The Effect of Corporate Social Responsibility on Consumer Purchase Decisions with Corporate Image and Brand Image As Intervening

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ARTICLE INFO	ABSTRACT
ISSN: 2723-1097 Keywords: <i>Corporate Social Responsibility; Corporate Image; Brand Image and Purchase Decision</i>	<i>The business world is currently experiencing very rapid development, and the level of competition is getting higher. In addition, at this time consumers are increasingly critical in choosing the product or service to buy. These new products encourage the emergence of new businesses in various fields to sell a product. Apart from the increasing competitiveness factor, the current development trend in society also brings about consumer behavior. This study aims to determine the effect of corporate social responsibility on consumer purchasing decisions to buy Rabbani products in the City of Salatiga. Determination of the sample using purposive random sampling and data collection methods using a questionnaire. This study uses multiple linear regression analysis while the tools used in processing IBM SPSS statistical data 23. The results of the path analysis show that corporate image and brand image mediate corporate social responsibility on consumer purchasing decisions of Rabbani. Corporate social responsibility has a significant and positive influence on purchasing decisions. Because corporate social responsibility will encourage consumers to build a positive image of the product or company that will affect consumers' ability to make consumer purchasing decisions.</i>

Introduction

The business world is currently experiencing a very rapid development, and the level of competition is getting higher. In addition, at this time consumers are increasingly critical in choosing the product or service to buy. Apart from the increasing competitiveness factor, the current development of society is also the behavior of consumer behavior. In addition, if you are aware of the fact that there are wants and needs, consumers will look for the products they expect ([Sari et al., 2016](#)).

As a form of good and harmonious relationship in purchasing decisions, not only do they decide to buy or choose a product, but consumers will also assess the company's good relations with other communities such as the environment that the company cares for. The implementation of corporate social responsibility is a topic that is often discussed as corporate social responsibility. CSR for some Indonesian

companies is still in an environment of waste, but some other companies have done the program well. Brand image in the fashion sector is one of the most important factors affecting consumer purchase intentions ([Ningrum & Hadi, 2020](#)).

Due to the cost-sensitive industry and low labor standards, this has become a serious social problem in the global market. Companies can use corporate social responsibility as a strategy to create an advantage that represents a major supporting factor for the company to survive in a highly competitive market. Company image or corporate image will create a positive corporate personality through continuous feedback from communications and marketing channels as well as target audiences. Company image helps consumers to better understand the products offered by certain companies and further reduce uncertainty in product purchasing decisions ([Aryawan et al., 2017](#)).

Brand image is the idea of a product or service that is in the minds of consumers regarding the products or services used and consumed, which consumers will remember more or less. Rabbani is the name of a clothing business that is engaged in Muslim fashion retail with the slogan professor hijab Indonesia and was founded in 1994, in its marketing Rabbani set up 141 branches in Indonesia and foreign countries. The plan is one of Rabbani's steps to raise social awareness and involve Rabbani customers throughout Indonesia who have membership cards. Rabbani explained that every donor who has the care of Rabbani members will get double benefits with a shopping discount of 10-15% to 10% of the total purchase amount that will be used for automatic donations allocated to the public through ACT ([Hestya, 2020](#)).

In addition, consumers are now more rational and more careful in choosing the products they will use. With this, Rabbani Salatiga released a member care program which is an advantage over other products. In contrast to [Kurniawan et al., \(2018\)](#) The company image does not influence consumer purchasing decisions. In addition, corporate image and brand image are also the main strengths of the company which have a long-term effect which is very important for the company's existence.

Based on the background of the problems described above, the authors are interested in conducting research on: "The Influence of Corporate Social Responsibility on Consumer Purchasing Decisions with Corporate Image and Brand Image as Intervening".

Literature Review

Stakeholder Theory

Stakeholder theory explains an organization is not limited to its economic simplicity or financial performance. Stakeholder theory has a moral field and a management field. Stakeholder theory assumes that the existence of a company

requires support from stakeholders, so that company activities must also pay attention to stakeholder approval ([Susanti & Pertiwi, 2019](#)).

