ABSTRACT

The study was conducted in the field of social and aims to know the influence of the brand image of the PMI towards the willingness to be a volunteering through familiarity as a moderator variable.

Brand image as independent variable, volunteering as dependent variable and familiarity as moderator variable. 100 volunteers of the PMI Jelambar were involved as respondent in this study. Moderating Regression analysis (MRA) was used to analyze data.

The result showed that brand image (X) negatively influence volunteering, and familiarity (M) debilitate the influence of brand image towards volunteering (donasi waktu) (Y).

Keyword: Brand Image, Familiarity, Volunteering