

PENGARUH CORPORATE SOCIAL RESPONSIBILITY (CSR) TERHADAP CORPORATE REPUTATION, CUSTOMER PURCHASE INTENTION DAN PERSONALITY TRAIT PADA THE BODY SHOP

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This study aims to determine the effect of Corporate Social Responsibility (CSR) on corporate reputation, customer purchase intention, and personality trait at The Body Shop. Nowadays corporate social responsibility, has become an integral part of the company's existence. This is because the existence of companies in the environment brings along both positive and negative impacts. Negative effects (negative externalities) trigger the reaction and protests from stakeholders, hence it needs to be balanced through the social responsibility as one of the company's legitimacy strategies. The currently competitive economic competition, makes it difficult for companies to gain certain sustainable growth. Companies need certain strategies to survive, and Corporate Social Responsibility (CSR) program is one of the available important strategies to attract loyal customers who have concern about environment friendly products. In this research, the result of Corporate Social Responsibility Program (CSR) in the company, has significant positive effect on corporate reputation i.e. it has succeeded building a positive corporate reputation, which ultimately affects customer's purchase intention and personality trait or socially responsible consumer behavior. The survey was conducted to 178 respondents who constituted customers of The Body Shop while data analysis was conducted using the structural equation modeling technique.

Keywords : Corporate Social Responsibility, Corporate Reputation, Customer Purchase Intention, Personality Trait