

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND EQUITY AND BRAND LOYALTY WITH BRAND REPUTATION AS A MEDIATING VARIABLE

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ABSTRACT

This research aims to analyze the positive influence of Corporate Social Responsibility on Brand Reputation at PT. Astra International Tbk, to analyze the positive influence of Corporate Social Responsibility on Brand Equity at PT. Astra International Tbk, to analyze the positive influence of Corporate Social Responsibility on Brand Loyalty at PT. Astra International Tbk, to analyze the positive influence of Brand Reputation on Brand Equity at PT. Astra International Tbk, to analyze the positive influence of Brand Reputation on Brand Loyalty at PT. Astra International Tbk, to analyze whether Brand Reputation can mediate the influence of Corporate Social Responsibility on Brand Equity at PT. Astra International Tbk, and to analyze whether Brand Reputation can mediate the influence of Corporate Social Responsibility on Brand Loyalty at PT. Astra International Tbk. This research uses a quantitative study approach with data collection through a questionnaire from 210 respondents. The population in this study is consumers of PT. Astra International Tbk who are aware of the company's Corporate Social Responsibility program. The analytical method used in this study is partial least squares (PLS) and the data processing is done using Smart-PLS 3 software.

Kata Kunci: *Corporate Social Responsibility, Brand Equity, Brand Reputation, Brand Loyalty*

1.

PENDAHULUAN

1.1 Background

The aim of this research is based on the fact that Corporate Social Responsibility can be used as a good strategic brand management method. Corporate Social Responsibility is a program that is expected to contribute to the surrounding environment of the company, particularly in the economic, social, and environmental aspects (Kumar & Christodouloupoulou, 2014). If companies can manage and communicate their Corporate Social Responsibility program well, it can contribute to finding a different position that will attract consumers' attention and stimulate a positive response from them (Lacey et al., 2015). PT Astra International Tbk. Is one of the companies that carries out Corporate Social Responsibility program. Figure 1 shows the Corporate Social Responsibility programs and its distribution by PT Astra International Tbk. throughout Indonesia.



Figure 1 Distribution of Corporate Social Responsibility Program of PT Astra International Tbk Throughout Indonesia
 Source: Astra Internasional (2022)

Furthermore, Corporate Social Responsibility contributes to the image and reputation of a brand. This means that brand development is crucial for companies to compete in the international market (Moraes & Marinho, 2019). CSR has also been seen as an important factor in determining a company's behavior, strategy, and objectives. The integration of the brand equity model has resulted in a multidimensional conceptual framework for driving brand equity and brand loyalty in companies (El-Kassar et al., 2019).

Based on the introduction provided, the research objectives have been established:

Firstly, this study examine the positive influence of Corporate Social Responsibility on brand reputation at PT. Astra International Tbk. Secondly, to examine the positive influence of Corporate Social Responsibility on Brand equity at PT. Astra International Tbk. Thirdly, to examine the positive influence of Corporate Social Responsibility on brand loyalty at PT. Astra International Tbk. Fourthly, to examine the positive influence of brand reputation on brand equity at PT. Astra International Tbk. Fifthly, to examine the positive influence of brand reputation on brand loyalty at PT. Astra International Tbk. Sixthly, to examine whether brand reputation can mediate the influence of Corporate Social Responsibility on brand equity at PT. Astra International Tbk. Seventhly, to examine whether brand reputation can mediate the influence of Corporate Social Responsibility on brand loyalty at PT. Astra International Tbk.

1.2 Literature Review

1.2.1 Corporate Social Responsibility

Corporate Social Responsibility (CSR) is one of the important concepts in modern business that emphasizes the organization's responsibility to consider its impact on the wider community, environment, and employees. According to Gul et al. (2021), CSR is the organization's commitment to pursue strategies, make decisions, and take actions that benefit the wider community while considering economic, social, and environmental

aspects. Competitors, consumers, employees, and governments are all pressuring companies to talk about social and environmental issues. Corporations worldwide have begun practicing CSR in recent years (Gul et al., 2021). As a result, studying its nature has proven difficult for researchers. If a company wants to be successful, it must meet the wider public's expectations (Cha et al., 2019). Companies that focus solely on internal matters have shorter life expectancies, while those that prioritize their customers' needs are more likely to succeed in today's market (Orazalin and Baydauletov, 2020). The organization's commitment to pursue strategies, make decisions, and take actions that benefit the wider community is known as CSR. CSR encompasses economic, social, and environmental considerations. Research that examines the relationship between CSR and organizational performance is rare, but a few studies indicate that CSR improves performance (Bhalla and Overton, 2019). According to Grubor et al. (2020), CSR has become an increasingly significant part of business.

