

## IMPACT OF CORPORATE SOCIAL RESPONSIBILITY, GENERAL ATTITUDE, TRUST AND PERCEIVED CONSUMER EFFECTIVENESS ON PURCHASE INTENTION (CASE OF H&M CUSTOMERS IN JABODETABEK)

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### ABSTRACT

This study aims to analyze the positive influence of corporate social responsibility on purchase intention through trust, general attitude, and perceived consumer effectiveness. The survey method was implemented in this study. Data was collected using a questionnaire instrument. The target population is all customers who have shopped at H&M in the Jabodetabek area. The number of samples is 400 respondents. The sampling technique was done by convenience sampling. Data analysis with Partial least Square-Structural Equation Modeling approach with the help of SmartPLS 3.0 program. The results show that corporate social responsibility has a positive effect on general attitude, trust, and perceived consumer effectiveness. Likewise, general attitude, trust, and perceived consumer effectiveness have a positive effect on purchase intention.

**Keywords:** Corporate social responsibility; General attitude; Trust; Perceived consumer effectiveness; Purchase intention

### ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh positif *corporate social responsibility* terhadap purchase intention melalui *trust*, *general attitude*, dan *perceived consumer effectiveness*. Metode survei diimplementasikan dalam penelitian ini. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner. Target populasi adalah semua pelanggan yang pernah berbelanja di H&M wilayah Jabodetabek. Jumlah sampel sebesar 400 responden. Teknik pengambilan sampel dilakukan dengan *convenience sampling*. Analisis data dengan pendekatan *Partial least Square-Structural Equation Modeling* dengan bantuan program *SmartPLS 3.0*. Hasil penelitian menunjukkan bahwa *corporate social responsibility* berpengaruh positif terhadap *general attitude*, *trust*, dan *perceived consumer effectiveness*. Begitu juga, *general attitude*, *trust*, dan *perceived consumer effectiveness* berpengaruh positif terhadap *purchase intention*.

**Kata Kunci:** *Corporate social responsibility; General attitude; Trust; Perceived consumer effectiveness; Purchase intention*

## INTRODUCTION

Nowadays, fashion is a part of customers' needs to show social status and people also want to follow the trends that keep changing rapidly because fashion is not only about dressing. Fast fashion is a new concept that describe and explain retailer have a desire to produce clothes efficiently and effectively to meet consumer demands. Fashion industry has a big impact on the environment, it is also mentioned that fashion is the second most polluting industry in the world threatening the planet and her resources. Fast fashion has a lot of issues when it comes to environmental pollution because there had been many reports covered in media including ethical issues. Therefore, there is a rise in demand of environment friendly clothing (sustainable fashion) because consumers know about the problem and their impacts about environmental problems. H&M is one of the biggest fast fashion retailers, that has the second largest brand value in 2018 with a total of \$18,959. In 2018, H&M experienced their lowest level of sales from 27.696,63 million dollars in 2017 to 23.232,37 million dollars in 2018 and the very low sellout rates. Based on the article from Paton (2018) there is a large spread on media about H&M had an inventory crisis with a total of \$4.3 billion clothes pilling up and wasted, some analysis said that H&M is also accused "greenwashing" their customer with their sustainability product called conscious collection. Beside the greenwashing problem H&M also had a problem with racism because of their clothing and their sustainability fashion authenticity. Based on the problems that previously explained, this research wants to find the correlation about corporate social responsibility towards trust, general attitude and perceived consumer effectiveness and also the correlation about trust, general attitude, perceived consumer effectiveness toward purchase intention on customer of H&M Indonesia in Jabodetabek area. This research is a replication model form the research that had been done by Neumann et al. (2020).

