

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</i>

;In addition to running the rules set by the government the activity of Corporate Social Responsibility CSR is also carried out by the company in increasing customer loyalty This study aims to analyze the influence of CSR activities at the local aircraft company and local banking company to Customer Loyalty by inserting Customer Trust C C Identification and Customer Satisfaction owned by the consumer as consideration Selection of these two industries because of growth that has occurred every year The sample was consumers who have used the services of local aircraft in the last six months and consumers were registered as clients of local banks in the six months before the study began This study uses Stuctural Equation Modeling SEM and found that for consumers from local aircraft the company 39 s CSR activities significantly affect Customer Loyalty through mediation of Custmer Trust while consumers from local bank CSR activities significantly affect the Customer Loyalty through mediation of C C Identification , In addition to running the rules set by the government the activity of Corporate Social Responsibility CSR is also carried out by the company in increasing customer loyalty This study aims to analyze the influence of CSR activities at the local aircraft company and local banking company to Customer Loyalty by inserting Customer Trust C C Identification and Customer Satisfaction owned by the consumer as consideration Selection of these two industries because of growth that has occurred every year The sample was consumers who have used the services of local aircraft in the last six months and consumers were registered as clients of local banks in the

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