Legitimacy theory

In legitimacy theory, organizations must always prove that their behavior is in line with noble social values. This is manifested by disclosing in company reports. Organizations can use disclosure to prove management's concern for social values or to divert community attention to areas that have a negative impact on organizational activities. By applying the basic idea of legitimacy theory, companies that use a performance measurement system with a sustainability balance scorecard can be accepted by the surrounding community because of their concern for the environment ([Pertiwi et al., 2019](#)).

Purchase Decision

The purchase decision is a collection of a number of purchase intention decisions. Examples of these decisions are decisions about the type of product, decisions about the shape of the product, decisions about brands, decisions about sales, decisions about the quantity of purchase decisions and when to buy. Consumer behavior is the basis for consumers to make purchase decisions ([Venessa & Arifin, 2017](#)). Consumer behavior is the basis for consumers to make purchase decisions. It is the process and activity when consumers are concerned with finding, selecting, purchasing, using, and evaluating products and services to meet their wants and needs.

Corporate Social Responsibility

Corporate social responsibility is an action or concept taken by a company as a form of social and environmental responsibility. Corporate social responsibility or social disclosure, corporate social reports, social reports are the process of conveying the impact of an organization's economic activities on society and the environment to special interest groups and the entire community. Corporate social responsibility is an obligation that must be recognized by the company properly and fairly and calculates the cost or budget to fulfill its obligations ([Tjilen, 2019](#)).

According to [Sidik et al., \(2016\)](#), socially responsible organizations have a greater impact on brand image, and corporate social responsibility provides companies with opportunities to develop relationships with stakeholders and adapt within the company. Corporate social responsibility has a positive and important impact on brand image. This is supported by research by [Sunarti \(2016\)](#), [Makatumpias et al., \(2018\)](#) and [Armanda et al., \(2017\)](#), stated that CSR significantly affects brand image.

Corporate social responsibility has a significant and positive influence on purchasing decisions. Because corporate social responsibility will encourage consumers to build a good image so that it affects their purchases ([Widiyantoro & Sumantri, 2017](#)). In line with [Sugi & Khuzaini \(2017\)](#), [Lachram & Sharif \(2020\)](#), and,

[Fatmawati & Soliha \(2017\)](#), it can be seen that corporate social responsibility significantly influences purchasing decisions.

The CSR program carried out by the company has a role in the formation of the corporate image. With the implementation of the CSR program, the company is becoming better known by its recipients as a company that cares for the community and the surrounding environment and for the company the CSR programs carried out have helped shape a reputation as a company that cares and wants to help the community and the environment and shapes the perception of program recipients that the company is a company. who manage CSR well ([Satya & Hidayatullah, 2018](#)). This is supported by the research of [Eka et al., \(2013\)](#), which states that CSR can significantly increase consumer good attitudes towards the company. That the better the perception of CSR by consumers, the more positive the assessment of the company will be.

According to [Armanda et al., \(2017\)](#), corporate social responsibility that is properly implemented in the economic, social or environmental fields will create and enhance the company's brand image. The correct application of corporate social responsibility is one way to build a good and positive reputation for a product brand. Companies that have implemented the CSR plan in their operations will get positive added value from the community. Because the community thinks the company cares about social and environmental problems. In this way, a positive image can be built by the company.

This is supported by the research of [Makatumpias et al., \(2018\)](#), and [Zzahroh & DH \(2018\)](#). The results of the study concluded that the corporate social responsibility variable had a significant effect on brand image, the corporate social responsibility variable had a significant effect on purchasing decisions, and the brand image variable had a significant effect on product purchasing decisions.

Corporate Image

According to [Susanto, \(2017\)](#), the company image will create a positive corporate personality through continuous feedback from communication and marketing channels as well as target audiences. Therefore, the true image of the company lies in the minds of its stakeholders. From a personal point of view, these salient attributes determine whether a company's reputation is good or bad.

Community support will be obtained for companies that are socially responsible. And they will benefit from the various activities they do. Corporate social responsibility will enhance the company's image ([Pramono et al., 2020](#)). This is in line with [Ningrum & Hadi \(2020\)](#), and [Budiarti \(2018\)](#), which state that CSR significantly affects the company's image positively.

