

# Pengaruh Corporate Social Responsibility terhadap Brand Equity pada Bank BUMN di Indonesia: Peran Mediasi Trust dan Corporate Image = The Impact of Corporate Social Responsibility on Brand Equity in State-Owned Banks in Indonesia: The Mediation Role of Trust and Corporate Image

Gagah Budi Prakasa, author

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## Abstrak

Corporate Social Responsibility (CSR) telah menjadi gagasan luas di pasar global. Pemerintah Indonesia mendorong Badan Usaha Milik Negara (BUMN) mewujudkan Sustainable Development Goals (SDGs) melalui Program Tanggung Jawab Sosial Lingkungan (TJSL) yang disahkan Peraturan Menteri PER-05/MBU/04/2021. Sebagai Bank Himbara, Bank Mandiri, Bank Bank Rakyat Indonesia (BRI), Bank Negara Indonesia (BNI), dan Bank Tabungan Negara (BTN) secara konsisten menunjukkan prestasinya dalam program-program CSR. Tujuan penelitian ini mengeksplorasi pengaruh empat dimensi CSR yakni Philanthropy Responsibility, Ethical Responsibility, Legal Responsibility, dan Economic Responsibility terhadap Brand Equity (BE) dengan peran mediasi Corporate Image (CI) dan Trust (TR). Metode Partial Least Squares-Structural Equation Modelling (PLS-SEM) dengan disjoint two-stage approach digunakan untuk menguji hipotesis dengan 393 sampel nasabah milenial dan z Bank BUMN di seluruh Indonesia. Hasil studi menunjukkan bahwa CSR tidak memiliki pengaruh langsung yang signifikan terhadap BE. Sementara itu, TR dan CI secara positif dan signifikan memediasi pengaruh antara CSR dan BE. Temuan ini mengindikasikan bahwa praktik CSR yang berhasil akan meningkatkan citra bank di benak nasabah. Nasabah merasa bahwa mereka berkontribusi secara sosial karena menerima layanan dari organisasi yang bertanggung jawab secara sosial. Praktik CSR menciptakan kepercayaan nasabah terhadap layanan keuangan bank. Oleh karena itu, reputasi dan kepercayaan berkontribusi dalam membangun BE bagi perusahaan.

.....Corporate Social Responsibility (CSR) is a widespread notion in the global market. The Government of Indonesia encourages State-Owned Enterprises (BUMN) to realize the Sustainable Development Goals (SDGs) through Tanggung Jawab Sosial dan Lingkungan (TJSL) which has been approved by Ministerial Regulation PER-05/MBU/04/2021. As BUMN's Bank, Bank Mandiri, Bank Rakyat Indonesia (BRI), Bank Negara Indonesia (BNI), and Bank Tabungan Negara (BTN) consistently show their achievements in CSR programs. The purpose of this study explores the influence of four dimensions of CSR namely Philanthropy Responsibility, Ethical Responsibility, Legal Responsibility, and Economic Responsibility on Brand Equity (BE) with the mediating role of Corporate Image (CI) and Trust (TR). The Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with a two-stage disjoint approach was used to test the hypothesis with 393 samples of millennial customers and z state-owned banks throughout Indonesia. The results of the study show that CSR does not have a significant direct effect on BE. Meanwhile, TR and CI positively and significantly mediate the effect between CSR and BE. This finding developed that successful CSR practices will improve the bank's image in the minds of customers. Customers feel that they are contributing socially by receiving services from socially responsible organizations. CSR practices create customer trust in bank financial services. Therefore, reputation and trust contribute to building BE for the company.

