

Pengaruh persepsi motif corporate social responsibility perusahaan terhadap kepercayaan dan kepuasan pelanggan : Analisis pelanggan Grabtaxi dan Alfamart = The role of corporate social responsibility motive attributions on customer trust and satisfaction : Analysis of customers of Grabtaxi and Alfamart / Lisia Astari Pertiwi

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Abstrak

[Dengan semakin populernya kegiatan CSR, motif perusahaan untuk melakukan CSR menjadi semakin kompleks. Terdapat keinginan perusahaan untuk secara tulus membantu lingkungan sosial, namun terdapat pula tuntutan dari berbagai pemangku kepentingan untuk melakukan kegiatan CSR yang bersifat strategis bagi perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh dari persepsi pelanggan kepada CSR perusahaan terhadap kepercayaan dan kepuasan pelanggan, yang kemudian mempengaruhi loyalitas pelanggan. Penelitian ini membandingkan dua kegiatan CSR yang berbeda, yaitu cause-related marketing dan donasi pelanggan (filantropi) yang dilakukan oleh GrabTaxi dan Alfamart. Hasil dari penelitian ini menunjukkan bahwa pada konteks cause-related marketing pelanggan mampu menerima bahwa motif perusahaan tidak murni untuk menolong lingkungan sosial, namun juga untuk mencapai tujuan strategis perusahaan. Namun sebaliknya, pada konteks donasi pelanggan, persepsi bahwa kegiatan CSR dilakukan untuk kepentingan perusahaan secara signifikan mengurangi kepuasan pelanggan, sementara motif murni untuk menolong lingkungan sosial meningkatkan kepercayaan pelanggan pada perusahaan.

;The increase in demand of CSR from various stakeholders has caused company's CSR motives to be more complex. CSR activities are not only founded on the benevolence of corporate agents but also as part of a corporate strategy formulated in pursuit of stakeholder interest. To further achieve understanding of the impact of CSR motives on customer trust and satisfaction, which can impact customer loyalty, this research compares two distinct CSR activities conducted by GrabTaxi and Alfamart. Results have shown that in the context of cause-related marketing, customers can accept that CSR is motivated by multiple motives (benevolent and strategic). However, in the context of customer donation (philanthropy), CSR motives that are founded upon corporate interest leads to a decrease in customer satisfaction while CSR motives founded on benevolence leads to an increase in customer trust.

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