

**THE IMPACT OF CORPORATE SOCIAL
RESPONSIBILITY PROGRAM “CUCI
TANGAN PAKAI SABUN” ON BRAND IMAGE,
BRAND ATTITUDE AND BRAND LOYALTY
OF LIFEBOUY CONSUMERS
IN SURABAYA**



BY:
RUTH NATASHA CHRISTIE
3303014031

**INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018**

**THE IMPACT OF CORPORATE SOCIAL
RESPONSIBILITY PROGRAM “CUCI TANGAN
PAKAI SABUN” ON BRAND IMAGE, BRAND
ATTITUDE AND BRAND LOYALTY OF
LIFEBUOY CONSUMERS
IN SURABAYA**

**THESIS
Addressed to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Fulfill the Requirements
For the Economy Bachelor Degree
International Business Management Program**

**By:
RUTH NATASHA CHRISTIE
3303014031**

**INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018**

APPROVAL PAGE

THESIS

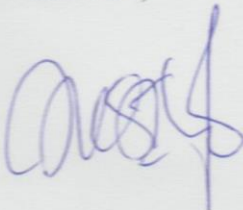
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY PROGRAM “CUCI TANGAN PAKAI SABUN” ON BRAND IMAGE, BRAND ATTITUDE AND BRAND LOYALTY OF LIFEBOUY CONSUMERS IN SURABAYA

By:

Ruth Natasha Christie
3303014031

Approved and Accepted
To be Submitted to the Panel Team

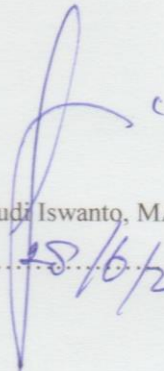
Advisor I,



Dr. C. Erna Susilowati, SE., M.Si.

Date: 28/6/2018

Advisor II,



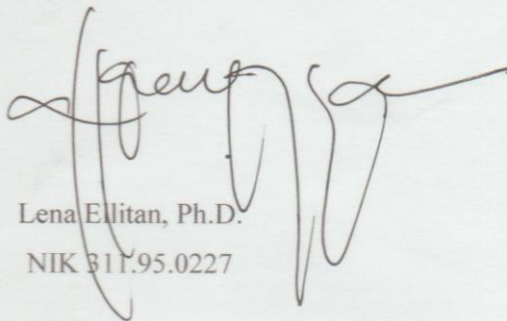
Y.B. Budi Iswanto, MA., Ph.D.

Date: 28/6/2018

RATIFICATION PAGE

Thesis written by: Ruth Natasha Christie NRP. 3303014031 has been examined on August 9th, 2018 and declared PASSED by Panel Team.

Panel Team Leader:

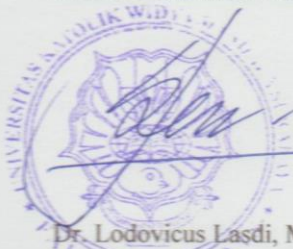


Lena Ellitan, Ph.D.

NIK 311.95.0227

Acknowledge:

Dean of Business Faculty,



Dr. Lodovicus Lasdi, MM., Ak., CA.

NIK. 321.99.0370

Head of Management,



Robertus Sigit H. L., SE., M.Sc.

NIK. 311.11.0678

AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Ruth Natasha Christie
NRP : 3303014031
Title : The Impact of Corporate Social Responsibility
Program “Cuci Tangan Pakai Sabun” on Brand
Image, Brand Attitude and Brand Loyalty of
Lifebuoy Consumers in Surabaya

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/shown on the internet or other media (Digital Library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

Thereby, the authenticity statement and the publication approval that I made sincerely.