1.2.2 Brand Equity

Brand equity can be defined as a collection of positive and negative factors associated with a brand, including its name and symbols that can influence the value of a product or service (Jamshidi et al., 2018). Brand equity encompasses how a brand will provide value to a company by creating an effective strategy to create a memorable brand identity with strong attributes that are embedded in society (Parihar & Dawra, 2020). Brands that have strong brand equity can help consumers process, interpret, and retain information about a specific product or service that can influence consumer trust in deciding to purchase the product (Kim & Lee, 2020). Brand equity provides brand associations and quality perceptions that can increase consumer satisfaction in using a product or service leading to consumer loyalty (Asnawi et al., 2019). Brand equity has two perspectives: the consumer perspective and the company perspective (Altaf et al., 2017). Brand equity is one of the top priorities in marketing research (Saleh et al., 2017). From the consumer perspective, brand equity emphasizes consumer evaluation of a particular brand name, a phenomenon known as consumer-based brand equity (CBBE). In marketing literature, CBBE is described as a multidimensional concept (brand awareness and brand image). CBBE, or the overall instrumental value given by customers to a particular brand, is important in assessing the long-term value of a brand (Kotsi et al., 2018). Because brand equity is built through organic interactions between various components that make up a brand, understanding this relationship within the integrated framework of CBBE is crucial for measuring branding success and managing brands effectively. In recent years, the concept of CBBE has gained attraction among academics. CBBE and its many characteristics are critical to businesses due to its impact on customer satisfaction, perceived benefits, and loyalty (Sürücü et al., 2019). Perceived quality, brand identification, brand loyalty, and brand image are all ways to develop CBBE (Kotsi et al., 2018).

1.2.3 Brand Loyalty

In recent years, brand loyalty has become one of the most emphasized concepts, and academics and practitioners believe in its relevance (Zhao et al., 2022). Brand loyalty is defined as the consumer evaluation and behavioral intention towards the possibility of purchasing a particular brand (Safeer et al., 2021). The main goal of a company is to build customer brand loyalty, which is part of the company's strategic planning to achieve long-term competitive advantage (Jin et al., 2013). Similarly, brand loyalty reduces marketing

costs and strengthens the relationship between consumers and vendors, thus reducing the threat from competitors (Kim et al., 2021), and considering the importance of brand loyalty (Chen et al., 2022). Brand loyalty has been conceptualized as actual shopping behavior patterns on a particular brand or behavioral intentions to purchase a particular brand and persuade others to purchase the brand (Safeer et al., 2021). In marketing industry, trust leads to loyalty to suppliers. This means that when consumers trust a particular brand, a greater positive purchase intention on that brand is likely to occur. According to Zameer et al. (2019), there are four stages of loyalty based on attitude and behavior approach, namely cognitive loyalty, affective loyalty, conative loyalty, and behavioral loyalty (Lin et al., 2019). The benefits of loyal customers are well-documented in marketing literature. Loyal customers tend to make larger and more frequent purchase volumes, are less likely to switch to competitors, and through word-of-mouth communication will recruit more customers for the organization (Ariffin et al., 2021). Although there is no formal definition for customer loyalty that has been established, it seems that most scholars agree that the customer loyalty construct includes behavioral and attitude dimensions. Behavioral loyalty is related to customer behavior or intention to purchase a particular brand, while attitude loyalty is related to the customer's perception of a particular product or service. Focusing on these two perspectives, in this study, the concept of brand loyalty is defined as the willingness to repurchase a brand in the future without being influenced by situational factors (Nguyen & Khoa, 2019). Based on this definition, behavioral loyalty tends to contribute more to market share, while attitude loyalty tends to contribute to higher brand value (Ibrahim, 2021). Overall, building a positive and strong brand can influence customer preferences towards a particular brand, which can lead to the formation of brand loyalty in the long run. Brand loyalty encompasses a strong bond between customers and the brand. Loyal customers are those who do not want to switch to other brands and prefer to continue using the brand that has provided satisfaction and comfort to them (Coelho et al., 2018).

1.2.4 Brand Reputation

Brand reputation is the perception of consumers regarding their knowledge of a particular brand and also the opinions of others about the brand. Brand reputation can be enhanced through various efforts such as advertising and public relations, or can be influenced by brand performance and product quality (Astono, Astuti, & Respati, 2021). Brand reputation is created and developed by companies through various marketing signals and traits they give to their brands, which are taken up by consumers (Mahmood et al., 2018). According to Lau and Lee in May (2021), brand reputation is the opinion of others that the brand can be trusted and is good, and brand reputation can be developed through media, advertising, and public relations. Additionally, the quality and performance of the brand can influence brand reputation. Furthermore, according to Siswanto (2015), brand reputation is a general assessment of the brand issued by a company, where the brand is associated with the company's name. Based on Selnes' theory in Makalew et al. (2016), there are several indicators of brand reputation, namely goodwill, reputation compared to competitors, widely known, and easy to remember. According to Sengupta et al. (2015), brand reputation is the customer evaluation of the consistency of product or service quality associated with the brand name. To be profitable and successful, a brand must develop a positive reputation (Foroudi, 2019). The brand name can often be a repository of a company's reputation, where high-quality performance on one product is often linked to other products through the brand name (Joo & Hwang, 2016). Brand reputation is

considered an estimation of consistency over time. Brand reputation is a strong asset, benefiting from high levels of loyalty and stable future sales. Brand reputation is a long-lasting source of attraction and demand, with a superior quality image and added value, thus increasing premium prices (Iqbal et.al, 2020).

1.3 Hypothesis Development & Research Model

Berdasarkan pendahuluan yang telah diberikan, berikut pertanyaan penelitian yang telah ditetapkan:

1. H1: Does Corporate Social Responsibility have a positive impact on Brand Reputation
2. H2: Does Corporate Social Responsibility have a positive impact on Brand Equity
3. H3: Does Corporate Social Responsibility have a positive impact on Brand Loyalty.
4. H4: Does Brand Reputation have a positive impact on Brand Equity
5. H5: Does Brand Reputation have a positive impact on Brand Loyalty.
6. H6: Does Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Equity.
7. H7: Does Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Loyalty.

