

PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP *PURCHASE INTENTION* PADA RESTORAN BURGER KING DI BLOK-M JAKARTA SELATAN DENGAN *CORPORATE IMAGE* SEBAGAI VARIABEL INTERVENING

Aries Burhario

Abstrak

Penelitian ini dilakukan untuk menguji pengaruh *Corporate Social Responsibility* terhadap *Purchase Intention* dengan *Corporate Image* sebagai variabel Intervening di Restoran Burger King Blok-M Jakarta Selatan. Populasi dalam penelitian ini tidak diketahui berapa banyak jumlahnya. Data yang diperoleh dari responden yang pernah mengkonsumsi produk dan layanan dari Burger King di Blok-M Jakarta Selatan. Teknik analisis yang digunakan adalah analisis jalur dan uji hipotesis menggunakan t-statistik dengan tingkat kepercayaan 5%. Hasil penelitian menunjukkan bahwa *Corporate Social Responsibility* berpengaruh signifikan terhadap *Purchase Intention*, sedangkan *Corporate Image* tidak berpengaruh signifikan terhadap *Purchase Intention*. *Corporate Social Responsibility* berpengaruh secara langsung terhadap *Purchase Intention* tanpa melalui *Corporate Image*.

Kata Kunci: *Corporate Social Responsibility, Corporate Image, Purchase Intention*

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY TOWARD PURCHASE INTENTION AT BURGER KING RESTAURANTS IN BLOK M, SOUTH JAKARTA WITH CORPORATE IMAGE AS INTERVENING VARIABLE

Aries Burhario

Abstract

This study was conducted to examine the influence of Corporate Social Responsibility on Purchase Intention with Corporate Image as an intervening variable in Burger King Restaurant Blok M, South Jakarta. The Population in this study is not known how many. The data obtained from respondents who had consumed the products and services of Burger King in Blok M, South Jakarta. The analysis technique used is the path analysis and hypothesis testing using t-statistics with a confidence level of 5%. The results showed that the Corporate Social Responsibility significant effect on Purchase intention, while Corporate image not significant to Purchase intention. Corporate Social Responsibility direct impact on Purchase Intention without going through the Corporate Image.

Keywords: Corporate Social Responsibility, Corporate Image, Purchase Intention