 2. Research model in the case of estimating standard coefficients
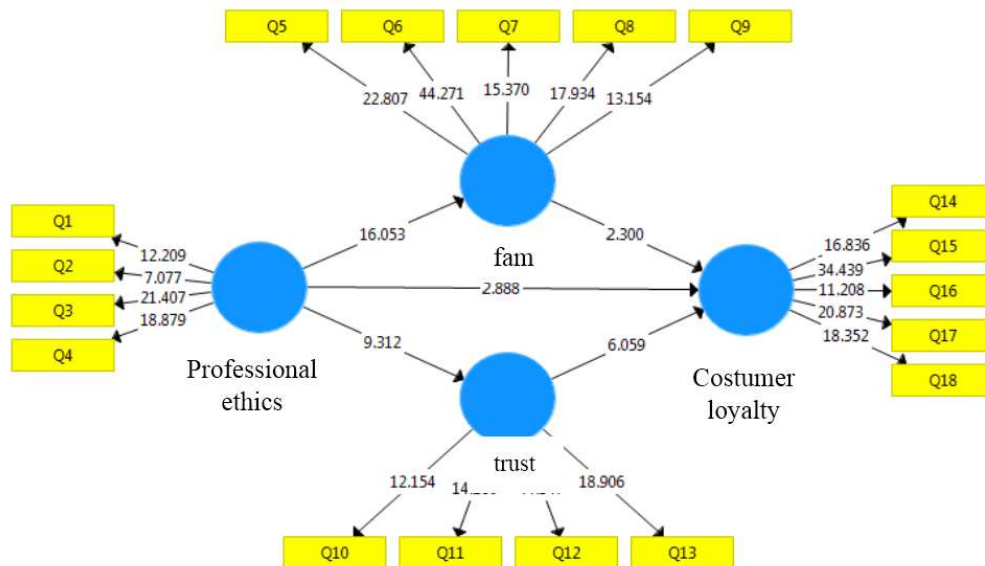

Figure 3. Significance coefficients of hypotheses in the model

Figure (2) (significance coefficients of hypotheses) shows the research models in the significant state of coefficients (t-value). According to the type of hypotheses expressed in the present study, naturally

the hypotheses will be confirmed when the relevant path coefficient is positive and its significant number, which is the same as the t-statistic is significant. According to this model, the path coefficient (Figure 3) and the factor load at the 95% confidence level are significant if the value of t is outside the range (-1.96 to +1.96) and if the value of t is within this range, As a result, the factor load or path coefficient is not significant. The path coefficient and factor load are significant at the 99% confidence level if the value of the t-statistic is out of range (-5.58 to +5.58). According to the results obtained from t-test, all factor loads were significant at 95% confidence level and played a significant role in measuring their structures.

Table 5. Reliability and validity of the measurement model

√ AVE Convergent validity	AVE	Reliability Composite	Cronbach's alpha	Variables
0/754	568/0	0/839	0/750	Ethics
0/809	656/0	0/904	0/866	the fame
0/798	637/0	0/875	0/808	the trust
0/800	640/0	0/898	0/859	Costumer loyalty

As shown in Table (5), Cronbach's alpha values for all variables are above 0.7. Based on the obtained alpha coefficients, it can be inferred that the model has good internal consistency reliability. Regarding the calculated values of composite reliability, considering that all the calculated values are above 0.7, the model has a good combined reliability. Also, convergent validity (AVE) according to the obtained values, considering that all AVE values for all research variables are greater than 0.5, it can be said that the model has a good convergent validity. In addition, considering that the calculated values of divergent validity (the square root of AVE values) are located on the diameter of the correlation matrix (the table and its correlation values are larger than other variables, it can be said that the divergence validity of the model is appropriate. In Table (6), the results of the correlation of the variables with each other (AVE root values) are located on the diameter of the correlation matrix, and considering that the correlation values of that variable are larger than the other variables, so the divergence validity of the model is appropriate.