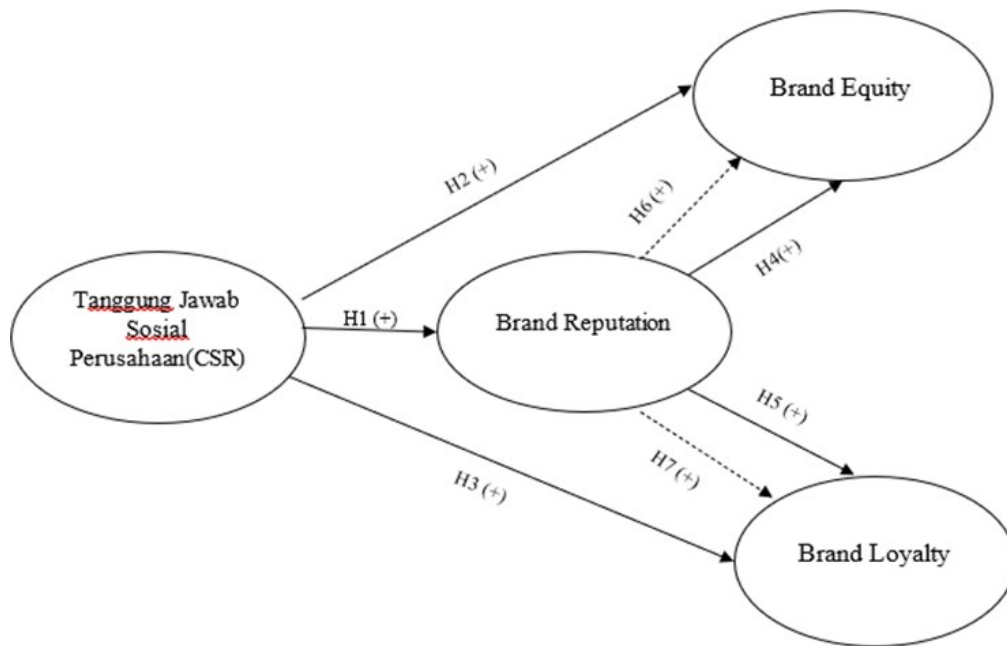


Figure 2 Model Research Model

Source : Replicated Model From (Poh Ling Tan, S. Mostafa Rasoolimanesh, Govindaraju Manickam., 2022)

2. RESEARCH METHODOLOGY

2.1 Data Type & Sources

This research utilizes secondary data collected through a questionnaire. Secondary data is used in this study because it is easier to obtain and has lower costs. The data was collected from various respondents who voluntarily answered the questionnaire.

2.2 Population & Sample

In this study, the sampling technique used is non-probability sampling with the judgemental sampling method, which has the following screening question:

1. Consumer of PT Astra International Tbk.
2. Consumer who are aware of PT Astra International Tbk Corporate Social Responsibility program.

2.3 Research Variable

The independent variable of this research is Corporate Social Responsibility (CSR), while the dependent variables are Brand Equity and Brand Loyalty. Furthermore, the mediating variable in this research is Brand Reputation.

2.4 Sample Collection Method

A Google Form questionnaire was used to collect responses from participants, which was distributed through various social media applications such as WhatsApp and Line. A screening question was used to filter out respondents who are not customers of PT Astra International Tbk and not aware of the company's CSR program. Respondents who did not pass the screening question were not allowed to proceed to the next section of the questionnaire. The researcher obtained a total of 210 valid responses.

2.5 Data Analysis Method

This research adopts a quantitative approach based on the positivism philosophy, which is in line with the positivism paradigm adopted by the researcher. This method is used to conduct research on a specific population or group, by collecting data using research instruments and analyzing the data quantitatively or statistically, with the aim of testing the formulated hypothesis (Sugiyono, 2019). The data obtained is then processed using SmartPLS 3.0 to draw conclusions.

2.6 Unit of Analysis

The researcher used an individual analysis unit. This is because the researcher believes that each individual has unique characteristics, which may result in different responses to the questionnaire provided by the researcher. The researcher aims to identify the differences in attitudes, behaviors, and perceptions of each individual that may influence their responses to the questionnaire.

2.7 Respondent Profile

The researcher successfully obtained 210 respondents, which will be processed as they meet the criteria in this study, where the research respondents are consumers of PT Astra International Tbk and are aware of the Corporate Social Responsibility programs conducted by PT Astra International Tbk.

Table 1 Profil of Respondents

Category	Description	Number	Percentage (%)
Gender	Male	117	55,7%
	Female	93	44,3%
	Total:	210	100%
Age	20-30 Year	94	44,8%
	31-40 Year	68	32,4%
	Above 50 Year	7	3,3%
	Below 20 Year	41	19,5%
	Total:	210	100%
Level Of Education	Middle High	21	10%
	High School	36	17,1%
	Diploma	64	30,5%
	Bachelor’s degree	63	30%
	Master’s degree	26	12,4%
	Total:	210	100%
Occupation	Student	55	26,2%
	Entrepreneur	50	23,8%
	Private Sector Employee	49	23,3%
	Public Sector Employee	32	15,2%
	Total:	210	100%
Income	<Rp 5.000.000	75	35,7%
	Rp 5.000.000- Rp10.000.000	82	39%
	>Rp 10.000.000	53	25,2%
	Total:	210	100%

2.8 Hypotheses

This research aims to test the following hypotheses:

H1: Corporate Social Responsibility has a positive impact on Brand Reputation.

