

## THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS BRAND IMAGE AND CORPORATE REPUTATION ON THE STUDY OF THE BODY SHOP "FOREVER AGAINST ANIMAL TESTING" CAMPAIGN

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**Abstract:** This research aims to discover the influence of Corporate Social Responsibility (CSR) towards Corporate Reputation which Mediated by Brand Image on The Body Shop “Forever Against Animal Testing” Campaign. The data used in this research is primary data obtained from the result of respondent given to 126 respondents by using purposive sampling technique. The analysis method used is Structural Equation Model (SEM) analysis with AMOS analysis tool and Sobel Test. The result of this research shown that there is positively significant influence of Corporate Social Responsibility (CSR) towards brand image, there is no a significant influence of Corporate Social Responsibility (CSR) towards corporate reputation, there is a positively significant influence of Brand Image towards Corporate Reputation, there is a positively significant influence of Corporate Social Responsibility (CSR) towards corporate reputation which mediated by Brand Image on The Body Shop “Forever Against Animal Testing” Campaign.

**Keywords:** *Corporate Social Responsibility (CSR); Brand Image; Corporate Reputation.*

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### 1. Introduction

The marketing world have become competitive, the increasing number of consumptions across the world and the consumer mindset in this era is experiencing a critical development. The consumer perspective toward products is not solely limited to goods and services only, but also other supporting factors.

These days, a corporate who uphold the corporate reputation which have direct impact on consumer perspective often to be found. According to Hur et al. (2013) corporate

reputation is a valuable physical asset to a corporate. A reputation that was prioritized by a corporation becomes noticeable when a corporation has done what consumers believe something that is necessary. Because corporate reputation is an invisible asset that may make a corporate withstand in the marketing world.

Still related to marketing, which reputation of a corporate needed a brand image. Brand image is a mental image that consumers have toward a brand, and its uniqueness compared to other products (Lee, Lee, and Wu 2010). As why brand image is needed because of its way to invest a consumer's trust in a product. When a consumer believes the reputation of a company will increase and well enough for the consumer not to have any doubt to choose a product.

Between corporate reputation and brand image comes a perspective that is "what contribution the corporation does". To increase the perspective toward a consumer, what discovery the corporation did to successfully attract the consumer. One of them is using *Corporate Social Responsibility (CSR)*.

The Body Shop is the first body care cosmetic brand that introduced their CSR program directly through *Forever Against Animal Testing* as a form of awareness toward animals that is the main focus of this research. The *Forever Against Animal Testing* program is campaigned for the first time in 1989 until now. The purpose of this program includes the effort to suppress the numbers of animal deaths as the result of abuse found in testing a beauty product toward animals.

Lately, The Body Shop displays its CSR program on social media such as Instagram, YouTube, and other websites as an effort to introduce its CSR. After seeing it indirectly, The Body Shop has a market. Its product indirectly with ads, that caused the consumer to trust and believe the product that marketed by The Body Shop is reliable and without using animals as its experiment tool to its product so that with its CSR could increase good brand image in front of consumers and positive brand image.

## **2. Literature Review & Hypothesis**

### **2.1 CSR**

CSR is a sustainable commitment by a business to act ethically and contribute to economic development while increasing labor life quality and their family along with community and local society generally (Lance Moir, 2011). A corporation gains profit because their involvement in CSR activity, not only gaining profitable consumers, attitudes, and sense of attachment but also by building a positive brand image and good reputation in the long term (Bhattacharya and Sen, 2004). The CSR initiative is helping corporations to differentiate products and their services by creating a positive brand image and protecting corporate reputation. This approach makes CSR an integral element in corporate differentiation strategy.

and form of equally strategic investment with research and development, and advertisement (Gardberg and Fombrun, 2006). According to Kotler and Lee (2005), the application of CSR can be categorized into 6 category, that is: *Cause Promotions, Corporate Social Marketing, Corporate Philanthropy, Community Volunteering, Social Responsibility Business Practice.*