Table 6. Comparison of the AVE root of a variable with the degree of correlation of that variable with other research variables

	Ethics	fame	trust	Costumer loyalty
Ethics	0/754			
fame	0/552	0/809		
trust	0/451	0/601	0/798	
Costumer loyalty	0/627	0/614	0/600	0/800

5. Evaluation of shaping measurement models

One of the ways to evaluate the shaping models is the coefficient of determination (R^2). The coefficient of determination (R^2) examines what percentage of the variance of a dependent variable

is explained by the independent variable (s). Therefore, it is natural that this value is equal to zero for the independent variable and greater than zero for the dependent variable. The higher this rate is, the higher the coefficient of effect of independent variables on dependents (Hanafizadeh and Zare Ravasan, 2012). According to the values listed in Figure (4), it can be said that the variables of professional ethics, reputation and trust together have been able to explain 0.568 of the variance of the customer loyalty variable; Researchers have introduced three values of 0.19, 0.33 and 0.67 as the criterion values for weak, medium and strong values of R2. Based on this, it can be concluded that the model has a high predictability's residual value is related to the prediction error and can include other factors affecting custc
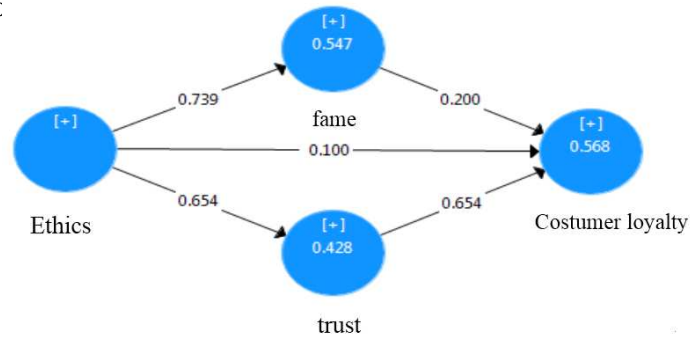

Figure 4. Evaluation of shaping measurement models

General results of research hypotheses Table 7 shows the results of all research hypotheses:

Table 7. General results of research hypotheses

Reject or not reject the hypothesis	Significance	Statistics t	Standardized path coefficient b	theories
No rejection	Sig<0.05	2/888	0/100	Ethics ⟶ Costumer loyalty
No rejection	Sig<0.05	16/053	0/739	Fame ⟶ Ethics
No rejection	Sig<0.05	9/312	0/654	Ethics ⟶ trust
No rejection	Sig<0.05	2/300	0/200	Fame ⟶ Costumer loyalty
No rejection	Sig<0.05	6/059	0/654	Trust ⟶ Costumer loyalty
No rejection	Sig<0.05	16/053 و 2/300	0/148	Ethics ⟶ Customer loyalty with the role of mediator of reputation
No rejection	Sig<0.05	9/312 و 6/059	/428	Ethics ⟶ Customer loyalty with the mediating role of trust

5-1. Conclusions and suggestions

The aim of this study was to investigate the effect of professional ethics on customer loyalty by mediating the role of perceived reputation and customer trust in Asia Pharma Manufacturing and Trading Company. The results of the test of research hypotheses indicate the following results:

Hypothesis 1: Professional ethics has a significant effect on customer loyalty. Considering the path coefficient (0.100) and the value of t statistic equal to (2.888) which is outside the range of negative 1.96 to positive 1.96, it can be said that professional ethics has a positive effect on customer loyalty

and It is significant that with the improvement of professional ethics, customer loyalty increases and with its decline, customer loyalty decreases. This finding is consistent with the results of studies by Grant et al. (2019), Lee et al. (2019), Abolhajieh et al. (2018), Haji Nazari and Lahouti Eshkevari (2020), et al. (2014).