According to Qasim et al. (2017), corporate social responsibility (CSR) gives customers an ethical impression of a brand, which enhances brand reputation and thus convinces individuals to buy its products. Pérez-Cornejo et al. (2020) state that the performance of CSR in social, economic, and environmental aspects has a significant and positive influence on a company's reputation. These findings are supported by Park's (2019) research. Zayyad et al. (2020) also found that CSR activities focused on stakeholders increase customer trust and reduce uncertainty about the company, thereby resulting in a stronger brand reputation.

H2: Corporate Social Responsibility has a positive impact on Brand Equity.

Previous studies have found that corporate social responsibility (CSR) practices have a positive impact on brand equity (Nair and Bhattacharyya, 2019). This suggests that CSR activities will help strengthen brand equity, which may be one of the most important components of competitive advantage and company success in today's highly competitive

environment. Therefore, CSR activities are crucial for brand equity as a company's product or service (Wang and Korschun, 2015).

H3: Corporate Social Responsibility has a positive impact on Brand Loyalty.

Corporate Social Responsibility (CSR) has a positive and significant direct or indirect effect on loyalty (Gürlek, Düzgün, and Meydan Uygur, 2017). Gürlek et al. (2017) highlighted that organizations engaging in CSR activities are perceived more positively by society, thus consumers tend to be more loyal to the company. Through brand loyalty, companies gain permanent and sustainable competitive advantages. Additionally, this provides them with extra marketing opportunities compared to their competitors.

H4: Brand Reputation have a positive impact on Brand Equity

The most dominant factor in developing a company's brand equity is reputation, as reputation creates a sense of connection that leads to beneficial interactions and helps build brand equity. Similarly, Chapleo (2015) and Md. Noor (2019) argue that it is important to pay attention to brand reputation and engage in internal branding because it can influence brand equity, which can be linked to the belief stage. Consistent with this, research by Plewa et al. (2016) and Switała et al. (2020) describes that brand reputation has a beneficial impact on brand equity.

H5: Brand Reputation have a positive impact on Brand Loyalty.

Brand reputation, according to Mei (2021), is the public's perception that a brand is reliable and good. Brand reputation can be built through media, advertising, and public relations. Brand performance and quality may also impact its reputation. Additionally, brand reputation is an overall evaluation of the brand created by a corporation, which carries the company's name (Siswanto, 2015). Companies employ promotional strategies to enhance brand reputation because a strong brand reputation can make them stronger than their competitors (Loureiro & Kaufmann, 2016). Mahmood et al. (2018), Astono, Astuti, & Respati (2021), and Mikasari and Wibowo (2021) indicate that brand reputation has a positive impact on brand loyalty.

H6: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Equity.

H7: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Loyalty.

3. RESULT AND DISCUSSION

The research's validity and reliability are being assessed using SmartPLS 4, and the obtained results are being analyzed to determine whether to accept or reject the hypotheses under investigation. The interpretations of the results are presented below:

3.1 Validity Testing

a. Convergent Validity

Convergent validity is considered to be met if there is a positive correlation between one construct and another. There is a threshold for convergent validity, where the correlation value must be greater than 0.70, and the outer loading value for each indicator must also be greater than 0.70 to be considered valid (Hair, Hult et al., 2022). Additionally, to meet the AVE convergent validity threshold, the value must be greater than 0.50 (Ghozali & Latan, 2015, p. 77).

Table 2 Convergent Validity – Outer Loading >0.70 Actual Test

Indicator	Brand Equity	Brand Loyalty	Brand Reputation	Corporate Social Responsibility
BE1	0,909			
BE2	0,879			
BE3	0,892			
BL1		0,862		
BL2		0,843		
BL3		0,913		
BL4		0,886		
BR1			0,804	
BR2			0,751	
BR3			0,819	
CSR1				0,822
CSR2				0,879
CSR3				0,821
CSR4				0,852
CSR5				0,843
CSR6				0,830
CSR7				0,800
CSR8				0,823

Source: Data Analysis of Actual Test with 210 Respondents (2023)

The results from Table 2 indicate that the convergent validity of the actual validity test is valid. This is because each indicator in the variable has a value greater than 0.70 for the outer loading.

Table 3 Convergent Validity – AVE >0.50 Actual Test

Variable	AVE	Result
Brand Equity	0,798	Valid
Brand Loyalty	0,768	Valid
Brand Reputation	0,627	Valid
Corporate Social Responsibility	0,925	Valid

Source: Data Analysis of Actual Test with 210 Respondents (2023)

The data in Table 4.9 shows that all variables in this study have exceeded the established AVE threshold of 0.5. Therefore, convergent validity has been met.

b. Discriminant Validity

After establishing convergent validity, the next step is to test for discriminant validity. Discriminant validity is established when each construct in a measurement shows weak correlation with other constructs (Henseler, Sarstedt et al., 2015). In testing discriminant validity, one of the analyses used is HTMT. HTMT can be used to evaluate discriminant validity by comparing the correlation between indicators of different

constructs (heterotrait) with the correlation between indicators of the same construct (monotrait). There are several threshold values that have been established for HTMT, namely < 0.8 , < 0.85 , and < 0.90 . For this study, the threshold used is < 0.90 (Hair, Hult, et al., 2022).

