

ABSTRACT

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY THROUGH BRAND IMAGE, TRUST AND AWARENESS TOWARDS CUSTOMER PURCHASING INTENTION ON LOVE BEAUTY AND PLANET PRODUCTS

(XV, 121 pages: 4 figures, 25 tables, 9 Attachments)

With the increasing use of body care products nowadays, the variations of the products and the marketing of the products are starting to increase in the most creative and interesting way as possible. But in this era, just being interesting isn't enough, there should be an impact that can be made from using the product of our choice. People now are starting to be aware of the emergence of Corporate social responsibility in the beauty and body care industry. Love Beauty and Planet is one of Unilever subsidiary which produces environmental-friendly & cruelty-free products that offer a lot of impact to the earth and the society. As the emergence of CSR in businesses is evolving around the world, the researcher would like to see how it will impact the customers in Indonesia.

This research was conducted to know more about the relationship between CSR to the purchase intention of customer by seeing the effect on the customer's trust, awareness, and the brand image of the brand. The researcher uses quantitative research, in which the data is collected in the form of numbers over the course of 3-months by spreading questionnaires. A total of 30 pre-test was conducted, and a total of 193 people respondents participate in the actual test. To evaluate the data, the researcher used the SmartPLS application's PLS-SEM method. From the research done, it can be concluded that 5 out of 6 hypotheses is proven to be accepted.

Keywords: Corporate Social Responsibility, Trust, Brand Image, Awareness, Purchase Intention