A company image is a consumer's overall response to an offer and the amount of trust, idea, and impression a company has. A purchasing decision is a decision that

includes two choices or more alternative actions that are influenced by many factors. With the existence of a company image, it can help consumers identify differences in the quality of similar companies when making choices to meet their needs. A positive corporate image in the company will form a positive feeling towards the company's products or services in the minds of consumers and influence purchasing decisions ([Pratiwi & Widiyastuti, 2018](#)). This is supported by research by [Lesmana & Yustriani \(2017\)](#), [Saragih, \(2019\)](#), and [Saputri \(2020\)](#), that company image significantly influences purchasing decisions.

Brand Image

Brand image is a series of beliefs, thoughts, impressions and opinions of a brand by an individual, community or society. The interest in the product depends on how big the image that follows it. In order for perception to be the basis of a brand image, brand association must be associated with its name or symbol, so that if the brand name and symbol are changed, part or all of the assets and liabilities which constitute brand equity will also change ([Rianto, 2018](#)).

A consumer's decision to buy a product always involves physical activity (in the form of periodic direct consumer activity), the buying decision process and mental activity (that is, when a consumer evaluates a product based on criteria set by an individual). Consumer behavior greatly influences purchasing decisions. Purchases are created because of needs or wants or a mixture of both ([Sanjiwani & Suasana, 2019](#)). This is supported by research by [Venessa & Arifin, \(2017\)](#), [Miati \(2020\)](#), and [Pratiwi & Ekawati \(2020\)](#), that brand image significantly influences purchasing decisions.

Method

This research uses quantitative research using multiple linear regression analysis which has 4 similarities, namely, the first regression of the corporate social responsibility variable on corporate image. Second, regression of corporate social responsibility and corporate image variables on purchasing decisions. Third, regression of corporate social responsibility variables on brand image. Fourth, regression of corporate social responsibility and brand image variables on purchasing decisions. This research is processed using primary data. The population in this study were 7800 customers. Data collection techniques by distributing questionnaires (questionnaires) given to Rabbani customers in the City of Salatiga. Samples were taken as many as 100 respondents with purposive sampling technique using several criteria. The data obtained were then processed using analysis tools, namely SPSS 23.

From the explanation of the various sources above, Hypothesis on the research as follows:

H1 = Corporate Social Responsibility affects the Corporate Image

H2 = Corporate Social Responsibility affects the Brand Image

H3 = Corporate Social Responsibility affects purchasing decisions

H4 = Corporate Image affects purchasing decisions

H5 = Brand Image affects consumer decisions

H6 = Corporate Social Responsibility (CSR) affects Purchasing Decisions through Corporate Image

H7 = Corporate Social Responsibility (CSR) affects Purchasing Decisions through Brand Image

Result and Discussion

The statistical test in this study, there are four equation models including: The first equation, regression of the independent variable on corporate social responsibility (X) on the dependent variable on corporate image (Z1).

Table 1. T Test CSR on Corporate Image

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.805	1.862		2.044	.044
Corporate Social Responsibility	1.141	.077	.830	14.751	.000

a. Dependent Variable: Corporate Image

Source: Primary data processed, 2021.

The second equation, the regression of the independent variable on corporate social responsibility (X) and corporate image (Z1) on the dependent variable on purchasing decisions (Y). Based on the results of the first t test research, the coefficient value is 1.141 with a significance level of $0.000 < 0.05$. This shows that corporate social responsibility (X) has a positive and significant effect on corporate image (Z1), so that H1 is accepted. This shows that the better social responsibility to society is carried out by Rabbani Salatiga, the wider support from the community will be. The results of this study are relevant to previous research conducted by [Ningrum & Hadi, \(2020\)](#).

The third equation, regression of the independent variable corporate social responsibility (X) on the dependent variable brand image (Z2). Based on the results of the first t test research, the coefficient value is 0.419 with a significance level of $0.000 < 0.05$. This shows that corporate social responsibility (X) has a positive and significant effect on consumer purchasing decisions (Y), so that H3 is accepted. This shows that the implementation of corporate social responsibility which is carried out

properly by Rabbani Salatiga will provide opportunities to customers or consumers for the products / services produced by the company, thereby increasing a sense of belonging and commitment, because they feel the company's appreciation and care. The results of this study are relevant to previous research conducted by [Widiyantoro & Sumantri, \(2017\)](#).