Table 4 Discriminant Validity – HTMT <0.90 Actual Test

Variabel	Brand Equity	Brand Loyalty	Brand Reputation	Corporate Social Responsibility
Brand Equity				
Brand Loyalty	0,607	0,734		
Brand Reputation	0,717			
Corporate Social Responsibility	0,898	0,515	0,554	

Source: Data Analysis of Actual Test with 210 Respondents (2023)

Based on the results in Table 4.10, it is found that discriminant validity is now established because the HTMT values obtained for all variables are within the range of 0.607 to 0.898, which already meets the HTMT threshold set below 0.9 (Hair, Hult et al., 2022).

3.2 Reliability Testing

Reliability measurement can be used to evaluate the consistency and stability of a measurement instrument or tool. It helps to determine whether the measuring tool can produce consistent and reliable results in repeated measurements (Hair, Black, Babin, & Anderson, 2019). There are several techniques used in reliability measurement, including techniques to measure the stability and consistency of the measuring tool. To measure the consistency of the measuring tool, the method often used is inter-item consistency reliability using Cronbach's Alpha & Composite Reliability, which are correlated. If the value of Cronbach's Alpha approaches 1, it can be said that the measuring instrument has a higher level of reliability in measuring the concept being measured (Hair, Black, Babin, & Anderson, 2019). While Composite Reliability of >0.70 indicates higher reliability of the measured construct, and the higher the value, the higher the reliability (Hair, Hult, et al., 2022).

Table 5 Reliability Cronbach's alpha & Composite Reliability > 0.70 Actual Test.

Variabel	Cronbach's alpha	Composite Reliability	Hasil
Brand Equity	0,874	0,922	Reliabel
Brand Loyalty	0,899	0,930	Reliabel
Brand Reputation	0,704	0,834	Reliabel
Corporate Social Responsibility	0,938	0,948	Reliabel

Source: Data Analysis of Actual Test with 210 Respondents (2023)

Based on the results in table 4.13, it can be concluded that all variables in this study are considered reliable as they have Cronbach's Alpha and Composite Reliability values above the threshold of >0.7 (Hair, Hult, et al., 2022).

3.3 Colinearity (VIF)

Collinearity occurs when two or more variables in a regression model have a strong correlation, which can cause problems in interpreting regression coefficients and estimating standard errors. Collinearity can occur if two variables have a high level of correlation or if one variable can be strongly predicted by another variable (Stevens, Wayland, et al., 2015). The threshold value for VIF is <5. If the obtained value is more than 5, then the variable has a multicollinearity problem (Hair, Black, et al., 2019).

a. Outer VIF

Table 6 Collinearity (VIF) – Outer VIF Value < 5 Actual Test

Indicator	VIF
BE1	2.610
BE2	2.172
BE3	2.361
BL1	2.387
BL2	2.163
BL3	3.246
BL4	2.918
BR1	1.386
BR2	1.351
BR3	1.384
CSR1	2.791
CSR2	3.855
CSR3	3.446
CSR4	2.983
CSR5	3.810
CSR6	2.538
CSR7	2.623
CSR8	2.814

Source: Data Analysis of Actual Test with 210 Respondents (2023)

Based on table 6 It can be inferred that all indicators have shown outer VIF values < 5, which means they are free from Common Method Bias.

b. Inner VIF

Table 7 Collinearity (VIF) – Inner VIF Value < 5 Actual Test

Variabel	BE	BL	BR	CSR
BE				
BL				

BR	1.279	1.279		
CSR	1.279	1.279	1.000	

Source: Data Analysis of Actual Test with 210 Respondents (2023)

Based on the results in table 7, it can be seen that the inner VIF value also meets the established threshold, which is < 5 (Hair, Black, et al., 2019). Therefore, all variables can be considered free from Common Method Bias.

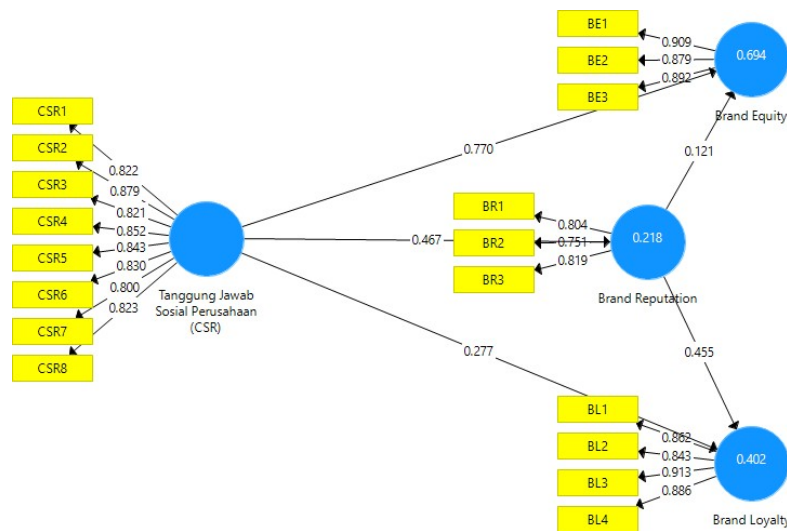


Figure 3 Outer Model

Source: Data Analysis of Actual Test with 210 Respondents (2023)

