

INTISARI

Penelitian ini bertujuan menguji pengaruh positif inisiatif *corporate social responsibility (CSR)* terhadap *corporate reputation* dan *brand equity* melalui mediasi secara parsial oleh *customer satisfaction* pada Bank Mandiri Surabaya. *CSR* dapat berperan sebagai iklan bagi perusahaan, di mana dampak periklanan dari *CSR* dapat dibedakan menjadi dua, yaitu dampak periklanan informatif dan persuasif. Dampak periklanan informatif *CSR* adalah pengaruh langsung terhadap *corporate reputation* dan *brand equity*. Sedangkan dampak periklanan persuasif *CSR* adalah pengaruh terhadap *corporate reputation* dan *brand equity* dimediasi secara parsial oleh *customer satisfaction*. Sebagai tambahan, penelitian ini juga menguji pengaruh langsung *CSR* terhadap *customer satisfaction*.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode SEM menggunakan software Lisrel 8.7.0 dalam melakukan pengujian kesesuaian model, model pengukuran dan struktural. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah *non probability sampling* karena jumlah populasi tidak teridentifikasi. Jenis *non probability sampling* yang digunakan adalah *purposive sampling*, dengan sampel berupa nasabah Bank Mandiri yang memenuhi karakteristik responden yang telah ditentukan. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 170.

Hasil penelitian ini menunjukkan pengaruh positif *CSR* terhadap *customer satisfaction*, *corporate reputation*, dan *brand equity*, sehingga semua hipotesis terkait dampak periklanan informatif dari inisiatif *CSR* terdukung. Di sisi lain, *customer satisfaction* terbukti memediasi secara parsial pengaruh positif *CSR* terhadap *corporate reputation*, namun tidak terbukti memediasi pengaruh positif *CSR* terhadap *brand equity*. Dengan demikian, dampak periklanan persuasif *CSR* terhadap *corporate reputation* terdukung, namun dampak periklanan persuasif *CSR* terhadap *brand equity* tidak terdukung.

Kata kunci : *CSR, Customer Satisfaction, Corporate Reputation, Brand Equity*

ABSTRACT

This study aims to test the positive influence of corporate social responsibility (CSR) initiatives on corporate reputation and brand equity with the partially mediating effect of customer satisfaction in Bank Mandiri Surabaya. CSR can act as an advertisement for a company, where the advertising effect of CSR can be classified into two separate categories, the informative advertising effect and the persuasive advertising effect. The informative advertising effect of CSR is direct influence on corporate reputation and brand equity. While the persuasive advertising effect of CSR is the influence on corporate reputation and brand equity partially mediated by customer satisfaction. Additionally, this study also test the direct influence of CSR on customer satisfaction.

This study uses the quantitative approach with SEM method using Lisrel 8.7.0 software to test the model fit, measurement, and structural model. The data collection technique used in this study is non probability sampling because the number of population is unidentified. The non probability sampling type used is purposive sampling, with the samples are the customers of Bank Mandiri who meet the characteristics that had been determined. The number of sample used in this study is 170.

The result of this study shows the positive influence of CSR to customer satisfaction, corporate reputation, and brand equity, so all hypothesises related to the infomartive advertising effects of CSR iniatives are supported. On the other hand, customer satisfaction was found to partially mediate the positive influence of CSR to corporate reputation, but wasn't found to mediate the positive influence of CSR to brand equity. Thus, the persuasive advertising effect of CSR on corporate reputation is supported, but the persuasive advertising effect of CSR on brand equity isn't supported.

Keywords : CSR, Customer Satisfaction, Corporate Reputation, Brand Equity