

# **CUSTOMER ASSESSMENT TOWARDS CORPORATE SOCIAL RESPONSIBILITY (CSR)**

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## **ABSTRACT**

*The purpose of this study is to investigate information relating to CSR which was provided by firms through their official website and to analyze consumers' assessment towards CSR implemented by a firm. Three variables such as customer rights, pricing policy, and advertising ethics were assessed using 7 measurement indicators. PT Unilever Indonesia was selected as a case in this study. Primary data were collected using questionnaires from 50 respondents who were randomly selected from customers of the firm's product in Kelurahan Pasir Gunung Selatan, Cimanggis, Depok. Secondary data were gathered from Sustainability Report Unilever which was published through its official website. Descriptive analysis was performed to investigate customers' assessment towards CSR implemented by the firm. It was found that the firm under study has implemented those variables in a manner which is in accordance with customers' expectations.*

**Key words:** *Corporate Social Responsibility (CSR); customer opinion; customer expectation; customer rights; pricing policy; advertising ethics.*