

Pengaruh kepercayaan melalui program corporate social responsibility (CSR) dan sikap konsumen terhadap minat beli konsumen

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Abstrak

The purpose of this study is to identify and analyze the effect of consumer beliefs especially in CSR (corporate social responsibility) and the attitude on purchase intention. The population of this study is teachers in 18 elementary schools in the district of South Semarang with a total number of 242 teachers at the elementary school teacher, who have received Nest Mosquito Eradication Program (PSN) from PT. Marimas. The total samples are 151 teachers. Data collected using questionnaires and analyzed with structural equation modeling. The result of this study show that consumer belief in corporate social responsibility program (CSR) conducted by PT. Marimas has significant positive effect on purchase intention in the product. Consumer belief in corporate social responsibility program of PT. Marimas has positive direct effect on consumer purchase intention.