

ABSTRACT

The purpose of this study to examine the role of corporate social responsibility and service quality on customer loyalty mediated by corporate image of Wardah customers in Jakarta. This is quantitative method study and samples were chosen using purposive sampling of total 300 respondents who are Wardah customers in Jakarta. Data were collected by questionnaire and were examined using the SEM-PLS method as an effective estimate. The results shows that 1) CSR significantly contributes to Corporate Image 2) Service Quality significantly contributes to Corporate Image 3) Service Quality significantly contributes to Customer Loyalty 4) Corporate Image significantly contributes to Customer Loyalty 5) Corporate Image as mediating variable of CSR and Customer Loyalty 6) Corporate Image not significantly contributes as mediating variable to Service Quality and Customer Loyalty and 7) CSR not significantly contributes to Customer Loyalty

Keywords: *Cosporate Social Responsibility, Service Quality, Corporate Image, Customer Loyalty, Wardah*