## LITERATURE REVIEW AND SUBMISSION OF HYPOTHESIS

### **Relationship between Corporate social responsibility and General attitude**

Corporate social responsibility is defined as the company concern on the community and the environment in a sustainable manner by setting aside the company profits through appropriate and professional procedures, company can participate in environmental conservation efforts to help maintain the quality of life for a long time by paying attention to the environment (Suharto, 2009). Corporate social responsibility has three important element such as profit, environment, and people. Company provides its benefits in the form of dividends to shareholder to finance the development and growth of the business to keep going forward. A company who runs corporate social responsibility program will make consumers aware of and participate in the program that being implemented and will make consumers feel proud after becoming the part of the program (Tedjokusumo, 2017). When a consumer feels proud that is when a consumer attitude plays a role. General attitude can be simplified as a person's thoughts or desire to act in a certain way following the temperament of each individual experience.

Based on the previous research that had been done by Vahdati et al. (2015), corporate social responsibility has a positive influence on consumers' general attitude. Sarwoko and Churiyah (2007) also found the evidence of corporate social responsibility positively influences general attitude

H<sub>1</sub>: Corporate social responsibility has a positive effect on general attitude

### **Relationship between Corporate social responsibility and Trust**

Trust is a clear evidence of positive marketing results such as customer loyalty and purchase intention. Every company must build a relationship that can be trusted by customers because it's a very important thing to do and it plays an important role in customer opinion behind a company's corporate social responsibility (Kang & Hustvedt, 2014). Trust is a very important component for a company performance because it will create the possibility for a good cooperation between consumers and company, and a good cooperation will lead to excellent feedback from consumers to the company (Setiantono et al., 2020). Consumers tend to have trust in the company that have a healthy corporate social responsibility practices including treating customers, employees and society ethically (He & Lai, 2014). Research conducted by Semuel and Chandra (2014) found that corporate social responsibility positively affects trust. Another similar research conducted by Carroll and Shabana (2010) found that corporate social responsibility positively affect trust. They also stated that the reputation built by companies in implementing corporate social responsibility will strengthen consumer trust on the company. The hypotheses proposed is:

H<sub>2</sub>: Corporate social responsibility has a positive effect on Trust

### **Relationship between General attitude on Purchase intention**

Purchase intention is a part of individual's psychological aspects that have an influence on attitude behavior, or which can be also interpreted as behavioral motivation to buy a product that is stimulated by an individual's psychological aspects (Schiffman & Kanuk, 2013). Purchase intention is also defined as a very important key point for consumers when evaluating and considering to purchase a particular product. Suprpti (2010) found that general attitude or attitude is an expression of individual feelings that reflects their likes or dislikes toward something and attitude can't be observed directly. Having said that a consumer's purchase intention can't be observed directly because it is based on someone's feeling about the product or services. A study that was done by Pratana (2014) found that attitude has a positive influence on purchase intention because the more consumers show a good attitude towards a company, the higher the consumers purchase intention will be. Attitude explains feelings, emotions, and consumer responses by certain stimuli. Another similar research done by Suwarso and Wulandari (2015) also found that general attitude positively affects purchase intention.

H<sub>3</sub>: General attitude has a positive effect on Purchase intention

### **Relationship between Trust and Purchase intention**

Trust is a cumulative process that develops when there is an interaction between the seller and satisfy the customer because the satisfaction given by the seller will build confidence in the costumer to make purchase (Kim et al., 2012). There is a situation called as trusting beliefs and it is defined as a situation when an individual has a perception of a seller that is trusted by the consumers because consumers think the seller will benefit the consumer. A study that had been done by Gana and Koce (2016) found that consumers will not hesitate to make a purchase if consumer trust a company brand or seller because trust has a positive effect on purchase intention. A similar study conducted by Rosalina and Subagio (2016) also found that a company has to create a trust between the consumers, because if there is trust between consumers and seller, consumer will have a special relationship with the seller so that consumer will have a purchase intention toward the company.