Table 2. T Test CSR and Corporate Image on Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	3.316	1.491			2.225	.028
Corporate Social Responsibility	.419	.109	.363		3.853	.000
Corporate Image	.445	.079	.529		5.613	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2021.

Based on the results of the first t test research, the coefficient value is 0.445 with a significance level of $0.000 < 0.05$. This shows that corporate image (Z1) has a positive and significant effect on consumer purchasing decisions (Y), so that H4 is accepted. This shows that the better the service quality of Rabbani Salatiga, the positive impact on the company, and in the end it will benefit the company by increasing the purchase of products or services by consumers. The results of this study are relevant to previous research conducted by [Pratiwi & Widiyastuti, \(2018\)](#).

Table 3. T Test CRS on Brand Image

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	5.224	1.673			3.122	.002
Corporate Social Responsibility	.797	.069	.757		11.463	.000

a. Dependent Variable: Brand Image

Source: Primary data processed, 2021.

The fourth equation, regression of the independent variable on corporate social responsibility (X) and brand image (Z2) on the dependent variable of purchase decision (Y). Based on the results of the first t test research, the coefficient value is 0.797 with a significance level of $0.000 < 0.05$. This shows that corporate social responsibility (X) has a positive and significant effect on brand image (Z2), so that H2 is accepted. This suggests that socially responsible Rabbani Salatiga will have a greater impact on the brand image, and corporate social responsibility gives companies the opportunity to develop relationships with consumers. The results of this study are relevant to previous research conducted by [Sunarti, \(2016\)](#).

Table 4. CSR and Brand Image on Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.763	1.380			1.278	.204
Corporate Social Responsibility	.432	.084	.374		5.161	.000
Brand Image	.621	.079	.567		7.816	.000

a. Dependent Variable:Purchase Decision

Source: Primary data processed, 2021.

Based on the results of the first t test research, the coefficient value is 0.621 with a significance level of $0.000 < 0.05$. This shows that brand image (Z2) has a positive and significant effect on consumer purchasing decisions (Y), so that H5 is accepted. This shows that if Rabbani's product has a strong and positive brand image in the minds of consumers, the brand will always be remembered and it is likely that consumers will buy the brand. The results of this study are relevant to previous research conducted by [Yanti & Sukotjo, \(2016\)](#).

The influence of corporate social responsibility (X) with consumer purchasing decisions (Y) is mediated by corporate image (Z1)

Direct Effect of 0,419. Indirect Effect = $P2 \times P3 = 1,141 \times 0,445 = 0,507$. Total effect = direct effect + indirect effect = $0,419 + 0,507 = 0,926$. To find out the significant indirect effect of X to Y through Z1, it is calculated by means of single test:

$$\begin{aligned}
 Sp_{2p3} &= \sqrt{P3^2 Sp_{22}^2 + P2^2 SP_{32}^2 + SP_{22}^2 SP_{32}^2} \\
 &= \sqrt{(0,445)^2 (0,077)^2 + (1,141)^2 (0,079)^2 + (0,077)^2 (0,079)^2}
 \end{aligned}$$

$$\begin{aligned}
&= \sqrt{0,0011740902 + 0,0081250393 + 0,0000370028} \\
&= \sqrt{0,0093361323} \\
&= 0,0966236632
\end{aligned}$$

Then Sp_{2p3} is used as the denominator in the calculation of t count $= \frac{P2P3}{Sp_{2p3}} = \frac{1,141 \times 0,445}{0,0966236632} = 5,2548721833$. It is known that t count (5.2548721833) > t table (1.661) at the 0.05 level, which means mediating.

Based on the Path Analysis test with the Sobel Test, it was found that t count of 5.2548721833 was greater than t table = 1.661 (5.2548721833 > 1.661) with a significance level of 5%, it can be concluded that the mediating coefficient of 0.507 is significant. This means that corporate image can mediate the influence of corporate social responsibility on purchasing decisions. This shows that if Rabbani Salatiga's consumer perception of CSR increases, it will increase the corporate image, and conversely, if the consumer's perception of CSR decreases, it will decrease the corporate image. The results of this study are relevant to previous research conducted by [Sistuti et al., \(2018\)](#).

