

ABSTRAK

Judul : Pengaruh *Corporate Social Responsibility* dan *Electronic Word Of Mouth* terhadap *Customer Loyalty* melalui *Corporate Image* sebagai Variabel *Intervening* pada Konsumen Produk-Produk Keluaran PT. Coca Cola Amatil Indonesia di Wilayah Jakarta Barat.

Nama : Novi Indah Lestari

Program Studi : S1 Manajemen

Penelitian ini bertujuan untuk mengetahui pengaruh *corporate social responsibility* dan *electronic word of mouth* terhadap *customer loyalty* pada konsumen produk-produk keluaran PT. Coca Cola Amatil Indonesia di wilayah Jakarta Barat dengan *corporate image* sebagai variabel *intervening*. Variabel independen dalam penelitian ini terdiri dari *corporate social responsibility* dan *electronic word of mouth*, *customer loyalty* sebagai variabel dependen dan *corporate image* sebagai variabel *intervening*.

Hasil penelitian ini menunjukkan bahwa *corporate social responsibility* tidak berpengaruh terhadap *customer loyalty*, *electronic word of mouth* dan *corporate image* berpengaruh positif dan signifikan terhadap *customer loyalty*. *Corporate image* menjadi variabel *intervening* dalam hubungan tidak langsung antara pengaruh *corporate social responsibility* terhadap *customer loyalty* dan *corporate image* dalam hubungan antara *electronic word of mouth* terhadap *customer loyalty* secara tidak langsung nilainya tidak lebih besar dari pengaruh langsungnya.

Kata kunci: *Corporate Social Responsibility*, *Electronic Word Of Mouth*, *Corporate Image*, dan *Customer Loyalty*

ABSTRACT

Title: The Influence of Corporate Social Responsibility and Electronic Word Of Mouth on Customer Loyalty through Corporate Image as Intervening Variables on Consumers of Products produced by PT. Coca Cola Amatil Indonesia in the West Jakarta.

Name: Novi Indah Lestari

Study program: S1 - Management

This study aims to determine the effect of corporate social responsibility and electronic word of mouth on customer loyalty in consumers of PT. Coca Cola Amatil Indonesia products in West Jakarta with corporate image as an intervening variable. The independent variables in this study consisted of corporate social responsibility and electronic word of mouth, customer loyalty as the dependent variable and corporate image as an intervening variable.

The results of this study indicate that corporate social responsibility has not significant effect towards customer loyalty, electronic word of mouth and corporate image have a positive and significant effect on customer loyalty. Corporate image becomes an intervening variable in the indirect relationship between the effect of corporate social responsibility on customer loyalty and corporate image in the relationship between electronic word of mouth on customer loyalty indirectly has not greater value than its direct influence.

Keyword: Corporate Social Responsibility, Electronic Word Of Mouth, Corporate Image, and Customer Loyalty