Surabaya, 03 Juli 2018

Stated by

(kuth Natasna Christie)

FOREWORDS

All praises to Lord Jesus Christ, My God and Savior, for His abundant blessing and guidance so that the author was able to complete the thesis titled “The Impact of Corporate Social Responsibility Program “Cuci Tangan Pakai Sabun” on Brand Image, Brand Attitude, and Brand Loyalty of Lifebuoy Customers in Surabaya”. This thesis is required to obtain a degree in Business Management at Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of this thesis, the author acquired lots of help and support from family and friends. Therefore, the author would like to give recognition to:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., as the Dean of Business Faculty Widya Mandala Catholic University Surabaya.
2. Robertus Sigit Haribowo Lukito, SE., M.Sc., as the Head of Business Management Program Widya Mandala Catholic University Surabaya.
3. Dr. Cicilia Erna Susilowati, SE., M.Si., as Advisor I, who has taken the time, effort, and the mind and given a lot of advice and counsel to guide author in completing this thesis.
4. Y.B. Budi Iswanto, MA., Ph.D., as Advisor II, who has taken the time, effort, and the mind and given a lot of advice and counsel to guide author in completing this thesis.

5. Dr. Wahyudi Wibowo, ST., MM., as the Coordinator of IBM that gives help and direction in overcoming problems in learning and teaching activities.
6. My family in the form of encouragement, advice, prayers and material in completing this final task.
7. All administrative staff in Faculty of Business, Widya Mandala Catholic University Surabaya who has helped and provided information for thesis writing.
8. My thesis-writing buddies, Feby Sandra, Celine Hartanto, Azalia, Aditya Eko, Vincentius Gondowijoyo, Lidia Mery, and Davin Valentin, without whom this thesis would not have been completed.
9. Valensia Fanny Ludya Liap for her help, support, and guidance in the writing process of this thesis.
10. Brenda, Rosa, and Dicky from laboratory of statistic for their help, support, and guidance in the process of data calculation of this thesis.

Though the final paper is completed, the author realizes that this thesis is not completely perfect. Therefore, critics and constructive advices are gladly accepted. In the end, the author hopes that this thesis will be able to add knowledge and provide the reader with benefit.

Surabaya, June 22, 2018

Researcher

Ruth Natasha Christie

TABLE OF CONTENTS

| | |
|---|------|
| COVER PAGE | i |
| APPROVAL PAGE | ii |
| RATIFICATION PAGE | iii |
| AUTHENTICITY STATEMENT AND PUBLICATION | |
| APPROVAL OF SCIENTIFIC PAPER | iv |
| FOREWORDS | v |
| TABLE OF CONTENTS | vii |
| LIST OF TABLES | xi |
| LIST OF FIGURES | xii |
| LIST OF APPENDICES | xiii |
| ABSTRACT | xiv |
| ABSTRAK | xv |
| CHAPTER 1: INTRODUCTION | |

| | |
|--------------------------------------|---|
| 1.1 Background of the Study..... | 1 |
| 1.2 Research Question..... | 7 |
| 1.3 Objective of the Study..... | 8 |
| 1.4 Significance of the Study..... | 9 |
| 1.4.1 Theoretical Benefit..... | 9 |
| 1.4.2 Practical Benefit..... | 9 |
| 1.5 Organization of the Writing..... | 9 |

CHAPTER 2: LITERATURE REVIEW

| | |
|--|----|
| 2.1 Previous Research..... | 11 |
| 2.2 Theoretical Basis..... | 13 |
| 2.2.1 Stakeholder Theory..... | 13 |
| 2.2.1.1 Triple Bottom Line..... | 14 |
| 2.2.1.2 Corporate Social Responsibility..... | 16 |
| 2.2.2 Brand Image..... | 20 |
| 2.2.3 Brand Attitude..... | 21 |
| 2.2.4 Brand Loyalty..... | 24 |
| 2.3 Relationship among Variables..... | 27 |
| 2.3.1 The Impact of Corporate Social Responsibility on Brand Image..... | 27 |

| | |
|---|----|
| 2.3.2 The Impact of Corporate Social Responsibility on Brand Loyalty..... | 28 |
| 2.3.3 The Impact of Brand Image on Brand Attitude..... | 29 |
| 2.3.4 The Impact of Brand Image on Brand Loyalty..... | 29 |
| 2.3.5 The Impact of Brand Attitude on Brand Loyalty..... | 30 |
| 2.4 Hypothesis..... | 31 |
| 2.5 Research Model..... | 32 |

