

Pengaruh corporate social responsibility, corporate reputation dan brand equity terhadap brand performance : studi pada Telkomsel = The effect of corporate social responsibility, corporate reputation and brand equity on brand performance : study in Telkomsel

Restu Ayu Larasati, author

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Abstrak

Corporate Social Responsibility merupakan kegiatan sosial yang dilakukan oleh perusahaan sebagai bentuk tanggung jawab atas kegiatan bisnisnya kepada masyarakat dalam rangka menjaga kelangsungan hidup.

Penelitian ini membahas tentang pengaruh Corporate Social Responsibility yang dilakukan Telkomsel.

Corporate Reputation dan Brand Equity terhadap Brand Performance Telkomsel.

Penelitian ini adalah penelitian kuantitatif dengan sampel sebanyak 150 orang, teknik pengumpulan data yang digunakan adalah menyebarkan kuesioner. Penelitian ini diolah aplikasi statistik SEM (Structural Equation Modeling).

Hasil penelitian menunjukkan bahwa aktivitas atau program Corporate Social Responsibility yang dilakukan Telkomsel memiliki pengaruh yang positif terhadap Corporate Reputation. Sebaliknya untuk hasil variabel lainnya yaitu Corporate Reputation dan Brand Equity terhadap Brand Performance tidak memiliki pengaruh.

Corporate Social Responsibility is a social activity carried out by the company as a form of responsibility for its business activities to the community in order to maintain survival. This study discusses the influence of Corporate Social Responsibility carried out by Telkomsel. Corporate Reputation and Brand Equity towards Telkomsel Brand Performance.

This research is a quantitative study with a sample of 150 people, the data collection technique used was distributing questionnaires. This research is processed by statistical application of SEM (Structural Equation Modeling).

The results of the study indicate that the activities or Corporate Social Responsibility programs carried out by Telkomsel have a positive influence on Corporate Reputation. On the other hand, for the results of other variables, namely Corporate Reputation and Brand Equity on Brand Performance, it has no influence.