## **2.2 Brand Image**

Brand image consist of knowledge and consumer believe on various products type and the attribute of the product. Brand image represent personal symbolism which associated consumer with brand, which consist of all information relating to brand that is descriptive and evaluative. When a consumer has a profitable brand image, the message of the products have stronger influence compared to other competitor products. Therefore, brand image is an important determinants of consumer behavior (Lee et al., 2010). Brand image is totality of consumer perspective toward brand, or how the perceive it, which may not compatible with brand identity. Brand image defined as emotional perception or a reason that attached to consumer toward certain brand (Hossain, 2007). Brand image is an understanding gained from consumer from the entirety of series of activities related to brand of a corporate. Assuming brand image as a picture not an individual character, but as total impression in consumer mind, Brand image is also describing as a way for a certain brand to be placed in the market, as how consumer perceive a product (Nandan, 2005).

According to Fianto et al. (2014) the indicator of brand image are *Familiarity, Fashionable And Trendy, Useful, Natural, Sophisticated.*

## **2.3 Corporate Reputation**

Corporate reputation is a entirety of a chart that shown whether people perceive a business organization positively or negatively, and also a good reputation build a thrust while a bad reputation do not build any thrust (Khan et al., 2013). Corporate reputation is valuable physicless asset for a corporation. Reputation act as a signal from the main corporate characteristic and as source of competitive advantages. Therefore consumer rely on corporate reputation to assess the performances or the services of a corporation when faced with the lack of information of certain products or corporation. Moreover, a good reputation protect corporation from consumer perception toward negative information (Hur et al. 2012). Reputation is a concept that related to image, which referring to value among people about organization quality, which form in long term, regarding to consistency, thrust, and reliability (Tang, 2007). Pitpreecha (2013) the four factors which determine a good corporate reputation according to RepTrak® Scorecard are: Innovation, Work Place, Leader, and Leadership.

### **3. Hypotheses Development**

#### **3.1 The Influence of Corporate Social Responsibility Towards Brand Image**

Yadav (2015) stated if a corporation wanted their brand to be recognized as responsible, it is important to link said brand with responsibility in consumer mind. This research is also supported by Lai et al. (2010) which recommend consumer perception regarding to CSR activity heading to positive brand awareness and brand association. Which mean the better implemented CSR by corporation, the better consumer assessment that can be gained from brand image of corporation.

**Hypothesis 1: Corporate social responsibility has an influence towards brand image.**

#### **3.2 The Influence of *Corporate Social Responsibility* Towards Corporate Reputation**

Melo and Garrido-Morgado (2012) stated that ads will function on increasing the awareness of quality and certain products feature. This also play role on increasing corporate visibility, so that it increase its reputation through argument which server for a corporation size. The bigger or more likely be seen, more and more corporation that susceptible to public observation and will be more driven to be involved on strategic CSR, so that it can increase reputation. This research is also by Brammer and Millington (2005) who stated that there is positive relation between corporate social responsibility and corporate reputation. Most business corporation are driven by corporate reputation because this will directly or indirectly sold their products to the public (Khan et al. 2013). Which mean the greater implementation of CSR by corporation, the higher reputation that will be gained by the corporation.

**Hypothesis 2: Corporate social responsibility has an influence towards corporate reputation**

#### **3.3 The Influence Brand Image Towards Corporate Reputation**

Corporate reputation, as stated before, is a direct mental image which possessed by the public as to an organization. Corporate reputation, on other hand shown an assessment on the corporate attribute. Corporate reputation, usually grown over time as a result of consistent performance, strengthened by effective communication, whereas corporate reputation can be form faster through communication program which was well arranged. Corporation wanted to project an accurate and positive image to their stakeholder.

They also demand a good reputation in the mind of the voter. As a result, brand and reputation in the eye of stakeholder have become important to a corporation (Gray and Balmer 2017). This research is also supported by Sugiarti (2015) whereas in this research can be found a significant influence between brand image toward corporate reputation. So that it can be refer that if brand image of brand is well implemented in the eye of customer, then a reputation of corporation will increase.