CHAPTER 3: RESEARCH METHOD

| | |
|---|----|
| 3.1 Research Design..... | 33 |
| 3.2 Variable Identification..... | 33 |
| 3.3 Operational Definition..... | 34 |
| 3.3.1 Corporate Social Responsibility..... | 34 |
| 3.3.2 Brand Image..... | 35 |
| 3.3.3 Brand Attitude..... | 36 |
| 3.3.4 Brand Loyalty..... | 36 |
| 3.4 Variable Measurement..... | 37 |
| 3.5 Type and Source of Data..... | 38 |
| 3.6 Data Collection Instrument and Method..... | 38 |
| 3.7 Population, Sample, and Sampling Technique..... | 39 |
| 3.8 Data Analysis Technique..... | 40 |
| 3.8.1 Normality Test..... | 40 |
| 3.8.2 Validity Test..... | 41 |
| 3.8.3 Reliability Test..... | 41 |
| 3.8.4 Overall Model Fit Test..... | 42 |
| 3.9 Structural Equation Model Fit Test..... | 43 |
| 3.10 Hypothesis Testing..... | 43 |

CHAPTER 4: DISCUSSION AND ANALYSIS

| | |
|---|----|
| 4.1 Research Data..... | 45 |
| 4.1.1 Respondents Characteristic based on Gender..... | 45 |

| | |
|--|----|
| 4.1.2 Respondents Characteristic based on Occupation..... | 45 |
| 4.2 Descriptive Statistic of Research Variable.... | 46 |
| 4.2.1 Descriptive Statistic Variable of Corporate Social Responsibility..... | 47 |
| 4.2.2 Descriptive Statistic Variable of Brand Image..... | 49 |
| 4.2.3 Descriptive Statistic Variable of Brand Attitude..... | 51 |
| 4.2.4 Descriptive Statistic Variable of Brand Loyalty..... | 52 |
| 4.3 Assumption Test of Structural Equation Modelling..... | 53 |
| 4.3.1 Normality Test..... | 53 |
| 4.3.2 Validity Test..... | 55 |
| 4.3.3 Reliability Test..... | 57 |
| 4.3.4 Goodness-of-Fit Model Test..... | 60 |
| 4.3.5 Structural Equation Model Fit Test.... | 61 |
| 4.4 Hypothesis Testing..... | 62 |
| 4.5 Discussion..... | 65 |
| 4.5.1 The Impact of Corporate Social Responsibility on Brand Image..... | 65 |
| 4.5.2 The Impact of Corporate Social Responsibility on Brand Loyalty..... | 67 |
| 4.5.3 The Impact of Brand Image on Brand Attitude..... | 68 |
| 4.5.4 The Impact of Brand Image on Brand Loyalty..... | 70 |
| 4.5.5 The Impact of Brand Attitude on Brand Loyalty..... | 70 |
| 4.5.6 The Impact of Corporate Social Responsibility on Brand Attitude Through Brand Image..... | 72 |
| 4.5.7 The Impact of Corporate Social Responsibility on Brand Loyalty Through Brand Image..... | 73 |

CHAPTER 5: CONCLUSION AND SUGGESTION

5.1 Conclusion..... 74

5.2 Limitations of The Research..... 75

5.3 Suggestion..... 76

 5.3.1 Suggestion for Academic..... 76

 5.3.2 Suggestion for Practical..... 76

REFERENCES

APPENDIX

LIST OF TABLES

| | |
|---|----|
| Table 1.1 Top Brand Index 2017 Phase 1..... | 6 |
| Table 2.1 Differences Between Previous Studies and Current Research..... | 12 |
| Table 4.1 Gender of Respondents..... | 45 |
| Table 4.2 Occupation of Respondents..... | 46 |
| Table 4.3 Interval Ratings..... | 47 |
| Table 4.4 Descriptive Statistic Variable of Corporate Social Responsibility..... | 47 |
| Table 4.5 Descriptive Statistic Variable of Brand Image..... | 49 |
| Table 4.6 Descriptive Statistic Variable of Brand Attitude..... | 51 |
| Table 4.7 Descriptive Statistic Variable of Brand Loyalty..... | 52 |
| Table 4.8 Test Result of Univariate Normality..... | 54 |
| Table 4.9 Test Result of Multivariate Normality..... | 55 |
| Table 4.10 Test Result of Validity..... | 56 |
| Table 4.11 Reliability Test Result of Corporate Social Responsibility..... | 58 |
| Table 4.12 Reliability Test Result of Brand Image..... | 58 |
| Table 4.13 Reliability Test Result of Brand Attitude..... | 59 |
| Table 4.14 Reliability Test Result of Brand Loyalty..... | 60 |
| Table 4.15 Goodness-of-Fit Model Test Result..... | 61 |
| Table 4.16 Hypothesis Test Result..... | 63 |
| Table 4.17 Indirect Variable Test Result..... | 64 |

