



THE IMPORTANCE OF IMPLEMENTING CSR FOR COMPANIES

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ABSTRACT: This research aims to analyze the influence of perceived corporate social responsibility on purchase intention through brand attitude and customer satisfaction. The unit of analysis used in this research is individuals aged 18 years and over, namely local brand skincare users who implement CSR in Indonesia. I have purchased this brand at least twice in the last 6 months. This research uses a cross-sectional time dimension, which means data is collected only once, perhaps over several days, weeks or months to answer research questions. The analytical tool used is the structural equation model (SEM).

Keywords: perceived corporate social responsibility, brand attitude, customer satisfaction, and purchase intention

Background

The problems and issues of globalization that occur increase concern for several parties regarding environmental sustainability. Both the government and society work together to find solutions to minimize all the bad impacts that will occur as a result of globalization. Apart from that, companies also have an important role in balancing the market and regulating criteria that conflict with the interests of a company. This interest is an interest in increasing profits and an interest in the concept and understanding of green marketing. This is related to the issues and understanding of globalization which are the basis for creating a green consumer flow. This has also resulted in changes in the perspective and mindset of consumers and business people who have changed the company's business approach (Mahendra et al., nd).

The approach that business people are starting to take now is an approach that prioritizes environmental sustainability. Concern regarding environmental issues is also marked by the rise of business people implementing Corporate Social Responsibility (CSR) in all their business activities (Mahendra et al., nd). Apart from that, Corporate Social Responsibility (CSR) is important and mandatory for companies, because a company must have social responsibility towards the environment and society (Sitanggang & Silintowe, 2021). The amount of consumer attention to CSR also influences consumer perceptions of the company. Consumers often demand to get products that are more environmentally friendly. Sometimes consumers also expect companies to contribute more to local communities, such as

providing donations to local communities or those in need. Not only that, consumers also ask companies to help the government in maintaining or avoiding environmental damage which is increasing due to business behavior.(Nurul Adila, 2022).

The implementation of CSR in various companies has resulted in consumers' attitudes towards the brand becoming positive in their purchasing intentions. Brand attitude here is a positive or negative evaluation that consumers feel about the products or services provided by a company. Consumer attitudes towards brands also have a very significant influence in forming or predicting consumers' positive purchasing intentions(Arachchi & Samarasinghe, 2023).This can result in a company that implements CSR improving the image and attitude of consumers towards the company brand to be positive. This has resulted in that currently the CSR that companies carry out is not only a responsibility that the company wants to carry out. However, companies are switching to implementing CSR to strengthen the brands of the products they produce(Bianchi et al., 2019).

With CSR carried out by the company, it can change consumer perceptions of the company which can result in consumer attitudes towards the brand becoming positive. So it can influence consumer purchasing intentions. When consumers feel satisfied and purchase a product, this can of course result in consumers purchasing the product continuously. Where this can have various positive impacts on the company, especially regarding the success that the company can achieve. Because the key to a company's success can also be seen from the level of continuous purchasing, so if a consumer already has the intention to purchase. Then consumers make purchases continuously, so consumers indirectly contribute to the company to make its activities successful(Sitanggang & Silintowe, 2021).

Like local brand skincare companies that implement CSR activities. Such as local skincare brands Somethinc, N'Pure, Keina Beauty, Control Zero and Scarlett Whitening. This resulted in the skincare brand experiencing an increase in product purchases. Not only that, customer attitudes or satisfaction felt by customers is also increasing. Ultimately, this has a positive impact on the company because it can increase the company's profitability.

Formulation of the problem

1. Does perceived corporate social responsibility have a positive effect on brand attitude?
2. Does brand attitude have a positive impact on purchase intention?

