

ABSTRAK

**PENGARUH TANGGUNG JAWAB SOSIAL PERUSAHAAN TERHADAP
LOYALITAS PELANGGAN DENGAN REPUTASI PERUSAHAAN
DAN KEPERCAYAAN SEBAGAI VARIABEL MEDIASI
(Studi pada Konsumen PT Unilever Indonesia Tbk)**

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ABSTRACT

This study aims to examine the effect of Corporate Social Responsibility (CSR) on Customer Loyalty with Corporate Reputation and Trust as mediating variables. The research applies a quantitative approach using primary data collected from 107 respondents who are consumers of the company. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM), which consists of two stages of analysis: outer model evaluation and inner model evaluation. The results show that CSR has a positive and significant effect on Corporate Reputation and Trust, but does not have a significant direct effect on Customer Loyalty. Furthermore, Corporate Reputation and Trust have positive and significant effects on Customer Loyalty. The mediation analysis indicates that Corporate Reputation and Trust fully mediate the relationship between CSR and Customer Loyalty. The implication of this study suggests that companies should strengthen CSR implementation to enhance reputation and build customer trust in order to increase customer loyalty.

Keywords: *Corporate Social Responsibility, Corporate Reputation, Trust, Customer Loyalty*