**Hypothesis 3: Brand Image has an influence Towards Corporate Reputation**

### **3.4 The influence of *Corporate Social Responsibility* Towards Brand Image and Corporate Reputation**

Hur et al. (2013) has recommend that brand which position as superior by giving a unique value towards consumer gained a greater brand reputation from a competitor, which lead to superior brand results. From the perspective of signaling theory, people used experience and their knowledge on corporate reputation as a signal, because oftentimes they cannot recognize a corporation. The involvement of corporate CSR is one of attractive and satisfying attribute for the stakeholder by becoming signal. This research is also supported by Sugiarti (2015) who stated that the role of brand image positively and significantly mediate the relation between CSR towards corporate reputation. So that it can inferred that CSR provide benefits in form of brand that was gained and if implemented brand in a brand has good image in the eye of consumer then reputation of a corporation will increase.

#### **Hypothesis 4: Brand Image mediate the perception relation of CSR towards Corporate Reputation**

## **4. Research Method**

Validation of the data collected is done with the data from the 126 questionnaire responses, this data can be used for further testing. In this case, 1 - 5 scale is used. Kotler and Lee (2005) the application of CSR can be categorized into 5 categories, that is: Cause Promotions, Corporate Social Marketing, Corporate Philanthropy, Community Volunteering, Social Responsibility Business Practice. According to Fianto et al. (2014) the indicator of brand image is Familiarity, Fashionable And Trendy, Useful, Natural, Sophisticated. Pitpreecha (2013) the four factors which determine a good corporate reputation according to RepTrak® Scorecard are: Innovation, Work Place, Leader, and Leadership.

### **4.1 Sample and Data Collection**

The population of this research are the consumer of The Body Shop Samarinda who have seen the Forever Against Animal Testing Body Shop Advertisement Campaign and use the product of The Body Shop Samarinda, Kalimantan Timur, Indonesia. The sample determination technique used in this research is purposive sampling. As for the respondent criteria of this research are: The user of The Body Shop particularly in Samarinda region: Have seen CSR The Body Shop advertisement program in social media, television, or magazine; The first amount seeing the advertisement; and aged 18 years above. The data collection done by distributing online questionnaire (google forms) to 126 respondents. The data collection was held during the period of October-November 2020. The data analysis was done using AMOS and Sobel Test by using SPSS. Table 1 shown the characteristic of 140 respondents of this research.

**Table 1 Description Respondents**

<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Number of Sample</b>	<b>126</b>	<b>100%</b>
<b>Sex</b>		
Male	26	20,6%
Female	100	79,4%
<b>Age</b>		
18-20	54	42,8%
21-23	63	50%
24-26	9	7,2%
<b>Amount of Seeing Ads</b>		
1-5	100	79,4%
6-10	15	11,9%
>10	11	8,7%

### 3.1. Data Analysis

#### 3.1.1 CSR

From the result of respondent respond that gathered, it can explain that the distribution of respondent assessment toward corporate social responsibility (CSR) variable can be shown on Table 2 as follow:

**Table 2 Analysis Results Towards CSR**

<b>Indication</b>	<b>Average</b>	<b>Criteria</b>
I feel The Body Shop have raised public awareness by "Reject Cosmetic Trials on Animal "(Forever Against Animal Testing)" campaign	4,30	Strongly Agree
I feel the Reject Cosmetic Trials on Animal "(Forever Against Animal Testing)" increase the sense of caring toward living being	4,59	Strongly Agree
I feel the The Body Shop "Reject Cosmetic Trials on Animal (Forever Against Animal Testing) " existence have indirectly donate to conserve nature	4,40	Strongly Agree
I feel the The Body Shop "Reject Cosmetic Trials on Animal (Forever Against Animal Testing)" have participate stopped the supply that may harmful for health	4,08	Agree
<b>Average</b>	<b>4,34</b>	<b>Strongly Agree</b>

Based on the result of descriptive analysis table on table 2 show that the average respondent score towards brand image is 4,03 (agree). This shown respondents have assess that consumer is aware of The Body Shop known for its naturalness which is the upmost factor on brand image variable.

