

PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP CORPORATE BRAND EQUITY MELALUI MEDIASI CORPORATE BRAND CREDIBILITY DAN CORPORATE REPUTATION PADA PT UNILEVER INDONESIA Tbk, DI SURABAYA

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Abstract

This study aims to identify and analyze the influence of corporate social responsibility to corporate brand equity through the mediation of the corporate brand and corporate reputation credibility at PT Unilever Indonesia Tbk, in Surabaya, Indonesia. The results show the direct influence of corporate social responsibility to corporate brand credibility at PT Unilever Indonesia Tbk, in Surabaya. Moreover, the corporate brand credibility fully mediate the relationship of corporate social responsibility to corporate reputation on PT Unilever Indonesia Tbk, in Surabaya. Ultimately, corporate social responsibility to corporate brand equity mediated full corporate brand and corporate reputation credibility at PT Unilever Indonesia Tbk, in Surabaya. Meanwhile, the direct influence of corporate social responsibility to corporate reputation and corporate brand equity is not supported. Corporate brand credibility mediation has no effect on the relationship of corporate social responsibility and corporate brand equity in PT Unilever Indonesia Tbk, in Surabaya.

Keywords: Corporate Social Responsibility, Corporate Brand Equity, Corporate Brand Credibility, Corporate Reputation.