

Analisis pengaruh corporate social responsibility terhadap service brand loyalty dengan brand identification sebagai faktor mediasi dan service quality sebagai faktor moderasi : studi kasus pada jasa penerbangan Garuda Indonesia = The effect of corporate social responsibility towards service brand loyalty with brand identification as a mediating factor and service quality as a moderating factor : case study on Garuda Indonesia airlines

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Abstrak

Berdasarkan peraturan perundang-undangan di Indonesia, pelaksanaan kegiatan CSR merupakan suatu kewajiban yang harus dilakukan perusahaan secara umum. Garuda Indonesia, sebagai salah satu entitas penyedia jasa penerbangan di Indonesia, telah melaksanakan kewajiban tersebut dengan menerapkan program CSR yang berkelanjutan di bawah nama "Garuda Indonesia Peduli".

Penelitian ini bertujuan untuk menganalisa pengaruh CSR association pada customer satisfaction dan brand loyalty, dengan mempertimbangkan brand identification dan persepsi service quality yang dimiliki konsumen. Sampel penelitian ini adalah pengguna jasa penerbangan Garuda Indonesia 6 (enam) bulan terakhir. Data diolah dengan menggunakan metode Structural Equation Modelling.

Hasil penelitian menunjukkan bahwa service quality tidak berpengaruh signifikan terhadap brand identification, sedangkan CSR memiliki pengaruh yang signifikan terhadap brand identification. Namun, brand identification tidak terbukti memiliki pengaruh signifikan terhadap customer satisfaction. Di sisi lain, service quality terbukti memiliki pengaruh positif terhadap customer satisfaction, dan terhadap brand loyalty. Hasil penelitian juga menunjukkan service quality tidak meningkatkan pengaruh CSR pada brand identification dan customer satisfaction.

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Based on the laws and regulations in Indonesia, the implementation of corporate social responsibility (CSR) is an obligation that must be carried out by companies in general. Garuda Indonesia, as one of the flight service provider in Indonesia, has carried out the obligation by implementing sustainable CSR program under the name of "Garuda Indonesia Cares".

This study aims to analyze the effect of CSR on customer satisfaction and brand loyalty, by considering consumer's brand identification and perception of service quality. Data for this research were collected from Garuda Indonesia consumers, specifically those who used Garuda Indonesia flight services in the last 6 (six) months. They were then analyzed using Structural Equation Modelling method.

The result of this research shows that service quality does not have significant effect on brand identification, whilst CSR has positive effect on brand identification. However, this identification does not affect customer satisfaction significantly. Meanwhile, service quality proved to have positive effect on customer satisfaction, and on brand loyalty (via customer satisfaction). Furthermore, the results showed that service quality does not enhance CSR effect on brand identification and customer satisfaction.