Literature Review

Corporate Social Responsibility (CSR) Theory

a) Understanding Corporate Social Responsibility (CSR)

Corporate Social Responsibility is a form of corporate social responsibility towards the environment in the form of social concern and not ignoring the capabilities of the company. In its implementation, CSR must pay attention to and respect the traditions

that exist in the community around which the business activities are carried out. CSR is a concept that explains that companies have a responsibility towards consumers, employees, shareholders, communities and the environment in all aspects of the company's operational activities. CSR activities will depend on company performance. Any business must consider the implications of its actions when carrying out its duties. Not only do you take into account financial factors such as the size of profits or dividends per share, but you must also consider the social consequences in local communities, both now and in the future. (Hasanah Lubis et al., 2023).

b) Corporate Social Responsibility (CSR) Concept

In Indonesia, the CSR concept as referred to in Law Number 40 of 2007 concerning Limited Liability Companies Article 1 paragraph (3), "Social and Environmental Responsibility is the Company's commitment to participate in sustainable economic development in order to improve the quality of life and a beneficial environment, both for the Company itself, the local community and society in general." The concept of corporate social responsibility (CSR) is one of the business activities carried out by an organization. Many business people have acknowledged that CSR is important and must be carried out by business people as a form of outreach to the community. key stakeholders. (stakeholders)(Hasanah Lubis et al., 2023).

c) Benefits of Corporate Social Responsibility (CSR)

There are four benefits that will be generated by the company if the company implements CSR activities in its business, namely:

1. The company's existence can continue to grow and be sustainable. Apart from that, the company will also get a positive image from the public.
2. Companies can gain more access to capital (capital)
3. Companies can also maintain the human resources they have.
4. And companies can improve decision making on critical matters and make risk management easier(Nurul Adila, 2022).

Brand Attitude Theory

Brand attitude(Consumer attitude) is a psychological factor that is important for marketers to know and understand because attitude is considered to have a positive and strong correlation with behavior. In fact, attitude is also seen as a very effective predictor of knowing consumers. Consumers who like or have a positive attitude towards a product tend to have a strong desire to choose and buy the product they want or like. And vice versa, if consumers have a negative attitude towards a product, they tend not to take that product into account when purchasing it as an option. They may even convey their displeasure to relatives, friends or neighbors(Saleh & Siagian, 2020).

Attitudes are long-term emotions, perceptions, motivational and cognitive organizing processes and are related to aspects of the surrounding environment. With

this, it can be said that attitudes are permanent, because attitudes have a tendency to process over a long period of time which is the result of learning. And here it can also be said that attitude is a consistent response, whether positive or negative, to an object which is the result of a process. If simplified, attitude is how a person thinks, feels and takes action towards certain objects in the environment. For example, advertising a particular product or advertising a service. As consumers will tend to have confidence that consumers will face a similar situation in the future(Saleh & Siagian, 2020).

Purchase Intention Theory

Purchase intention is a preference in repurchasing certain products or as a possibility that consumers will choose certain products. This is also related to the post-purchase behavior of existing customers, while the other thing refers to general consumer preference indicators. It is also related to whether consumers perceive that the product or product brand can fulfill their expectations, needs or desires(Bianchi et al., 2019). Purchase intention can also be said to be customer behavior which explains the extent of customer actions in making a purchase of a product. In simple terms, this is also a response that shows the customer's desire to buy the product offered to him(Radhitya et al., 2022).

Purchase intention(purchase interest) can also be said to be a stage where consumers carry out an evaluation of the information they receive. According to Kotler & Keller purchase intention is consumer behavior that appears as a response to an object that shows the customer's desire to make a purchase. Customers' willingness to buy a product or service has a higher desire, even though customers do not necessarily buy it. There are several factors that influence when choosing a product and the final decision depends on the consumer's wishes. Therefore, it is very important for a manager to know what factors can influence buying interest(Sanita et al., 2019).

Purchase intention is a tendency to buy a brand. In general, this is based on the match between purchasing motives and the attributes or characteristics of a brand. This can also be measured through the liking dimension, namely consumer purchasing plans for a product. If consumers really want it then this refers to certainty about a product. This can ultimately also refer to consumers' decisions to buy products from that brand.

