

Pengaruh corporate social responsibility communication terhadap tingkat persepsi corporate reputation, brand image dan brand loyalty : kasus produk air minum botolan aqua = The effect of corporate social responsibility communication on corporate reputation, brand image ad brand loyalty : case on bottled drinking water AQUA

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Abstrak

Persepsi merupakan salah satu hal yang dapat memberikan keuntungan bagi seseorang maupun perusahaan. Dalam pembentukan persepsi, mengkomunikasikan program corporate social responsibility (CSR) menjadi salah satu langkah yang patut dijalankan. Dalam melaksanakan komunikasi CSR, perusahaan air minum kemasan botol AQUA tergolong gencar. Tesis ini akan membahas pengaruh dari komunikasi CSR tersebut terhadap pembentukan persepsi konsumen atas reputasi perusahaan, citra merek, serta loyalitas merek atas produk air minum merek AQUA. Hasil penelitian ini menemukan bahwa komunikasi CSR yang telah dijalankan AQUA memberikan dampak positif pada reputasi perusahaan serta citra merek, namun tidak memiliki pengaruh terhadap loyalitas konsumen.

.....Perception is one of the thing that can give advantages to someone, or to a corporation. In shaping it, communicating the corporate social responsibility (CSR) program can be an ideal things to do. As a bottled mineral water producer, AQUA is one of the corporation who've done CSR communication program rapidly. This study will focusing the effect of AQUA's CSR communication program, towards the consumer's perception on AQUA's corporate reputation, brand image, and brand loyalty. With this study, the researcher found out that AQUA's CSR communication program can gives an impact towards corporate reputation and brand image, but doesn't have any significant impact toward its consumer brand loyalty.