H<sub>4</sub>: Trust has a positive effect on Purchase intention

### **Relationship between Perceived consumer effectiveness and Purchase intention**

According to Widodo and Qurniawati (2016), perceived consumer effectiveness or PCE defined as an action where someone believes that their action can make a change through the influence of general and abstract value orientation, it can produce something that happens specifically. The high level of PCE can motivate consumers to show positive attitudes toward sustainable products through actual consumption attitudes. Perceived consumer effectiveness (PCE) is a belief that a person can have a positive influence in solving social problems of the environment (Webb et al., 2008). Purchase intention also can be seen when consumers have the willingness to make a purchase, the desire to plan future research and the desire to repurchase an item (Rahman et al., 2012). Kang et al. (2013) found that the more consumers feel their purchase can have an effect, the more likely consumer will make a purchase, especially in sustainable clothing to participate in overcoming existing environmental problems. Having said that, PCE positively affects purchase intention. A similar study conducted by Vermeir and Verbeke (2008) also found that perceived consumer effectiveness has a positive effect on purchase intention.

H<sub>5</sub>: Perceived consumer effectiveness has a positive effect on purchase intention

### **Relationship between Corporate Social Responsibility and Perceived Consumer Effectiveness**

Every company has its own ethics that must be done and one of them is the practice of corporate social responsibility. A company must have a sense of care by carrying out obligations to other parties and must have a legal economic obligation to stakeholders (Azheri, 2012). PCE is something that refers to the level of consumers' confidence in the extent to which the ability can provide results to be achieved according to the value of the consumer personally (Hanss & Doran, 2019). Research that has been done by Currás-Pérez et al. (2018) found that the more responsible a company is for its environment, the more consumers will feel that their actions can bring change. Having said that, corporate social responsibility positively affects perceived consumer effectiveness. Wesley et al. (2012) also found that corporate social responsibility has a positive effect on perceived consumer effectiveness

H<sub>6</sub>: Corporate social responsibility has a positive effect on Perceived consumer effectiveness

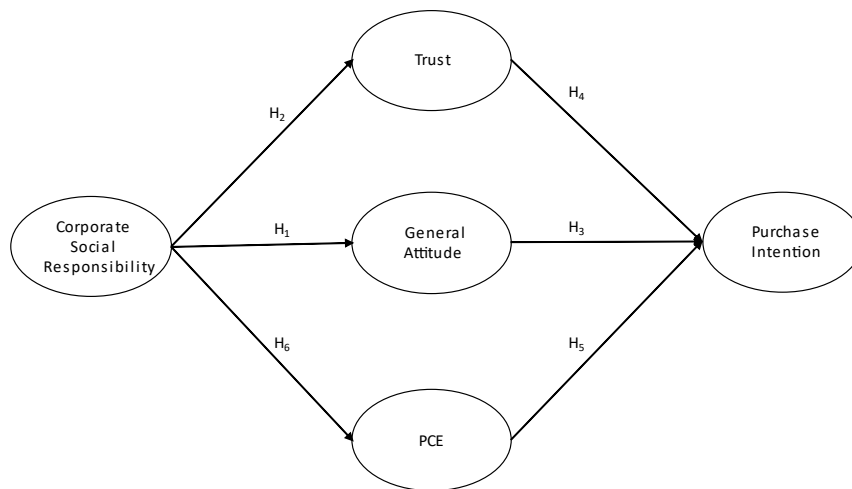


Figure 1. Research model  
 Source: Neumann et al. (2020)

## RESEARCH METHODS

In this study, the survey method is used. The target group is 4,000 respondents who made transactions at H&M throughout Jabodetabek. This sampling method used in this study as a convenience sample. The number of samples is determined by a formula  $n = p(1 - p)(\frac{z}{E})^2$ , where confidence level (z) of 95 (1.96), and margin of error (E) as large as 5% and a proportion from the population (p) as large as 50%. The calculated sample size was 385 respondents, so the sample size was rounded to 400 samples. The questionnaire items used is from the variables corporate social responsibility, trust, general attitude, perceived consumer effectiveness and purchase intention measured with 5-point Likert scale 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. These items in the corporate social responsibility construct are obtained from Neumann et al. (2020); Zhao et al. (2012). The general attitude construct is obtained from Neumann et al. (2020), and Zeng (2008). The trust construct is obtained from Neumann et al. (2020); Upamannyu et al. (2014). The perceived consumer effectiveness construct is obtained from Neumann, et al. (2020); Ellen et al. (1991). The purchase intention construct is obtained from Neumann et al. (2020); Zeng (2008). The analysis being applied is a least square structural equation modeling (PLS-SEM) approach using SmartPLS 3.0 software.

