

ABSTRACT

Kwon Neung Lee (01013170031)

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY IN THE ENVIRONMENT OF HIGH RELIGIOSITY: AN EMPIRICAL STUDY OF ASIAN MILLENNIALS IN INDONESIA

(x, 147 pages, 12 figures, 19 tables, 4 appendices)

Background: This empirical study examines the impact of Corporate Social Responsibility (CSR) on the purchase intention of Asian millennials in Indonesia, with a focus on the high religiosity context. The study utilized SmartPLS 4.0.8.9 as a statistical software for data analysis. Drawing on a sample of 189 Indonesian millennials, a quantitative approach was employed to investigate the relationships between consumers' perceptions of CSR, trust, religiosity, high awareness of CSR, and purchase intention. The findings of the study support three out of four hypotheses, revealing that consumers' perceptions and awareness of CSR have a positive impact on their purchase intention, and that trust of CSR mediate the relationship between perceived CSR and purchase intention. However, religiosity was found to have no mediating effect on the relationship between perceived CSR and purchase intention. The study contributes to the literature on CSR and religiosity in emerging markets and offers practical implications for companies operating in high-religiosity environments.

Keywords: *Perceived CSR, Religiosity, Trust, Awareness of CSR, Purchase Intention*

References: 68 (1953 – 2022)