

ABSTRAKSI

Tujuan dalam penelitian ini adalah untuk menguji dan menganalisis secara empiris pengaruh *corporate social marketing* dan *corporate social responsibility* terhadap keputusan pembelian dengan reputasi perusahaan sebagai variabel intervening pada *Green Product Cosmetics* Sariayu Martha Tilaar. Populasi yang digunakan adalah seluruh konsumen yang sudah pernah membeli dan menggunakan produk-produk dari *Green Product Cosmetics* Sariayu Martha Tilaar di Mall terbesar di kota Semarang, dengan jumlah sampel sebesar 100 responden. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Purposive Sampling*. Alat analisisnya adalah path analysis, dimana sebelumnya diuji validitas dan reliabilitass serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *corporate social marketing* dan *corporate social responsibility* terbukti berpengaruh positif dan signifikan terhadap reputasi perusahaan dan keputusan pembelian. Reputasi perusahaan mampu menjadi variabel intervening antara *corporate social marketing* terhadap keputusan pembelian, artinya semakin baik program-program *corporate social marketing*, maka dapat digunakan sebagai sarana strategi dalam menarik simpati/empati dari konsumen sehingga akan semakin menambah tingginya persepsi masyarakat terhadap reputasi perusahaan dan hal itu tentu akan berdampak pada tingginya keputusan pembelian konsumen. Reputasi perusahaan tidak mampu menjadi variabel intervening antar *corporate social responsibility* terhadap keputusan pembelian.

Kata kunci : *Corporate social marketing*, *corporate social responsibility*, reputasi perusahaan dan keputusan pembelian.

ABSTRACT

The purpose of this research is to test and analyze empirically the influence of corporate social marketing and corporate social responsibility towards purchasing decision with company reputation as intervening variable in Green Product Cosmetics Sariayu Martha Tilaar. The population used is all consumers who have ever purchased and used products from Green Product Cosmetics Sariayu Martha Tilaar in the largest Mall in Semarang city, with the number of samples of 100 respondents. The sampling technique used in this research is Purposive Sampling. The analysis tool is path analysis, where previously tested the validity and reliability as well as the classical assumption test.

The test results show that corporate social marketing and corporate social responsibility proved to have a positive and significant impact on corporate reputation and purchasing decisions. The company's reputation can be an intervening variable between corporate social marketing towards purchasing decisions, meaning that the better corporate social marketing programs, it can be used as a means of strategy in attracting empathy from consumers that will increase the public perception of the reputation of the company and it will certainly impact on the high purchasing decision of consumers. The reputation of the company is not capable of being the intervening variable between corporate social responsibility towards the purchasing decision.

Keywords : Corporate social marketing, corporate social responsibility, corporate reputation and purchasing decisions