### Measurement model

The validity and reliability test are performed first before evaluating the structural model by calculating average variance extracted (AVE), outer loadings, discriminant validity and composite reliability. According to Hair et al. (2011) the minimum AVE value is 0.5 or must be greater than 0.5, and the minimum outer loading and composite reliability test is 0.7. Measurement results for instruments that have been declared valid according to table 1. All metrics representing each variable have AVE values above 0.5 and CR values above 0.7.

Table 1. Construct Evaluation

Construct and Item	Outer loading
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<b>Corporate social responsibility (SR) (CR=0.893, AVE=0.627)</b>		
SR1	H&M is committed to using part of its profits to support non-profit activities.	0.775
SR2	H&M contributes to the communities in which it does business	0.843
SR4	H&M attributes charitable contributions to its business activities.	0.841
SR5	H&M's corporate values do not intersect with applicable law.	0.746
SR7	In running its business, H&M encourages concern for environmental protection.	0.750
<b>Trust (T) (CR=0.899, AVE=0.643)</b>		
T2	Over time, my experience with H&M has led me to believe the statements that H&M has made.	0.851
T3	I feel like I can trust H&M.	0.744
T4	H&M delivered what they promised.	0.752
T6	H&M is an honest company.	0.760
T7	H&M fulfilled my expectations.	0.891
<b>General attitude (GA) (CR=0.933, AVE=0.777)</b>		
GA1	In my opinion, H&M is a good brand.	0.919
GA2	In my opinion, H&M is a useful brand.	0.842
GA3	I love the H&M brand.	0.903
GA5	Overall, H&M is interesting to me.	0.861
<b>Perceived consumer effectiveness (PCE) (CR=0.840, AVE=0.568)</b>		
PCE1	Through my personal choice, I can contribute to solutions related to environmental problems.	0.783
PCE3	Environmental concerns are influenced by my personal choices.	0.728
PCE6	I support actions that encourage environmental behaviour.	0.783
PCE7	I take various actions that encourage environmental preservation.	0.719
<b>Purchase intention (PI) (CR=0.906, AVE=0.709)</b>		
PI1	It is possible for me to buy H&M products.	0.879
PI2	I will buy H&M products in the future.	0.918
P13	I will definitely try products from the H&M product collection.	0.832
P16	I make a special effort to purchase H&M products.	0.727
Notes: CR= composite reliability; AVE= average variance extracted		

Table 2 shows the result of discriminant validity. The squared correlation for each latent variable is higher than the squared correlation value for other latent variables. Therefore, based on the results of research testing, each variable in this table is accurate and valid (Hair et al, 2011).

Table 2. Discriminant Validity Evaluation

	General Attitude	Perceived Consumer Effectiveness	Purchase Intention	Social Responsibility	Trust
General Attitude	0.882				
Perceived Consumer Effectiveness	0.643	0.754			
Purchase Intention	0.638	0.600	0.842		
Corporate Social Responsibility	0.550	0.667	0.575	0.792	
Trust	0.688	0.538	0.665	0.477	0.802

Table 3. R-square Evaluation

Variables	R-Square (R <sup>2</sup> )
<i>General Attitude</i>	0.303
<i>Perceived Consumer Effectiveness</i>	0.445
<i>Purchase Intention</i>	0.543
<i>Trust</i>	0.228

From the table 3 above it is known that the R-Square general attitude value is 0.303, which means that 30.3% of the general attitude variable is influenced by corporate social responsibility. The R-Square value of perceived consumer effectiveness is 0.445, which means that 44.5% of the perceived consumer effectiveness variable is influenced by corporate social responsibility. The value of R-Square purchase intention is 0.543, which means that 54.3% of the purchase intention variable is influenced by trust, general attitude, and perceived consumer effectiveness. Finally, the R-Square value of trust is 0.228, which means that 22.8% of the trust variable is influenced by social responsibility.