The influence of corporate social responsibility (X) with consumer purchasing decisions (Y) is mediated by brand image (Z2)

$$\begin{aligned}
Sp_{2p3} &= \sqrt{P3^2 Sp_{22}^2 + P2^2 SP_{32}^2 + SP_{22}^2 SP_{32}^2} \\
&= \sqrt{(0,621)^2 (0,069)^2 + (0,797^2) (0,079)^2 + (0,069)^2 (0,079)^2} \\
&= \sqrt{0,0018360368 + 0,0039643393 + 0,0000297134} \\
&= \sqrt{0,0058300895} \\
&= 0,0763550227
\end{aligned}$$

The direct effect is 0,432. The effect is Indirect = $P5 \times P6 = 0,797 \times 0,621 = 0,494$. Total effect = direct effect + indirect effect = $0,432 + 0,494 = 0,904$. To find out the significant indirect effect of X to Y through Z2, it is calculated by means of single test:

Then Sp_{2P3} is used as the denominator in the calculation of t count $= \frac{P2P3}{Sp_{2p3}} = \frac{0,797 \times 0,621}{0,0763550227} = 6,4820490192$. It is known that t count (6.4820490192) > t table (1.661) at the 0.05 level, which means mediating.

Based on the Path Analysis test with the Sobel Test, it was found that t count was 6.4820490192 greater than t table = 1.661 ($6.4820490192 > 1.661$) with a significance level of 5%, it can be concluded that the mediating coefficient is 0.494 significant. This means that brand image can mediate the influence of corporate social responsibility on purchasing decisions. This shows that the introduction of products produced by Rabbani Salatiga through the CSR plan can actually build a product brand image. The results of this study are relevant to previous research conducted by ([Martdhanna et al., 2018](#)).

Conclusion

The research conclusions were obtained from several of the above discussions, while the core conclusions of this study include, Corporate social responsibility has a significant and positive effect on corporate image. These results indicate that consumers view Rabbani Salatiga as having a good corporate image, so that this condition has broad support from the community. Corporate social responsibility has a positive and significant effect on brand image. This means that corporate social responsibility has a positive and important impact on brand image. Corporate social responsibility has a positive and significant effect on purchasing decisions at Rabbani Salatiga. These results indicate that consumers view Rabbani salatiga as having a good social responsibility, so that this condition affects the consumer's decision to choose Rabbani products. Corporate image has a positive and significant effect on purchasing decisions at Rabbani Salatiga. This means that the better the corporate image, the more purchasing decisions will be made at Rabbani Salatiga. Brand image has a positive and significant effect on purchasing decisions at Rabbani Salatiga. CSR influences purchasing decisions as well as mediating corporate image. CSR influences purchasing decisions and is mediated by the brand image.

Researchers suggest

For Further Researchers

Reference enhancer as the basis of a study. For future researchers, these results are used as another empirical evidence for the relationship-based theory described in the research model. Because CSR has a significant and positive effect on purchasing decisions. In addition, in the path analysis the variables of corporate image and brand image can mediate corporate social responsibility to improve consumer purchasing decisions of Rabbani in Salatiga. For future researchers, it is hoped that the scope of the research will be expanded because there are still many other factors that can be used as research material.

For Companies

Corporate social responsibility is good, CSR should be maintained as a marketing instrument as well as a form of corporate social responsibility. Because the

corporate image is good, it is better if the corporate image is maintained as a good marketing instrument. Because the brand image is good, the brand image should be maintained as a marketing instrument and can strengthen the excellence of the brand image.

Research Limitations

In data collection, this study uses a questionnaire so that the data collected only describes the respondent's opinion regarding his decision to choose Rabbani Salatiga and the researcher cannot control the respondent's answer which does not indicate the real situation. The contents and form of the questionnaire are still far from perfect due to the limitations of the authors in obtaining references about the indicators used to measure the variables in this study, so that the research results obtained need to be followed up to get maximum results.

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