LIST OF FIGURES

| | |
|---|----|
| Figure 2.1. Triple Bottom Line Model..... | 15 |
| Figure 2.2. Carroll's Pyramid of CSR..... | 18 |
| Figure 2.3. Research Model..... | 32 |

LIST OF APPENDICES

- Appendix 1. Questionnaire
- Appendix 2. Questionnaire Result
- Appendix 3. Characteristic of Respondents
- Appendix 4. Descriptive Statistic
- Appendix 5. Normality Test Result
- Appendix 6. Output Lisrel
- Appendix 7. Standardized Solution Path Diagram
- Appendix 8. t-value Path Diagram

ABSTRACT

This research aims to examine the impact of Corporate Social Responsibility Program “Cuci Tangan Pakai Sabun” on Brand Image, Brand Attitude, and Brand Loyalty Lifebuoy Consumers in Surabaya.

This research is a causal study and used purposive sampling as the sampling technique. The total number of samples are 150 respondents who lives in Surabaya with minimum age of 17 and use Lifebuoy’s products regularly. The data analysis technique used in this research is Structural Equation Modeling (SEM) with LISREL 8.80 as the analysis tool.

The results of this research showed that Corporate Social Responsibility has a positive and significant impact on Brand Image, Corporate Social Responsibility has a positive and significant impact on Brand Loyalty, Brand Image has a positive and significant impact on Brand Attitude, and Brand Attitude has a positive and significant impact on Brand Loyalty but Brand Image has a negative and insignificant impact on Brand Loyalty.

Suggestions for further research such as using social media platform as a place to share progress about the program are more likely to attract the attention of many people from various generations and create an activity that people can engage with such as a social event about health and hygiene.

Keywords: Corporate Social Responsibility, Brand Image, Brand Attitude, Brand Loyalty

ABSTRAK

Penelitian ini bertujuan untuk mengukur pengaruh program Tanggungjawab Sosial Korporat “Cuci Tangan Pakai Sabun” terhadap Citra Merek, Sikap Merek, dan Loyalitas Merek dari Konsumer Lifebuoy di Surabaya.

Penelitian ini merupakan studi kausal dan menggunakan purposive sampling sebagai metode pengambilan data. Jumlah total sampel yang diambil sebanyak 150 responden yang berdomisili di Surabaya dengan umur minimum 17 and menggunakan produk Lifebuoy secara rutin. Teknik analisis data yang digunakan dalam penelitian ini adalah Structural Equation Modeling (SEM) dengan alat uji LISREL 8.80.

Hasil dari penelitian ini adalah membuktikan bahwa Tanggungjawab Sosial Korporat berpengaruh positif dan signifikan terhadap Citra Merek, Tanggungjawab Sosial Korporat berpengaruh positif dan signifikan terhadap Loyalitas Merek, Citra Merek berpengaruh positif dan signifikan pada Sikap terhadap Merek, Sikap Merek berpengaruh positif dan signifikan terhadap Loyalitas Merek, tapi Citra Merek berpengaruh negatif dan tidak signifikan terhadap Loyalitas Merek.

Saran yang diajukan adalah untuk menggunakan platform media sosial sebagai wadah untuk membagikan *progress* tentang program yang sedang dilakukan untuk menarik minat lebih banyak orang dan membuat aktivitas sosial yang dimana masyarakat dapat ikuti.

Kata Kunci: Tanggungjawab Sosial Korporat, Citra Merek, Sikap Merek, Loyalitas Merek