

TABLE OF CONTENTS

ABSTRACT.....	.v
ACKNOWLEDGEMENT.....	.vi
CHAPTER I	1
1.1 BACKGROUND.....	1
1.2 PROBLEM STATEMENT	7
1.3 RESEARCH QUESTIONS	9
1.4 RESEARCH OBJECTIVES	9
1.5 RESEARCH SCOPE	9
1.6 SIGNIFICANCE OF STUDY	10
1.7 ORGANIZATION OF THE STUDY	12
CHAPTER II.....	14
2.1 THEORETICAL BACKGROUND	14
2.1.1 Corporate Social Responsibility (CSR)	14
2.1.2 Millennial Generation (1981-1996)	17
2.2 DEFINITIONS OF VARIABLES	18
2.2.1 Perceived CSR (CSR Perception)	18
2.2.2 Religiosity	19
2.2.3 Trust of CSR	20
2.2.4 CSR Awareness	21
2.2.5 Consumer Purchase Intention	22
2.3 RELATIONSHIP BETWEEN VARIABLES.....	23
2.3.1 Perceived CSR and Consumer Purchase Intention	23
2.3.2 CSR Awareness and Consumer Purchase Intention	24
2.3.3 Trust of CSR and Purchase Intention.....	24
2.3.4 Religiosity and Purchase Intention	25
2.4 THE RELATIONSHIP MODEL THE CSR AND CONSUMER PURCHASE	26
2.5 RESEARCH FRAMEWORK	28
2.6 LIST OF HYPOTHESIS	28
CHAPTER III	29
3.1 RESEARCH OBJECT	29
3.2 RESEARCH PARADIGM.....	29
3.3 TYPES OF RESEARCH	30
3.4 DATA COLLECTION STRATEGIES.....	31
3.5 EXTENT RESEARCHER	33
3.6 STUDY SETTING.....	34
3.7 UNIT OF ANALYSIS	35
3.8 TIME HORIZON.....	35
3.9 VARIABLES MEASURE.....	36
3.10 DATA COLLECTION ETHICS	38
3.11 DATA COLLECTION.....	39
3.12 SAMPLING DESIGN AND NUMBER OF SAMPLE	40
3.13 MEASUREMENT	42
3.13.1 Scale Design for Variables.....	44
3.13.2 Demographic Profile	47

3.14 DATA ANALYSIS	48
3.14.1 Descriptive Statistics.....	48
3.14.2 Inferential Statistics	49
3.14.3 Validity Test.....	49
3.14.4 Partial Least Squares (PLS) - Structural Equation Model (SEM)	50
3.14.5 Reliability Test.....	52
3.14.6 Multicollinearity Test.....	53
3.14.7 Hypothesis Testing.....	54
CHAPTER IV	55
 4.1 DEMOGRAPHIC PROFILE	55
4.1.1 Gender.....	55
4.1.2 Age	56
4.1.3 Job Status	57
4.1.4 Educational and Occupational Backgrounds	58
 4.2 PRELIMINARY TEST	59
4.2.1 Pre-Test Convergent Validity	60
4.2.2 Pre-Test Discriminant Validity	64
4.2.3 Pre-Test Composite Reliability	67
 4.3 ACTUAL STUDY RESULTS	69
4.3.1 Descriptive Statistics.....	69
4.3.2 Inferential Statistics	74
4.3.3 Actual Convergent Validity Results	74
4.3.4 Actual Discriminant Validity Results	78
4.3.5 Actual Test - Reliability.....	80
4.3.6 Outer Model	82
4.3.7 Multicollinearity Test.....	83
4.3.8 Coefficient of Determination (R-Square)	85
4.3.9 Hypothesis Testing.....	86
 4.4 DISCUSSION.....	91
CHAPTER V	98
 5.1 CONCLUSION	99
 5.2 THEORETICAL IMPLICATION	100
 5.3 MANAGERIAL IMPLICATION	101
 5.4 RESEARCH LIMITATION	105
 5.5 RECOMMENDATION	108
REFERENCES	110

LIST OF FIGURES

Figure 1.1	Importance of Religion in the daily lives.....	4
Figure 1.2	Wealth and Importance of Religion.....	5
Figure 1.3	Religion in Indonesia	6
Figure 2.1	Carroll's CSR Pyramid and CSR Pyramid in developing countries	16
Figure 2.2	Research Model from Replicated Journal.....	26
Figure 2.3	Research Model.....	28
Figure 4.1	Gender.....	56
Figure 4.2	Age.....	57
Figure 4.3	Job Status.....	58
Figure 4.4	Educational and Occupational Backgrounds.....	59
Figure 4.5	Actual Testing Model.....	69
Figure 4.6	Outer Model.....	83



LIST OF TABLES

Table 3.1	Conceptual & Operational Definitions.....	44
Table 3.2	Demographic Profile.....	47
Table 3.3	Cronbach's Alpha Values Measures.....	53
Table 4.1	Preliminary Test Convergent Validity Results (Outer Loadings)....	60
Table 4.2	Preliminary Convergent Validity Results (AVE).....	63
Table 4.3	Preliminary Discriminant Validity Results (Cross Loadings).....	65
Table 4.4	Preliminary Discriminant Validity Results (HTMT).....	66
Table 4.5	Preliminary Reliability Results.....	67
Table 4.6	Descriptive Statistics Results.....	70
Table 4.7	Actual Convergent Validity Results (Outer Loadings).....	75
Table 4.8	Actual Convergent Validity Results (AVE).....	77
Table 4.9	Actual Discriminant Validity Results (Cross Loadings).....	78
Table 4.10	Actual Discriminant Validity Results (HTMT).....	79
Table 4.11	Actual Test Reliability Results.....	80
Table 4.12	Outer Multicollinearity Test Results.....	83
Table 4.13	Inner Multicollinearity Test Results.....	85
Table 4.14	Actual Coefficient of Determination (R^2) Results.....	86
Table 4.15	Direct Effect Hypothesis Testing.....	87
Table 4.16	Indirect Effect Hypothesis Testing.....	89

LIST OF APPENDICES

APPENDIX A	Questionnaire.....	115
APPENDIX B	Preliminary Testing & Measurement Model.....	129
APPENDIX C	Actual Testing & Measurement Model.....	133
APPENDIX D	Turnitin Check Results.....	140

