

PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP
WILLINGNESS TO PURCHASE DENGAN CONSUMER SOCIAL RESPONSIBLE
DAN CONSUMER VALUE SEBAGAI VARIABEL MEDIASI

Oleh : Metta Tania

This study examined of obtain empirical evidence to the influence of corporate social responsibility to willingness to purchase, either directly or through mediation. There are two mediation to be tested, namely Consumer Social Responsible and consumer value. This study collected 400 data of consumer that used corporate social responsibility's product. The result of the analysis provide how much value can be obtained by consumer for using CSR goods. how big the influence of corporate social responsibility to the consumer to buy the product.

Keywords Corporate Social Responsibility, Consumer Social Responsible, Consumer Value, Willingness to Purchase.