

Analisis pengaruh corporate social responsibility terhadap corporate brand equity melalui mediasi corporate brand credibility dan reputation: studi kasus: Go-jek = The effect of corporate social responsibility toward corporate brand equity mediated through corporate brand credibility and reputation: case study: Go-jek

Yusuf Hakim, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20474423&lokasi=lokal>

---

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Corporate Social Responsibility CSR terhadap corporate brand equity melalui mediasi corporate brand credibility dan reputation. Data pada penelitian ini didapatkan dari penyebaran kuesioner secara langsung kepada pengguna GO-JEK yang mengetahui tentang kegiatan CSR dari GO-JEK. Data ini diolah dengan menggunakan metode Structural Equation Modeling SEM.

Hasil penelitian ini menunjukkan bahwa CSR memiliki pengaruh positif terhadap corporate brand equity melalui mediasi corporate brand credibility dan reputation secara berurutan. Hasil penelitian ini juga menunjukkan CSR memiliki pengaruh positif terhadap kedua variabel mediasi, yaitu corporate brand credibility dan reputation.

*This research aims to analyzes the effect of Corporate Social Responsibility CSR toward corporate brand equity mediated through corporate brand credibility and reputation. Data for this research were collected through direct questionnaire to GO JEK user who knew about CSR activities conducted by GO JEK. They were analyzed using Structural Equation Modeling SEM method.*

The result of this research shows that CSR have a positive effect to corporate brand equity mediated through corporate brand credibility and reputation sequentially. The result of this research also shows that CSR have positive effect to both mediation variables, corporate brand credibility and reputation.