

Pengaruh corporate social responsibility terhadap customer loyalty dengan customer trust, c-c identification, dan customer satisfaction sebagai faktor mediasi = The effect of corporate social responsibility towards customer loyalty with customer trust, c-c identification, and customer satisfaction as mediating factor

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Abstrak

[ABSTRAK

Selain menjalankan aturan yang ditetapkan oleh pemerintah aktivitas Corporate Social Responsibility (CSR) juga dilakukan oleh perusahaan dalam meningkatkan loyalitas konsumen. Penelitian ini bertujuan untuk melakukan analisis pengaruh aktivitas CSR pada perusahaan pesawat terbang lokal dan perusahaan perbankan lokal terhadap Customer Loyalty dengan memasukkan Customer Trust, C-C Identification, dan Customer Satisfaction yang dimiliki konsumen sebagai pertimbangan. Pemilihan kedua industri ini dilakukan melihat pertumbuhan yang dialami kian meningkat setiap tahunnya. Sampel penelitian ini adalah konsumen yang pernah menggunakan jasa pesawat terbang lokal dalam enam bulan terakhir dan konsumen yang telah tercatat sebagai nasabah dari bank lokal enam bulan terakhir sebelum penelitian dimulai. Penelitian ini menggunakan metode Stuctural Equation Modeling SEM dan menemukan bahwa untuk konsumen perusahaan pesawat terbang lokal aktivitas CSR perusahaan dapat berpengaruh secara signifikan terhadap Custmer Loyalty melalui mediasi Customer Trust sedangkan untuk konsumen bank lokal aktivitas CSR dapat berpengaruh secara signifikan terhadap Customer Loyalty melalui mediasi dari C-C Identification.

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<i>ABSTRACT

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