

TABLE OF CONTENTS

COVER

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT

THESIS APPROVAL

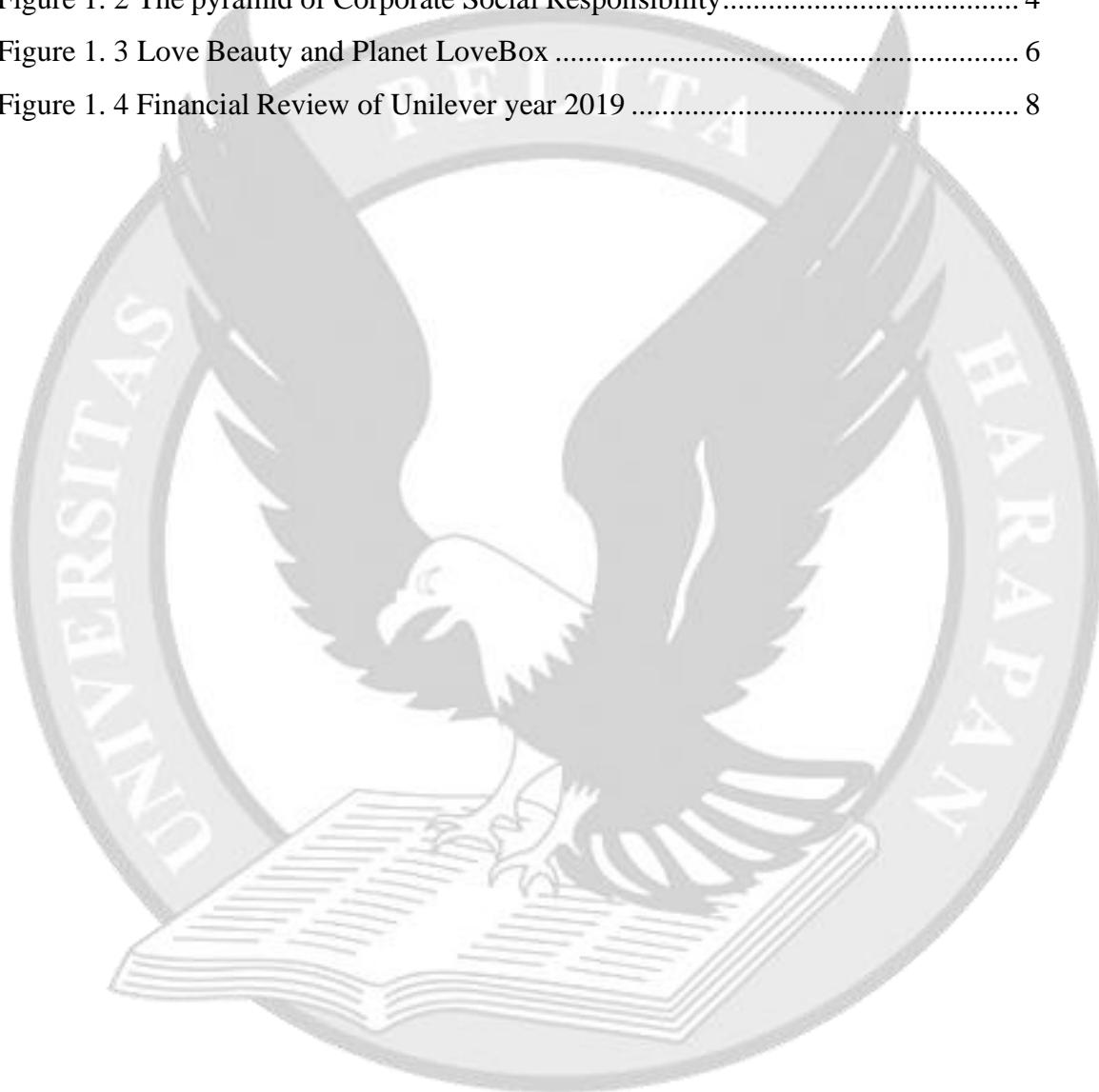
ABSTRACT	V
ACKNOWLEDGEMENT.....	VI
TABLE OF CONTENTS.....	IX
COVER	IX
LIST OF FIGURES	XII
LIST OF TABLES	XIII
LIST OF ATTACMENTS	XIV
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Problem	9
1.3 Research Purpose.....	10
1.4 Benefit of Research	10
1.4.1 Practical Benefits	10
1.4.2 Theoretical Benefits	11
1.5 Writing Systematics.....	11
CHAPTER II LITERATURE REVIEW	13
2.0 Concept and Description.....	13
2.1.1 Corporate Social Responsibility.....	13
2.1.2 CSR in developing countries.....	14
2.1.3 Stakeholder response to CSR.....	15
2.1.4. Customer perceptions towards CSR.....	16
2.1.5 Purchasing Intention.....	17
2.1.6 Brand Image	17
2.2 Relationship among Variables.....	18
2.3 Research Model	22

