

ANALISA PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP *BRAND IMAGE* DAN *CUSTOMER LOYALTY* DI POP! HOTELS INDONESIA

Astrid Livia, Gladys, Serli Wijaya S.E., M.Bus., Ph.D

astridlivia@gmail.com, frederikagladys@hotmail.com, serliw@petra.ac.id

Program Manajemen Perhotelan, Fakultas Ekonomi, Universitas Kristen Petra
Surabaya, Indonesia

Abstrak

Penelitian ini dilakukan untuk menganalisa pengaruh CSR terhadap *brand image* dan *customer loyalty* pada Pop! Hotels di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif kausal dengan bantuan penyebaran kuesioner yang dibagikan kepada 200 responden yang pernah menginap di Pop! Hotels di Indonesia. Hasil penelitian menunjukkan bahwa CSR berpengaruh positif dan signifikan terhadap *brand image* dan *customer loyalty*. Selain itu CSR juga berpengaruh secara tidak langsung terhadap *customer loyalty* dengan *brand image* sebagai variabel *intervening*.

Kata Kunci

Corporate Social Responsibility, CSR, *brand image*, *customer loyalty*, hotel, Surabaya.

Abstract

This research aimed to analyse the impact of CSR on brand image and customer loyalty. Survey was conducted to 200 respondents who have stayed at Pop! Hotels Indonesia. The result showed that CSR had a positive and significant impact on brand image and customer loyalty. Moreover, CSR also had an indirect impact on customer loyalty with brand image as the intervening variable.

Key Words

Corporate Social Responsibility, CSR, brand image, customer loyalty, hotel, Surabaya.

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