

**PENGARUH PESAN *CORPORATE SOCIAL RESPONSIBILITY* (CSR)
TERHADAP MINAT BELI: PERAN MEDIASI SIKAP TERHADAP
PERUSAHAAN DAN SIKAP TERHADAP PRODUK SERTA SIKAP
TERHADAP BOIKOT SEBAGAI MODERASI (SURVEI PADA
PENGIKUT AKUN INSTAGRAM @UNILEVERIDN)**

ARIDA EKA KURNIAWATI SUPARJO

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pesan *Corporate Social Responsibility* (CSR) terhadap minat beli, dengan sikap terhadap perusahaan dan sikap terhadap produk sebagai variabel mediasi, serta sikap terhadap boikot sebagai variabel moderasi. Penelitian ini dilatarbelakangi oleh gerakan boikot terhadap Unilever dan bagaimana perusahaan meresponsnya melalui pesan CSR di media sosial.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 400 pengikut akun Instagram @unileveridn, dan dianalisis menggunakan SEM-PLS melalui SmartPLS 4. Hasil menunjukkan bahwa pesan CSR berpengaruh secara tidak langsung terhadap minat beli melalui mediasi sikap terhadap perusahaan dan produk. Sikap terhadap boikot memoderasi hubungan antara pesan CSR dan sikap terhadap perusahaan.

Penelitian ini didasarkan pada Theory of Reasoned Action, yang menjelaskan bahwa sikap merupakan prediktor utama niat dan perilaku. Hasil penelitian ini menegaskan pentingnya strategi komunikasi CSR dalam membentuk sikap dan minat beli konsumen, terutama dalam konteks krisis reputasi.

Kata kunci: *Corporate Social Responsibility* (CSR), minat beli, sikap terhadap perusahaan, sikap terhadap produk, sikap terhadap boikot, *Theory of Reasoned Action*.

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) MESSAGES ON PURCHASE INTENTION: THE MEDIATING ROLE OF ATTITUDE TOWARD THE COMPANY AND ATTITUDE TOWARD THE PRODUCT, AND THE MODERATING ROLE OF ATTITUDE TOWARD BOYCOTT (A SURVEY ON FOLLOWERS OF THE INSTAGRAM ACCOUNT @UNILEVERIDN)

ARIDA EKA KURNIAWATI SUPARJO

ABSTRACT

This study aims to examine the influence of Corporate Social Responsibility (CSR) messages on purchase intention, with attitude toward the company and attitude toward the product as mediating variables, and attitude toward boycott as a moderating variable. The research is motivated by the boycott movement against Unilever and the company's response through CSR messaging on social media.

This research adopts a quantitative approach using a survey method involving 400 followers of the Instagram account @unileveridn. Data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) through SmartPLS 4. The results show that CSR messages have an indirect effect on purchase intention through the mediating roles of company and product attitudes. Additionally, boycott attitude moderates the relationship between CSR messages and company attitude.

The study is based on the Theory of Reasoned Action, which explains that attitude is a key predictor of intention and behavior. The findings highlight the importance of CSR communication strategies in shaping consumer attitudes and purchase intentions, especially in the context of reputational crises.

Keywords: Corporate Social Responsibility (CSR), purchase intention, attitude toward the company, attitude toward the product, attitude toward boycott, Theory of Reasoned Action.