2.4 Previous Studies	23
2.5 Research Hypothesis	26
CHAPTER III RESEARCH METHOD	28
 3.1 Research Paradigm.....	28
 3.2 Research Object.....	29
 3.3 Research Subject.....	29
 3.4 Unit Analysis.....	30
 3.5 Type of Research.....	30
 3.6 Research Design.....	31
3.6.1 Variable Measurement.....	31
 3.7 Questionnaire Making Techniques.....	33
 3.8 Sample Design.....	34
3.8.1 Data Collection Ethics.....	35
3.8.2 Data Collection Technique.....	36
3.8.3 Determination of Sample Count	36
3.8.4 Sample Withdrawal Method.....	37
3.8.4.2 Research Sampling.....	37
 3.9 Data Analysis Method	38
3.9.1 Descriptive Statistics.....	38
3.9.2 Inferential Statistics.....	38
3.9.3 Partial Least Square-Structural Equation Modelling.....	39
 3.10 Model Evaluation	39
3.10.1 Outer Model Evaluation.....	39
3.10.2 Inner Model Evaluation	40
 3.11 Research Instrument Testing.....	40
3.11.1 Validity Test.....	40
3.11.2 Reliability Test.....	41
3.11.3 Goodness of Fit (GFI).....	41
 3.12 SmartPLS	42
 3.13 Conceptual and Operational Definitions	43
CHAPTER IV RESULTS & DISCUSSIONS.....	51
 4.1 Respondent Profile	51
 4.2 Preliminary Test Study Results.....	56
4.2.1 Validity and Reliability Test Results from Preliminary Study 1	56

4.3 Descriptive Statistic.....	60
4.3.1 Corporate Social Responsibility.....	61
4.3.2 Trust.....	62
4.3.3 Brand Image	63
4.3.4 Awareness of CSR	64
4.3.5 Purchase Intention.....	65
4.4 Inferential Statistics	65
4.4.1 Outer Model Evaluation.....	66
4.4.2 Goodness of Fit (GFI)	73
4.4.3 Inner Model Evaluation	73
4.4.3.1 Path Coefficients.....	74
4.3.6 Hypothesis Test Results	79
4.5 Discussion	84
4.5.1 Hypothesis Discussion 1.....	84
4.5.2 Hypothesis Discussion 2.....	85
4.5.3 Hypothesis Discussion 3.....	85
4.5.4 Hypothesis Discussion 4.....	86
4.5.5 Hypothesis Discussion 5.....	86
4.5.6 Hypothesis Discussion 6.....	86
4.6 Comparison to the previous study	87
CHAPTER V CONCLUSION & RECOMMENDATION	89
5.1 Conclusion.....	89
5.2 Managerial Implication.....	90
5.3 Limitations of Research	93
5.4 Advice for Further Research	94

LIST OF FIGURES

Figure 1. 1 Composition of Indonesia's Marine Waste in 2017	2
Figure 1. 2 The pyramid of Corporate Social Responsibility.....	4
Figure 1. 3 Love Beauty and Planet LoveBox	6
Figure 1. 4 Financial Review of Unilever year 2019	8



LIST OF TABLES

Table 2. 1 Previous Studies.....	23
Table 3. 1 Conceptual and Operational Variable	44
Table 4. 1 Respondents' Profiles Based on Gender	51
Table 4. 2 Respondents' Profile Based on Age.....	52
Table 4. 3 Responden's Profile based on Latest Educational Level	53
Table 4. 4 Respondents' Profile based on Profession	54
Table 4. 5 Respondents' Profile Based on Monthly Income	55
Table 4. 6 Preliminary Study Validity Test Results.....	56
Table 4. 7 Average Variance Extracted (AVE) Test from Preliminary Study.....	58
Table 4. 8 Discriminant Validity (Fornell-Larcker) Test from Preliminary Study ...	59
Table 4. 9 Composite Reliability Test from Preliminary Study.....	60
Table 4. 10 Descriptive Statistic Test for Corporate Social Responsibility (CSR)....	61
Table 4. 11 Descriptive Statistic Test for Trust (T)	62
Table 4. 12 Descriptive Statistic Test for Brand Image (BI)	63
Table 4. 13 Descriptive Statistic Test for Awareness of CSR	64
Table 4. 14Descriptive Statistic Test for Purchase Intention (PI).....	65
Table 4. 15 Actual Convergent Validity Test Result	67
Table 4. 16 Average Variance Extracted (AVE) Test.....	69
Table 4. 17 Discriminant Validity (Fornell-Larcker) Test.....	70
Table 4. 18 Composite Reliability Test Results	72
Table 4. 19 Model of Fit	73
Table 4. 20 R-squared Value on Variable	76
Table 4. 21 Multicollinearity Tests Result	77
Table 4. 22 Structural Model Test Result	80
Table 4. 23 Research Design Comparison	87

LIST OF ATTACTMENTS

1. Actual Validity and Reliability Table
2. Actual P-Value, T-Statistic, STDEV, Mean, Original Sample
3. R Square and R Square Adjusted
4. Fornell-Larcker Discriminant Validity Actual Test
5. Actual Test Before Bootstrapping
6. Actual Test After Bootstrapping
7. Pre-test Validity and Reliability Table
8. Fornell-Larcker Pre-Test
9. Questionnaire