3.3 R Squared Results

R-square (coefficient of determination) is used to determine how much of the dependent variable can be explained by the independent variable(s), and has a range of values from 0 to 1. A value of 0.25 is considered a weak model, 0.50 is considered a moderate model, and 0.75 or higher is considered a substantial model. The smaller the R-square value, the greater the component of error in the model (Field, 2016).

Table 9 Adjusted R-Square Results

Variabel	R-Square Adjusted
Brand Equity	0,691
Brand Loyalty	0,396
Brand Reputation	0,214

Source: Data Analysis of Actual Test with 210 Respondents (2023)

Table 8 Show the adjusted R-Square Results. The variable Brand Equity has an R-square value of 0.691, which can be interpreted as the independent variable can explain 69.1% of the variance in Brand Equity, while the remaining 30.9% is explained by other

variables outside of the study. The Brand Loyalty variable has an r-square value of 0.396, which means that the independent variable can explain 39.6% of the variation in Brand Loyalty, while the remaining 60.4% is explained by other variables outside the study. The variable Brand Reputation has an r-square value of 0.214, indicating that the independent variable can explain 21.4% of Brand Reputation, while the remaining 78.6% is explained by other variables outside the study.

3.4 Model Fit

The measurement of Model Fit in PLS-SEM is crucial to evaluate the quality of the model and ensure that the constructed model can accurately predict the data. The Model Fit measurement in PLS-SEM uses the Standardized Root Mean Square (SRMR) and the Normed Fit Index, also known as the Bentler & Bonett Index (Hair et al., 2017). The Standardized Root Mean Square (SRMR) is a measurement used to assess the difference between the actual covariance matrix and the model's covariance matrix. A smaller value of SRMR indicates a better fit of the model. The threshold set for the SRMR value for the model to be considered a good fit is below 0.010 or 0.08 (Henseler, et al., 2015). The Normed Fit Index can be used to evaluate the overall quality of the model, although it is not sensitive to specific parameters in the model. A high value of NFI indicates that the tested model has a good fit with the data and is acceptable, while a low value of NFI indicates a flawed model. The Normed Fit Index value ranges from 0 to 1, where a value closer to 1 indicates a better fit of the model with the data (Henseler, et al., 2015).

Table 9 Model Fit Results

Goodness of Fit	Saturated Model	Model Evaluation
SRMR	0.082	Good Fit
NFI	0.791	Good Fit

Source: Data Analysis of Actual Test with 210 Respondents (2023)

Based on the results in Table 4.16, the SRMR value is < 0.010 which indicates that this model has a good fit. Additionally, the NFI value of 0.791 is close to 1, indicating a good fit for the model.

3.5

Hypothesis Testing

Table 10 Hypothesis Testing

Hypothesis	Original Sample	T Statistics	P-Value	Analysis
H1: Corporate Social Responsibility has a positive impact on Brand Reputation.	0.467	5,532	0.000	Accepted
H2: Corporate Social Responsibility has a	0.770	15.167	0.000	Accepted

positive impact on Brand Equity				
H3: Corporate Social Responsibility has a positive impact on Brand Loyalty.	0.277	4.275	0.000	Accepted
H4: Brand Reputation have a positive impact on Brand Equity	0.121	2.179	0.030	Accepted
H5: Brand Reputation have a positive impact on Brand Loyalty.	0.455	7.059	0,000	Accepted
H6: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Equity.	0.056	1.876	0,060	Rejected
H7: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Loyalty.	0.213	4.375	0,000	Accepted

Source: Data Analysis of Actual Test with 210 Respondents (2023)

H1: Corporate Social Responsibility has a positive impact on Brand Reputation.

Based on Table 4.17, it can be seen that hypothesis H1 is accepted, as evidenced by the T-statistics value of 5.532 which exceeds the threshold of 1.96. In addition, the P-value of 0.000 also meets the P-value threshold of less than 0.05, indicating that hypothesis H1 is significant. The original sample result obtained is 0.467, which means that Corporate Social Responsibility has a positive effect on Brand Reputation. It can be inferred that every one unit increase in Corporate Social Responsibility will increase Brand Reputation by 0.467 units.

These findings are supported by Park's (2019) research. Zayyad et al. (2020) also found that CSR activities focused on stakeholders increase customer trust and reduce uncertainty about the company, thereby resulting in a stronger Brand reputation.

H2: Corporate Social Responsibility has a positive impact on Brand Equity.

Table 4.17 shows that hypothesis H2 is accepted, as evidenced by the T-statistics value of 15.167 which exceeds the threshold of 1.96. In addition, the P-value of 0.000 also meets the threshold of P-value, which is less than 0.05, thus H2 can be considered significant. The original sample result obtained is 0.770 which means that Corporate Social Responsibility has a positive effect on Brand Equity. It can be seen that every one-unit increase in CSR will increase Brand Equity by 0.770 units.