Table 4. Hypotesis Evaluation

Hypothesis	Standardized Path coefficient	t-statistics	Decision
<b>H<sub>1</sub></b> Corporate social responsibility has a positive effect on general attitude.	0.550	6.963	Supported
<b>H<sub>2</sub></b> Corporate social responsibility has a positive effect on trust.	0.477	4.395	Supported
<b>H<sub>3</sub></b> General attitude has a positive effect on purchase intention.	0.209	2.198	Supported
<b>H<sub>4</sub></b> Trust has a positive effect on purchase intention.	0.381	3.913	Supported
<b>H<sub>5</sub></b> Perceived consumer effectiveness has a positive effect on purchase intention.	0.260	2.897	Supported
<b>H<sub>6</sub></b> Corporate social responsibility has a positive effect on perceived consumer effectiveness.	0.667	12.757	Supported

## DISCUSSIONS

The first result of the hypothesis **H<sub>1</sub>** is testing corporate social responsibility where corporate social responsibility positively affects general attitude. The result is t-statistics >1.65, which is 6.963 with a significance level 10%. This research supports the previous researches that have been conducted by Suharto (2009) and Tedjokusumo (2017), who found that corporate social responsibility has a positive effect on general attitude. The company pays more attention to the surrounding environment and participates in environmental business efforts, corporate social responsibility that will make consumers aware and participate. So because the more H&M Indonesia carries out corporate social responsibility, the more consumers will like H&M Indonesia because it has played a good role in participating in helping the environment. The results of the analysis show that social responsibility can increase the general attitude of each consumer and have a positive influence, so the company wants to have consumers who like its brand. The company must do corporate social responsibility that can be known and recognized by consumers.

The second research **H<sub>2</sub>** is to test whether corporate social responsibility positively affects trust. The result of t-statistics is 4.395, supported by previous research that have been conducted by Semuel & Chandra (2014) and Barness (2011), who found that corporate social responsibility has a positive effect on trust. This is because the company pays more attention to the surrounding environment and participates in environmental business efforts, corporate social responsibility that is carried out will make consumers more confident in the company such as having healthy corporate social responsibility practices such as treating customers, employees, and the community ethically and who have more ways of providing honest product or service information and guaranteeing the quality of their products or services. Referring to the results of the analysis, it is revealed that social responsibility has a positive influence on trust, so companies carrying out corporate social responsibility practices must be more open to consumers in order to increase their trust in brands.

The result of the third research **H<sub>3</sub>** is t-statistics 2.198, which means the hypothesis is supported, so that general attitude positively affects purchase intention. The result of this study supports previous research conducted by Pratana (2014) and Suwarso & Wulandari (2015), who found that attitude has a positive effect on purchase intention. The better the consumer's attitude towards the company, the stronger the consumer's purchase intention will be. This is because if consumers have a continuous good attitude towards the brand, such as liking and finding the brand attractive, it will lead to a high sense of purchase intention in consumers towards a product. Consumers like the H&M brand because H&M is an attractive and useful brand so that purchase intentions occur. It is important for companies to have consumers who like their brand because if consumers do not like the brand, it will be difficult for the emergence of purchase intentions from every existing consumer.