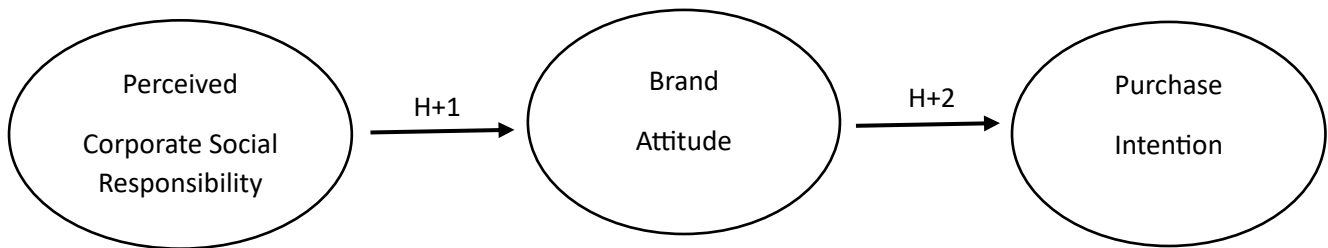
Conceptual Framework

The CSR concept is related to the concept of ethical values. This is based on the principle that states that companies must voluntarily contribute to social welfare programs when running their business. This idea is also based on the premise that business success and its existence depend on society(Fatma & Khan, 2023).A number of empirical studies have recently conducted research on the impact of CSR on business outcomes. These results explain that consumers value companies with positive purchasing intentions more if the company

invests in CSR activities. This ultimately changes their perception of the company, so that consumers' attitudes towards the company brand become positive, which influences their purchase intentions (Arachchi & Samarasinghe, 2023).

Based on the research above, the variables related to this research can be formulated in a framework as follows:

Figure 1. The influence of perceived corporate social responsibility on brand attitude and purchase intention



Source : (Arachchi & Samarasinghe, 2023)

Hypothesis Development

The influence of perceived corporate social responsibility on brand attitude

brand attitude is something that can be known as a customer's reaction to a brand and also their liking for a brand. This PCSR activity can increase customers' cognitive elaboration about their attitudes towards a brand. Therefore, PCSR can produce a positive influence on brand attitude (Arachchi & Samarasinghe, 2023). There is research that says that the influence of CSR on *brand attitude* or brand attitude is still limited. However, there are still positive effects found in consumer perceptions of the CSR carried out on them *brand attitude* (Lee & Lin, 2022). *Brand attitude* or *brand attitude* is a subjective perceptual phenomenon formed through rational and emotional interpretation. CSR perceived by consumers can influence brand attitudes cognitively and affectively, although this influence may actually vary by stakeholder. Although perceived CSR provides different levels of influence. However, there are still brand attitudes that can be strengthened by CSR if the company knows how to gain consumer trust, build credibility, and develop a solid reputation in the eyes of consumers. (Bianchi et al., 2019). Therefore, the hypothesis proposed is as follows:

H.1 There is a positive influence of perceived corporate social responsibility on brand attitude

The influence of brand attitude on purchase intention

Brand attitude is a summary of a consumer's positive or negative evaluation of a particular product, service or brand, which leads to certain psychological tendencies. Brand attitude or brand attitude has a significant influence in forming or predicting consumers' positive purchasing intentions. Purchase intention is a consumer's behavioral attitude and not the same feelings that consumers have towards a brand. But rather a conscious action or plan that consumers will carry out. Brand attitude is a key element in purchases made by consumers (Arachchi & Samarasinghe, 2023). Brand attitude is one of the important things that plays a role in consumer purchase intention. When consumers have an emotional response to a brand attitude, this emotional response can make consumers have positive purchasing intentions towards goods and services. Many studies have explored the relationship between brand attitude and purchase intention and found that brand attitude has a significant positive impact on purchase intention. (Su et al., 2023). Brand attitude is a tool for measuring brand image which includes consumers' beliefs and feelings towards the attributes and benefits of the brand. Attributes are descriptive characteristics of a brand name and also benefits that indicate the value provided by brand attributes, which are perceived by consumers. This is also associated with positive word of mouth publicity or WOM which has an impact on purchase intentions. Consumer emotions and attitudes that influence brand attitudes will ultimately influence purchase intentions (Tian & Yuan, 2013). Therefore, the hypothesis proposed is as follows:

H.2 There is a positive influence of brand attitude on purchase intention

RESEARCH METHODS

Data collection in this research was carried out directly, therefore the data used is primary data. Primary data in this research was obtained from a questionnaire distributed to respondents who met the criteria in the form of a Google form via social media. The number of samples targeted in this research was 219 respondents (Sekaran & Bougie, 2016). The size of the sample in a study depends on the data analysis method that will be used in the research. The number of samples when using the SEM method ranges from 200-400 (Hair et al., 2019).