Hypothesis 2: Professional ethics has a significant effect on reputation. According to the results of path coefficient (0.739) and t-value equal to (16.053) which is outside the range of negative 1.96 to positive 1.96, also diagrams (research model and significance coefficients of hypotheses in the model), Professional ethics has a significant effect on reputation, so it can be said that with the improvement of professional ethics, reputation increases and with its decline, reputation decreases. This result is consistent with the findings of studies of Achkooi (2016), Zahir et al. (2014), Gholipour Soleimani (2020)

Hypothesis 3: Professional ethics has a significant effect on trust. Considering the path coefficient (0.654) and the value of t-statistic equal to (9.312) that the value of t-statistic is outside the negative range of 1.96 to positive 1.96 and the results of diagrams (research model and significant coefficients of hypotheses in the model It can be said that professional ethics has a positive and significant effect on trust and with the improvement of professional ethics, trust increases and with its decrease, trust decreases. This finding is consistent with the results of research by Diallo et al. (2016), Haji Nazari et al. (2014), conscientious friend and colleague (2014).

Hypothesis 4: Reputation has a significant effect on customer loyalty. According to the results of path coefficient equal to (0.200) and t-statistic equal to (2.300) and graphs (research model and significance coefficients of hypotheses in the model), reputation has a significant effect on customer loyalty (external t-statistic). Is from the range of negative 1.96 to positive 1.96). Therefore, it can be said that reputation has a positive and significant effect on customer loyalty and with the improvement of reputation, customer loyalty increases and with its decrease, customer loyalty decreases. This finding is consistent with the results of studies by Ballmer (2011), Bentis et al. (2007), Mirzaei et al. (2020), Gholipour et al. (2020).

Hypothesis 5: Trust has a significant effect on customer loyalty. According to the results obtained from the path coefficient equal to (0.200) and the value of t-statistic equal to (2.200) which is outside the range of negative 1.96 to positive 1.96, as well as graphs (research model and significance coefficients). Hypotheses in the model), trust has a positive and significant effect on customer loyalty, so that with the improvement of trust, customer loyalty increases and with its decrease, customer loyalty decreases. This result is in accordance with the findings of Apamanio et al. (2015), Ghorbani et al. (2019), Alavijeh et al. (2015), duty-friend and colleague (2014).

Hypothesis 6: Professional ethics with a mediating role of reputation has a significant effect on customer loyalty. According to the results obtained from the path coefficient (0.148) and the value of t-statistics (16.053 and 2.300) which are outside the range of negative 1.96 to positive 1.96, as well as graphs (research model and significance coefficients). Hypotheses in the model), professional ethics with the role of reputation mediation has a positive and significant effect on customer loyalty, so that with the improvement of professional ethics, customer loyalty with the role of reputation mediation increases and with it, customer loyalty with the role of mediator. Gary's reputation is declining. This finding is based on the results of studies by Mirzaei et al. (2020).

Hypothesis 7: Professional ethics with a mediating role of trust has a significant effect on customer loyalty. Based on the value obtained from the path coefficient (0.428) and the value of t-statistic (), which is outside the negative range of 1.96 to positive 1.96, as well as graphs (research model and significance coefficients of hypotheses in the model), It can be acknowledged that professional ethics with the role of trust mediator has a positive and significant effect on customer loyalty. As professional ethics improves, customer loyalty increases with the mediating role of trust, and as it decreases, customer loyalty with the mediating role of trust decreases. This finding is consistent with the results of studies by Victoria (2018) and Wordold (2018).

5-2. Practical suggestions

Fostering customer-centric ethics and gaining the trust and commitment of the hardliners and providing a moral selling point; Attracting and employing sellers who adhere to ethical principles; Empower and nurture the ability to communicate strongly and efficiently with customers; Emphasizing the ethical charter in the organization and emphasizing the values of professional ethics.

5-3. research limitations

This research is limited to Asiafarm Afghanistan Trading and Production Company. Therefore, the generalizability of research findings requires further research. The low accuracy of the respondents in completing the questionnaires is due to ignoring the student research, which with a lot of follow-up and explanations of the researcher, its effect was reduced as much as possible.

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