

## ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis pengaruh *Corporate social responsibility* terhadap *brand loyalty* dengan *brand relationship quality* dan *brand commitment* sebagai variabel intervening. Populasinya adalah konsumen yang sudah pernah membeli dan menggunakan produk-produk dari *Green Product Cosmetic* Sariayu Martha Tilaar di Mall Kota Semarang. Dengan menggunakan teknik purposive sampling diperoleh jumlah sampel sebesar 100 responden. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *corporate social responsibility* berpengaruh positif dan signifikan terhadap *brand relationship quality*. *Corporate social responsibility* dan *Brand relationship quality* mempunyai pengaruh positif dan signifikan terhadap *brand commitment*. *Corporate social responsibility* tidak berpengaruh terhadap *brand loyalty*, sedangkan *brand relationship quality* dan *brand commitment* mempunyai pengaruh positif dan signifikan terhadap *brand loyalty*. *Brand relationship quality* mampu memediasi pengaruh *corporate social responsibility* terhadap *brand commitment*. *Brand relationship quality* mampu memediasi pengaruh *corporate social responsibility* terhadap *brand loyalty*. *Brand commitment* mampu memediasi pengaruh *corporate social responsibility* terhadap *brand loyalty*. *Brand commitment* mampu memediasi pengaruh *brand relationship quality* terhadap *brand loyalty*.

Kata Kunci : *Corporate social responsibility, brand relationship quality, brand commitment* dan *brand loyalty*

## ABSTRACT

This study aims to analyze the effect of corporate social responsibility on brand loyalty with brand relationship quality and *brand* commitment as an intervening variable. The population is consumers who have already bought and used products from Sariayu Martha Tilaar Green Cosmetic Products in Semarang City Mall. By using purposive sampling technique the number of samples is 100 respondents. The analysis tool is the path of analysis, which was previously tested for validity and reliability as well as the classic assumption test.

The test results show that corporate social responsibility has a positive and significant effect on brand relationship quality. Corporate social responsibility and Brand relationship quality have a positive and significant impact on brand commitment. Corporate social responsibility does not affect brand loyalty, while brand relationship quality and brand commitment have a positive and significant effect on brand loyalty. Brand relationship quality is able to mediate the influence of corporate social responsibility on brand commitment. Brand relationship quality is able to mediate the influence of corporate social responsibility on brand loyalty. Brand commitment is able to mediate the influence of corporate social responsibility on brand loyalty. Brand commitment is able to mediate the influence of brand relationship quality on brand loyalty.

Keywords: Corporate social responsibility, brand relationship quality, brand commitment and brand loyalty