These findings validate the result from (Nair and Bhattacharyya, 2019) that corporate social responsibility practices have a positive impact on brand equity. This suggests that CSR activities will help strengthen brand equity, which may be one of the

most important components of competitive advantage and company success in today's highly competitive environment. Therefore, CSR activities are crucial for brand equity as a company's product or service (Wang and Korschun, 2015).

H3: Corporate Social Responsibility has a positive impact on Brand Loyalty.

Table 4.17 shows that hypothesis H3 is accepted, as evidenced by the T-statistics value of 4.275 which exceeds the threshold of 1.96. In addition, the P-value of 0.000 also meets the threshold of less than 0.05, indicating that hypothesis H3 can be considered significant. The original sample result obtained is 0.277, which means that Corporate Social Responsibility (CSR) has a positive effect on Brand Loyalty. It can be inferred that each increase of one unit in Corporate Social Responsibility will increase Brand Loyalty by 0.277 units.

These findings is consistent from previous research that have been conducted that Corporate Social Responsibility (CSR) has a positive and significant direct or indirect effect on loyalty (Gürlek, Düzgün, and Meydan Uygur, 2017). Gürlek et al. (2017) highlighted that organizations engaging in CSR activities are perceived more positively by society, thus consumers tend to be more loyal to the company. Through brand loyalty, companies gain permanent and sustainable competitive advantages. Additionally, this provides them with extra marketing opportunities compared to their competitors.

H4: Brand Reputation have a positive impact on Brand Equity

The Table 4.17 indicates that hypothesis H4 is accepted, which is evidenced by the T-statistics value of 2.179 exceeding the threshold limit of 1.96. Additionally, the P-value of 0.030 also meets the P-value threshold of less than 0.05, so hypothesis H4 can be considered significant. The original sample result obtained is 0.121, indicating that Brand Reputation has a positive effect on Brand Equity. It can be inferred that every increase of one unit in Brand Reputation will increase Brand Equity by 0.121 units.

These finding is Consistent from previous research by Plewa et al. (2016) and Switała et al. (2020) describes that brand reputation has a beneficial impact on brand equity. The most dominant factor in developing a company's brand equity is reputation, as reputation creates a sense of connection that leads to beneficial interactions and helps build brand equity. Similarly, Chapleo (2015) and Md. Noor (2019) argue that it is important to pay attention to brand reputation and engage in internal branding because it can influence brand equity, which can be linked to the belief stage.

H5: Brand Reputation have a positive impact on Brand Loyalty.

In Table 4.17, it is shown that hypothesis H5 is accepted, as evidenced by the T-statistics value of 7.059 which exceeds the threshold of 1.96. In addition, the P-value of 0.30 also meets the P-value threshold of less than 0.05, so hypothesis H5 can be considered significant. The original sample result obtained is 0.455, which means that Brand Reputation has a positive effect on Brand Loyalty. It can be known that every one-unit increase in Brand Reputation will increase Brand Loyalty by 0.455 units.

These finding validates the result from the research conducted by Kaisupy (2017), Mahmood et al. (2018), Astono, Astuti, & Respati (2021), and Mikasari and Wibowo (2021) indicate that brand reputation has a positive impact on brand loyalty. Brand reputation, according to Mei (2021), is the public's perception that a brand is reliable and good. Brand

reputation can be built through media, advertising, and public relations. Brand performance and quality may also impact its reputation. Additionally, brand reputation is an overall evaluation of the brand created by a corporation, which carries the company's name (Siswanto, 2015).

H6: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Equity.

The Table 4.17 shows that hypothesis H6 is rejected, as evidenced by the T-statistics value of 1.876, which does not exceed the threshold limit of 1.96. In addition, the P-value of 0.060 also does not meet the threshold limit of P-value which is less than 0.05, so that hypothesis H6 is not considered significant. The original sample result obtained was 0.056, which means that Brand Reputation is able to mediate positively the influence of Corporate Social Responsibility (CSR) on Brand Equity.

This finding is validated by previous research conducted by (Lin & Yang, 2017) & (Azouzi & Jarboui, 2019) which showed that Brand Reputation not able to mediate the relationship between corporate social responsibility (CSR) and Brand Equity.

H7: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Loyalty.

The Table 4.17 show that hypothesis H7 is accepted, as evidenced by the T-statistics value of 4.375, which exceeds the threshold of 1.96. Moreover, the P-value of 0.000 also meets the threshold of P-value being less than 0.05, thus hypothesis H7 can be considered significant. The original sample result obtained is 0.213, indicating that Brand Reputation can positively mediate the relationship between Corporate Social Responsibility (CSR) and Brand Loyalty.

These finding is supported by a previous study conducted by Eom & Kim (2015) which proved that Brand Reputation able to mediate the relationship between corporate social responsibility (CSR) and Brand Equity.

4. CONCLUSION

The purpose of this research is to address the research questions that led to the study. Through the testing of seven hypotheses related to Corporate Social Responsibility, the study aims to determine if these hypotheses are significant and accept. The following explanations will provide evidence to accept or reject these hypotheses.

H1: Corporate Social Responsibility has a positive impact on Brand Reputation.