The fourth research in hypothesis testing whether trust has a positive effect on purchase intention with a result t-statistics 3.913, which means that **H<sub>4</sub>** is supported. This research also has been conducted by Rosalina & Subagio (2016) and Gana & Koce (2016), who found that trust positively affects purchase intention. This happens because when consumers have trust in a brand, it will generate purchase intentions from consumers to buy products of a brand. Based on the respondent's assessment, it shows that respondents feel they can trust H&M because H&M provides an experience according to what they promise and can also meet their expectations. By convincing consumers with practices that are implemented more openly, companies can increase the sense of trust that arises from consumers continuously in their



companies so that it will generate purchase intentions from consumers towards H&M Indonesia because they already have a sense of trust.

The fifth hypothesis shows that t-statistics 2.97, which means **H<sub>5</sub>** is supported. Previous researches that have been conducted by Widodo and Qurniawati (2016); Kang et al. (2013) found that perceived consumer effectiveness has a positive effect on purchase intention. This is because according to the results of existing studies, the more consumers feel that their purchase will contribute to the company, the more consumers will buy the product. Respondents' assessment revealed that respondents felt they could contribute to the solution of environmental problems and support and also encourage environmental conservation behavior, therefore the company should have a program that can involve consumers to participate in preserving the environment. Indonesian H&M businesses must consider and communicate messages that represent the contribution of each consumer to solving environmental problems such as telling consumers how every single purchase of clothing can affect the welfare of the earth. The results of this study conclude that general attitude, trust, and perceived consumer effectiveness variables have a positive influence on the purchase intention of every consumer, therefore every company must pay attention to these three things because they greatly affect consumers' purchase intentions and become a consideration every time they make a purchase.

The last research **H<sub>6</sub>** is to test whether corporate social responsibility positively affects perceived consumer effectiveness, with t-statistics 12.757, which means supported. This study is supported by previous research done by Currás-Pérez et al. (2018) and Dang et al. (2020), who found that corporate social responsibility has a positive effect on perceived consumer effectiveness. The more companies are responsible for their environment, the consumers will take various actions that encourage environmental conservation actions. So that companies are expected to contribute to the environmental community and must also take action to care for the environment, so that consumers can participate in supporting actions that encourage environmental conservation actions. Thus, the company will be able to invite its consumers to participate in the program that will be implemented.

## CONCLUSION

The hypothesis research results tell us that corporate social responsibility positively affects general attitude. It can be interpreted that the better the practice of corporate social responsibility held by the company, it will affect the general attitude of each consumer. Corporate social responsibility has a positive effect on trust and has a significant effect as well. Having said that, it can be concluded from the second hypothesis that when the corporate social responsibility of a company is getting higher and better, it will increase trust of the customer.

The third research shows that general attitude has a positive effect on purchase intention and the better the general attitude that is carried out, it will affect the purchase intention of each customer. Trust has a positive effect on purchase intention and the higher the trust that consumers have towards the company, the more it will affect purchase intention. Perceived consumer effectiveness has a positive effect on purchase intention. Having said that, the more consumers feel that their purchase will have an effect, the more consumers will buy the product. Corporate social responsibility has a positive effect on purchase intention. It shows us that if a company increasingly responsible for its environment, consumers will take various actions that encourage action to conserve the environment. Having said that, the company is expected to contribute to the environmental community.

## LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

Based on the research that has been conducted, there are limitations and suggestion for the next research. This research uses convenience sampling for the technique, where there are no specific criteria for the respondent. Sampling in this study focuses on the respondents who live in Jabodetabek only, so it is not too optimal. It is recommended for further research to examine respondents who are outside the Jabodetabek area as well. This will impact more accurate result compare to the respondents that live in Jabodetabek only.

In this research, there are no specific question about which part of Jabodetabek the respondents live, so it is advised to add more question in the questionnaire, because these characteristics can be used in order to know the profile of the respondent more completely and clearly. For the next research, it is better to use purposive sampling in order to obtain more specific criteria for the respondents. Further research also can add or replace with other variables to have more variations, such as Brand awareness or Customer satisfaction, because these two variables are also one of the influences to increase purchase intention for a brand.

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