This research uses the structural equation modeling (SEM) analysis method, SEM to test hypotheses (hypothesis testing). SEM is a significant analytical tool for assessing cause-and-effect relationships with invisible variables. Sampling was carried out using non-probability sampling-purposive sampling technique. Purposive sampling technique was used in this research because participants were selected according to certain criteria (Hair et al., 2019). Criteria for respondents who have purchased skincare brands that implement CSR activities. With a minimum of 2 purchases in the last 6 months.

Validity tests are used to measure the validity of a measure or statement in a questionnaire. Questionnaires that contain ambiguous statements to respondents are considered unusable in this research (Sekaran & Bougie, 2016). The analytical tool used in the validity test is factor analysis by looking at factor loadings in the structural

equation model (SEM) with the help of AMOS software. The limits of validity depend on the sample size used. The number of samples in this research will affect the factor loading value which is used as a basis for determining whether the indicator is valid or invalid. (Hair et al., 2019). The number of respondents collected was 219, so the factor loading acceptance limit for this research is 0.40, so it can be concluded that, if the Factor Loading value is ≥ 0.40 then the statement item is considered valid. If the Factor value is > 0.40 then the statement item is considered invalid. The following is the validity test in this research:

Table 1
Research Validity Test

Indicator	Factor Loading	Conclusion
Perceived corporate social responsibility		
Attracted by companies that treat employees very well	0.860	Valid
Interested in socially responsible companies	0.922	Valid
Returning part of what he has received to society	0.905	Valid
Act and think about society	0.893	Valid
Helping civil society organizations in the community	0.847	Valid
Integrate philanthropic contributions in their business activities	0.895	Valid
Committed to ecological issues	0.870	Valid
Behave honestly with their customers	0.868	Valid

Indicator	Factor Loading	Conclusion
Brand Attitude		
Love this brand	0.902	Valid
Have a positive opinion about the brand	0.928	Valid
This brand looks interesting (adapted)	0.858	Valid

Indicator	Factor Loading	Conclusion
Purchase Intention		
Consider it as your first choice for purchasing goods	0.730	Valid
Make more purchases of this product in the next few years	0.847	Valid
Willing to buy products at this shop if the quality and price are the same as other shops	0.718	Valid
Would recommend products from the shop to others	0.865	Valid
Will continue to shop at this store rather than competing stores	0.866	Valid
The likelihood of paying for (or continuing to buy) [company name] products is very high	0.883	Valid
Willingness to buy (or continue to buy) the product is very high	0.922	Valid
In the near future, will consider purchasing (or continuing to purchase) this product.	0.823	Valid

Source: Data processed using SPSS 25 (Attached)

Based on table 1 of the validity test, all statement items used are declared valid, because the factor loading value of all statements is ≥ 0.40 , which means that each statement item used to measure each variable is declared correct.

Reliability measurements indicate the extent to which there is no bias (error free) and therefore ensure consistent measurement over time and across various items in the instrument (Sekaran & Bougie, 2016). The reliability test of each construct can be seen from the Cronbach's coefficient alpha value. Cronbach coefficient alpha can be interpreted as a positive relationship between one item/question and another. The basis for making decisions about this reliability test is that if Cronbach's coefficient alpha is ≥ 0.60 then the statements in the questionnaire are suitable for use (construct reliable. If Cronbach's coefficient alpha < 0.60 then the statements in the questionnaire are not suitable for use (construct unreliable). The following are the results of the reliability test in this research:

Table 2

Research Reliability Test Results

No	Variable	Items	N	Cronbach's Alpha	Conclusion
1	Perceived corporate social responsibility	8	219	0.959	Reliable
2	Brand attitude	3	219	0.877	Reliable
3	Purchase intention	8	219	0.937	Reliable

Source: Data processed using SPSS 25 (Attached)

Based on table 2 of the reliability test results above, all statement items used to measure the variables are declared reliable, because the results of the Cronbach's alpha value for all these variables are ≥ 0.60 , which means that the statements in each of these variables are consistent with each other in measuring the variables studied and measured.

The data analysis method used in this research is structural equation modeling (SEM). SEM is a data analysis method that is suitable for studies where the research variables are unobservable (cannot be observed directly). The variables in this research are all unobservable variables, so SEM is the appropriate data analysis method. In this research, the software that will be used is SEM with SPSS and AMOS. The first stage carried out before testing the hypothesis is the goodness of fit model test to determine the validity of the data obtained by distributing questionnaires using the model proposed in this research. If at least one of the suitability criteria is met, then the research model can be declared feasible or pass the suitability test and can proceed to the next test, namely hypothesis testing (Hair et al., 2019).

