

## ABSTRACT

***Influence of Corporate Social Responsibility Consumer Loyalty is mediated by the Corporate Reputation.***

***(supervised by : Ms. Rina Anindita)***

*This study aimed to determine the effect of corporate social responsibility on consumer loyalty, to determine customer loyalty to the company's reputation, and to determine the influence of corporate social responsibility on consumer loyalty mediated by the reputation of the company.*

*The analytical method used in this research is path analysis. Respondents who researched many as 115 respondents who are occupants of Apartment Laguna and Student-EsaUnggul University student who has used the product and knowing lifebuoy Lifebuoy CSR program Healthy Share.*

*The results on this show there peneitian influence of corporate social responsibility to corporate reputation, there is no influence of corporate reputation on customer loyalty, and there is no influence of corporate social responsibility on consumer loyalty mediated by the reputation of the company. But the direct effect is greater than the indirect effect. So it can be said that corporate social responsibility on consumer loyalty has no mediation in this study.*

*This is because corporate social responsibility PT Unilever Indonesia Tbk is known and known to the public as the program makes a positive impact good.*

***Keywords :Corporate Social Responsibility, Consumer Loyalty, Corporate Reputation.***