The T-statistic for this hypothesis is 5.532, and the p-value is 0.000, indicating that this hypothesis is accepted and significant. Furthermore, the original sample result is 0.467, which implies that Corporate Social Responsibility has a positive effect on Brand Reputation. This is supported by the responses from the questionnaire distributed to the respondents, which indicated that the CSR activities conducted by PT Astra International Tbk have a positive impact on its Brand Reputation. It can be concluded that an increase of one unit in CSR will increase Brand Reputation by 0.467 units.

H2: Corporate Social Responsibility has a positive impact on Brand Equity.

In this hypothesis, the T-statistic result is 15.167 and the p-value is 0.000, indicating that the hypothesis is accepted and significant. The original sample result obtained is 0.770, which means that Corporate Social Responsibility (CSR) has a positive influence on Brand Equity. This is indicated by the respondents' answers to the questionnaire, which show that the CSR activities carried out by PT Astra International Tbk can positively influence the Brand Equity of PT Astra International Tbk. It can be concluded that an increase of one unit in CSR will increase Brand Equity by 0.770 units.

H3: Corporate Social Responsibility has a positive impact on Brand Loyalty.

The results of this hypothesis show that the T-statistic value is 4.275 and the p-value is 0.000, indicating that the hypothesis is accepted and significant. The original sample result of 0.277 shows that Corporate Social Responsibility (CSR) has a positive influence on Brand Loyalty. This is indicated by the responses of the questionnaire's respondents, which suggest that the CSR activities conducted by PT Astra International Tbk can have a positive impact on the Brand Loyalty of PT Astra International Tbk. It can be concluded that every one-unit increase in CSR will result in a 0.277-unit increase in Brand Loyalty.

H4: Brand Reputation have a positive impact on Brand Equity

In this hypothesis, the calculated T-statistic is 2.179 and the p-value is 0.030, indicating that the hypothesis is accepted and significant. Furthermore, the obtained original sample result is 0.121, which means that Brand Reputation has a positive influence on Brand Equity. This is indicated by the respondents' answers on the questionnaire, which state that a better Brand Reputation of PT Astra International Tbk will positively increase consumers' Brand Equity. It can be noted that every one unit increase in Brand Reputation will result in a 0.121-unit increase in Brand Equity.

H5: Brand Reputation have a positive impact on Brand Loyalty.

In this hypothesis, the T-statistic calculation result is 7.059 and the p-value is 0.000, indicating that the hypothesis is accepted and significant. The original sample result obtained is 0.455, which means that Brand Reputation has a positive effect on Brand Loyalty. This is indicated by the respondents' answers to the questionnaire, which show that the better Brand Reputation that PT Astra International Tbk has, the more it will positively affect the Brand Loyalty of its consumers. It can be noted that every one-unit increase in Brand Reputation will increase Brand Loyalty by 0.455 units.

H6: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Equity.

In this hypothesis, the T-statistic calculation results in 1.876 and the p-value is 0.060, indicating that the hypothesis is rejected and not significant. The original sample result obtained is 0.056, which means that Brand Reputation can positively mediate the influence of Corporate Social Responsibility (CSR) on Brand Equity but not significantly. This is indicated by respondents' answers to the distributed questionnaires that indicate that the better Brand Reputation owned by PT Astra International Tbk regarding Corporate Social Responsibility (CSR) activities, the more it explains positively the relationship of consumer Brand Equity with PT Astra International Tbk, although not significant. It can be known

that every one-unit increase in Corporate Social Responsibility (CSR) will explain the mediation of Brand Reputation by 0.056 units on Brand Equity.

H7: Brand Reputation able to mediate the influence of Corporate Social Responsibility on Brand Loyalty.

In this hypothesis, the T-statistic calculation result is 4.375 and the p-value is 0.000, indicating that the hypothesis is accepted and significant. The original sample result obtained is 0.213, which means that Brand Reputation can mediate the positive effect of Corporate Social Responsibility (CSR) on Brand Equity. This is indicated by the respondents' answers to the questionnaire that the better the Brand Reputation that PT Astra International Tbk has towards the Corporate Social Responsibility (CSR) that it carries out, the more it will explain the positive relationship of Brand Loyalty of PT Astra International Tbk consumers. It can be known that every one-unit increase in Corporate Social Responsibility (CSR) will explain a 0.0213-unit mediation of Brand Reputation on Brand Loyalty.

As this research is far from perfect there are few limitation On this Research:

- In this study, only the Corporate Social Responsibility (CSR) variable was used as an independent variable to determine its influence on Brand Loyalty and Brand Equity.
- The sample used in this research is limited to customers of PT. Astra International Tbk who are aware of the corporate social responsibility (CSR) program, therefore not all customers can be included in this study.
- The data collection method used in this research is through a Google Form questionnaire, which means it is not known whether respondents answered according to their actual conditions.

Recommendation for Further Research:

- In future research, it is hoped that additional variables can be included that may influence Brand Loyalty and Brand Equity, such as Brand Awareness and Brand Trust.
- In future research, the sample can be expanded to include all customers of PT. Astra International Tbk to obtain a larger sample size.
- In future research, it is recommended to add another data collection method, not only by distributing questionnaires but also by conducting direct interviews with respondents. This can reduce the possibility of respondents answering subjectively.

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