INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh antara *Corporate Social Responsibility* (CSR)*, Functional Brand Image, Affective Brand Image dan Customer Brand Loyalty* terhadap Hotel Mercure Grand Mirama Surabaya Surabaya. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* yang merupakan teknik pengambilan sampel berdasarkan pertimbangan atau penilaian pribadi peneliti terkait dengan karakteristik populasi yang sesuai untuk dijadikan sampel penelitian. Adapun karakteristiknya adalah responden dalam rentang usia 18 tahun keatas, serta memiliki frekuensi menginap di Hotel Mercure Grand Mirama Surabaya minimal 2 kali dalam satu tahun terakhir.

Responden dalam penelitian ini berjumlah 250 orang, yang terdiri dari 99 pria dan 151 wanita. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 16.0 *for Windows* serta AMOS versi 20.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*. Hasil penelitian ini menunjukkan bahwa 4 dari 5 hipotesis terdukung, yaitu *Corporate Social Responsibility* (CSR) berpengaruh terhadap *Functional Brand Image, Affective Brand Image,* dan *Customer Brand Loyalty*. Sedangkan, *Functional Brand Image* berpengaruh terhadap *Customer Brand Loyalty*. Selain itu, juga terdapat 1 hipotesis yang tidak terdukung yaitu *Affective Brand Image* tidak berpengaruh terhadap *Customer Brand Loyalty*.

Kata kunci : *Corporate Social Responsibility* (CSR)*, Functional Brand Image, Affective Brand Image dan Customer Brand Loyalty*.

ABSTRACT

This study aims to prove the effect of Corporate Social Responsibility (CSR)*, Functional Brand Image, Affective Brand Image dan Customer Brand Loyalty* on Hotel Mercure Grand Mirama Surabaya Surabaya. *This type of research is causal research with quantitative approach. This study using purposive sampling approach, which is a sampling technique based on the consideration or personal judgment of researchers associated with the characteristics of the population according to the research sample. The characteristics are respondents in the age range of 18 years and above, and has the frequency of staying at the Mercure Hotel Grand Mirama Surabaya at least 2 times in the past year.*

Respondents in this study amounted to 250 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 16.0 for Windows and AMOS version 20.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that 1 from 5 hypothesis were not supported such as the effects of Affective Brand Image on Customer Brand Loyalty.

The results of this study indicate that 4 of 5 hypotheses supported, namely Corporate Social Responsibility (CSR) affect Functional Brand Image, Affective Brand Image, and Customer Brand Loyalty. Meanwhile, Functional Brand Image has an effect on Customer Brand Loyalty. In addition, there is also 1 unsupported hypothesis that Affective Brand Image does not affect the Customer Brand Loyalty.

Keywords: Corporate Social Responsibility (CSR), Functional Brand Image, Affective Brand Image dan Customer Brand Loyalty.