

All the instruments have been validated by applying many tests and methods (multicollinearity test, Cronbach's alpha test and VIF). The results indicate the absence of multicollinearity and redundant information. The minimum value of Cronbach's alpha test is 0.8 for all the variables of the study which indicates high reliability and validity level.

Once the quality of the measurement instrument has been tested, the multiple regression model is assessed to reveal the determinants of the Lebanese banking sector reputation during the last political crisis and economic recession of 2019 in Lebanon.

Table 2: Multiple regression result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
(Constant)	1.64	.552		3.766	.000
Quality of offer	2.101	.919	0.221	1.241	.001
Customer care	2.094	.895	.841	.536	.000
Innovation	.422	.290	.021	1.832	.238
Integrity	1.531	.608	.023	2.231	.000
Employer branding	1.051	.486	.025	2.104	.209
Leadership	.058	.007	.003	1.221	.417
Social action	1.115	.545	.034	2.411	.344
Reliability and financial strength	1.852	.715	.276	.731	.001
Satisfaction	2.408	.902	.307	.626	.000
Trust	3.014	.891	.248	.709	.000
R square	.588				
Adjusted R square	.623				

Dependent Variable: Reputation of bank
Predictors: (Constant), quality of offer, customer care, innovation, employer branding, integrity, leadership, social action, reliability and financial strength, satisfaction and trust

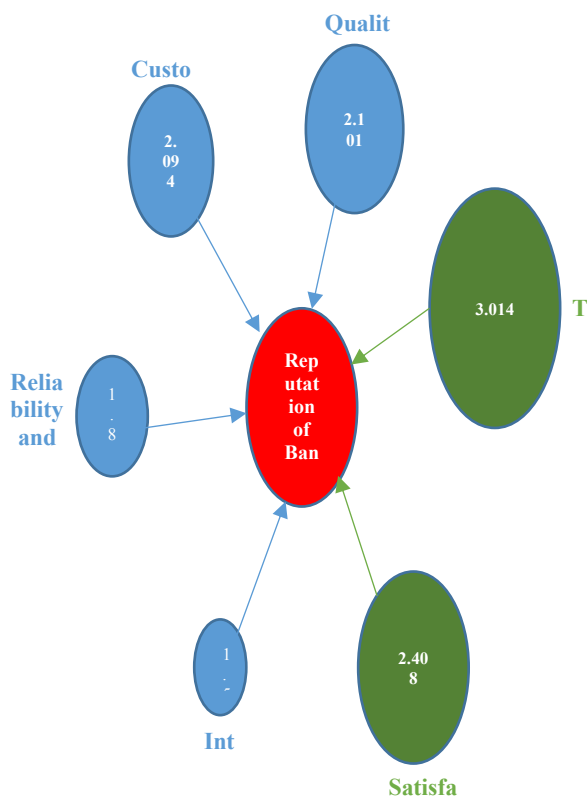
The results of Table 2 reveal that only 6 factors can be considered as determinant of reputation of the Lebanese banks during instability. The first determinant is the quality of offer. The results show a positive and significant impact of quality of offer (+2.101) on the reputation of Lebanese bank. The quality of offer and the variety of products of Lebanese banks should not be affected by any economic recession and political

crisis. The Lebanese banks have to work on the satisfaction of their customers by tailoring their offers to be adapted with their needs even during crisis period.

Taking care of customers and being close to them during crisis is very important in the Lebanese banking sector. The results reveal that the customer care variable has a significant and positive (+2.094) impact on the reputation of the Lebanese banking sector. So, this approach of customer service helps banks to engage customers and build a loyal and strong relationship with them during instability.

Transparency and honesty are very important for the interaction between Lebanese banks and their customers especially during crisis and political instability. The results reveal that the integrity has a significant and positive (+1.531) impact on the reputation of banking sector in Lebanon. Thus, Lebanese banks have to be transparent and honest with their customers during crisis to build a sustainable relationship based on trust and loyalty.

Figure 2: Results of the study



Reliability and financial strength are the last cognitive variable affecting the reputation of the Lebanese banks. The results of Table 2 indicate that the reliability and financial strength variable has significant and positive (+1.852) impact on the reputation of the Lebanese banking sector. Thus, the results show that the Lebanese banking sector should spread the data of their financial performance and capital adequacy to ensure the trust of depositors during period of crisis and economic instability.

The results reveal a positive and significant impact of emotional variables on the reputation of Lebanese banking sector during political crisis and economic instability. Moreover, the results in Table 2 also indicate that trust and satisfaction have the higher impact on the reputation of Lebanese banking sector.

The results show a significant and positive impact of trust (+3.014) on the reputation. The Lebanese banks have to sustain the trust with their customer by communicating with them the news about the financial situation. Also, the Lebanese banks have to hold their promises after defining a clear rules of interaction with their customers.

As for the satisfaction, the results show a significant and positive impact of customer's satisfaction (+2.408) on the reputation of Lebanese banks. The Lebanese banks have to increase their capacity to stand out of the competition from the international banks located in Lebanon by satisfying their customers needs. Finally, the results of the multiple regression reveal positive and non significant impact of innovation, leadership, employer branding and social action during political instability and economic recession. This result does not reveal the non importance of the above variable but in period of instability, Lebanese banks have to take care and concentrate their effort on the significant determinants of reputation and mainly: quality of offer, customer care, integrity, satisfaction, trust, reliability and financial strength.

5. Conclusion

This research has studied the emotional and the cognitive determinants of the reputation in the Lebanese banking sector during the last period of political instability and economic crisis in Lebanon. The results obtained reveal that the reputation of the Lebanese banks is highly dependent on six variables. It was observed in this study a positive and significant impact of quality of offer, customer care, integrity, reliability and financial strength, satisfaction and

trust on the reputation of the Lebanese banks during instability period. The emotional variables, mainly trust and satisfaction are the most influential. The results showed that trust and satisfaction have the highest impact on the reputation of banking sector.

With the current economic and political situation in Lebanon, the Lebanese banks should work to rebuild their reputation by working on the trust and the satisfaction of their customers. They have to take some improvements and reforms with the help of financial authorities in Lebanon (Central Bank of Lebanon and Ministry of Finance) such as the increasing of the capital of bank, the raising of insured losses to bank depositors and the application of capital control system. Those actions are needed during crises period to limit the level of withdraws especially in foreign currencies and to increase the trust towards the national currency.

Moreover, the managers in the Lebanese banks have to be honest, clear and transparent with their customers. They should inform them about their current financial situation in the context of crisis because the past financial data can be less relevant. The customers of banks assume that the reputable banks are the ones who tell their customers the truth about the financial situation during critical period.

Finally, the Lebanese banks have to take care of their customers and to redesign their offers and their financial products to be adapted with their customers needs during crises period. They have to be close to their customers and focus on the offering of new solid products less risky and adapted with the financial capacity of their customers.

This study has many limitations that have to be considered in future researches. The first limitation is related to the used methods to measure the different variables of the study. Each variable has to be more explored to prevent any kind of confusion by the sample. The second limitation is related to the size of sample which has to be more developed by considering all the 64 Lebanese banks. The final limitation is that

the type, the classification and the size of the studied banks are not considered. This limitation has to be reviewed to assess the impact of banks characteristics in future researches.

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