Table 3
Ui Goodness of Fit Results

Type of Measurement	Goodness of Fit Index	Criteria (Out of Fit)	Indicator Value	Conclusion
Absolute fit Measures	Probability	P-Value > 0.05	0,000	Poor Fit
	ECVI	Approaching Saturated Value compared to independent	3,854	Poor Fit

	RMSEA	≤ 0.08	0.136	Poor Fit
Incremental fit Measures	IFI	≥ 0.90	0.860	Poor Fit
	NFI	≥ 0.90	0.831	Poor Fit
	RFI	≥ 0.90	0.807	Poor Fit
	TLI	≥ 0.90	0.839	Poor Fit
	CFI	≥ 0.90	0.859	Poor Fit
Parsimonius fit Measures	CMIN/DF	Delimited 1, limit top 5	5,016	Goodness of Fit
	AIC	Approaching Saturated Value in comparison independent	832,469	Poor Fit

Source: Data processed using AMOS (Attached)

Based on table 3 of the Goodness of Fit test results, it can be concluded that overall the model used in this research produces a good level of model suitability and good acceptance, because there is one measurement that shows the Goodness of Fit results. The model that has passed the Goodness of Fit can be used for the next test, namely testing in the form of hypothesis testing.

RESULTS AND DISCUSSION

This hypothesis test aims to test whether there is an influence on the 2 proposed hypotheses. Hypothesis testing is carried out using the Structural Equation Model (SEM) method, with the help of AMOS software. The error tolerance limit used is 5% ($\alpha = 0.05$) with the following basis for decision making: If the p -value ≤ 0.05 is statistically significant, then H_0 is rejected. If the p -value > 0.05 is not statistically significant, then H_0 is accepted

The results of hypothesis testing in this research are presented in the table below as follows:

Table 4
Hypothesis Test Results

Hypothesis	Estimate	p -value	Decision
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H1. Perceived corporate social responsibility has a positive influence on brand attitude	0.594	0,000	H1 Supported
H2. <i>Brand attitude</i> ownpositive influence on Purchase intention	0.719	0,000	H2 Supported

Source: Results of AMOS data processing (attached)

Hypothesis 1

The first hypothesis tests the influence of perceived corporate social responsibility (PCSR) on brand attitude (BA) with the alternative hypothesis (Ha) as follows:

H1: There is an influence of perceived corporate social responsibility on brand attitude

Based on the table of data processing results above, it can be seen that the significant value is 0.000 with an estimated value of 0.594. The p-value meets the requirements because it is smaller than the error rate ($\alpha = 0.05$), so it can be concluded that Ho1 is rejected and Ha1 is accepted, meaning that perceived corporate social responsibility has a significant positive influence on brand attitude.

Hypothesis 2

The second hypothesis tests the influence of brand attitude (BA) on purchase intention (PI) with the alternative hypothesis (Ha) as follows:

H2: There is an influence of brand attitude on purchase intention

Based on the table of data processing results above, it can be seen that the significant value is 0.000 with an estimated value of 0.719. The p-value meets the requirements because it is smaller than the error rate ($\alpha = 0.05$), so it can be concluded that Ho1 is rejected and Ha1 is accepted, meaning that brand attitude has a significant positive influence on purchase intention.

CONCLUSION

Based on this research involving 219 respondents who had purchased skincare brands. It can be found that, firstly, there is a positive influence of perceived corporate social responsibility on brand attitude. The results of this research show that when a company involves social values and participates in protecting the earth, it will influence consumer attitudes towards the brand and become positive. Second, there is a positive influence of brand attitude on purchase intention. The results of this research explain that when consumers' attitudes towards the company become positive it will influence consumers' intentions to buy the product.

Marketing managerial implications that can be taken into consideration for companies in the future in carrying out policies and considerations for further research, namely that managers in improving brand attitude can increase perceived corporate social responsibility by providing education about CSR and ecological issues to consumers in order to increase consumer concern for environmentally friendly products. Managers can increase purchase intention by increasing brand attitude, namely by using environmentally friendly packaging, as well as recycling products from products that have been purchased by consumers.

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