### 3.1.2 Brand Image

Based on the respondents answer that was obtained, it can infer its assessment distribution over brand image variable can be shown on Table 3 as follow:

**Tabel 3 Analysis Result towards Brand Image**

Indication	Average	Criteria
The Body Shop is quite familiar in the public	3,84	Agree
The Body Shop promote a modern lifestyle and suit with the latest development	4,10	Agree
The products that The Body Shop offer are very helpful for skin health	4,08	Agree
The products used by The Body Shop are made by natural material	4,17	Agree
The testing tool of episkin cosmetic (episkin is synthetic skin that able to interact like human skin as when doing the test)	4,00	Agree
<b>Average</b>	<b>4,03</b>	<b>Agree</b>

*Source : Processed primary data, 2020*

Based on the result of descriptive analysis data shown in table 3, it's shown that the average assessment of respondents towards brand image are 4,03 (agree). This shown that respondent have assess that consumer understand The Body Shop brand is known for its naturalness which is the upmost factor in brand image variable.

### 3.1.3 Corporate Reputation

From the result of respondent that was gathered, it can be infer that the assessment distribution of respondents toward corporate reputation variable can be shown in table 4 as follow:



**Tabel 4 Analysis Results Toward Corporate Reputation**

Indication	Average	Criteria
The innovation done by The Body Shop have developed better	4,02	Agree
A good quality of services atmosphere that owned by The Body Shop	3,83	Agree
The Body Shop is a professional corporation on maintaining its reputation	4,13	Agree
The Body Shop have become a leader for its trusted reputation	3,71	Agree
<b>Average</b>	<b>3,92</b>	Agree

*Source : Processed primary data, 2020*

Based on the result of table 4 descriptive analysis toward corporate reputation variable above, the average assessment toward corporate reputation is 3,92 (agree). This shown that respondent have given result that professional leader/management and preserving reputation is the upmost factor on valuing a corporate reputation variable.

## 5. Result & Discussion

Validation of the data collected is done with the data from the 126 questionnaire responses, this data can be used for further testing. In this case, 1 - 5 scale is used. Kotler and Lee (2005) the application of CSR can be categorized into 5 category, that is: Cause Promotions, Corporate Social Marketing, Corporate Philanthropy, Community Volunteering, Social Responsibility Business Practice. According to Fianto et al. (2014) the indicator of brand image are Familiarity, Fashionable And Trendy, Useful, Natural, Sophisticated. Pitpreecha (2013) the four factors which determine a good corporate reputation according to RepTrak® Scorecard are: Innovation, Work Place, Leader, and Leadership.

### 5.1 Uji Goodness of Fit

Goodness of fit test used to examine the model used in a research. Goodness of fit test determine the impact of Corporate Social Responsibility (CSR) towards corporate reputation which mediated by brand image from The Body Shop “*forever against animal testing*” campaign



The goodness of fit model test done in 6 steps, that are:  $X^2$  Chi-square, Probability, CMIN/DF, root mean square error of approximation (RMSEA), goodness-of-fit index (GFI), and adjusted goodness of fit index (AGFI), with settled measurement criteria. Obtained df = 53 value. With 5 significance and by using Microsoft Excel obtained df = 53 that is 70,993.

**Table 5 Properness Criteria Model**

<i>Goodness of Fit Indices</i>	<i>Cut - Off Value</i>	<i>Model Test Result</i>	<i>Model</i>
$X^2$ Chi-square	$\leq$ , Chi square of df is 53 with sig level 5% = 70,993	48,515	Good
Probability	$\geq 0,05$	0,649	Good
CMIN/DF	$\leq 2,00$	0,912	Good
RMSEA	$\leq 0,08$	0,000	Good
GFI	$\geq 0,90$	0,946	Good
AGFI	$\geq 0,90$	0,908	Good

Source: Data Test Result, AMOS 22

Based on table 5 it is known that entire properness criteria model have qualified the settled criteria value. It is obtained CMIN/DF less than  $\leq 2,00$ , RMSEA less than  $\leq 0,08$ , GFI more than  $\geq 0,90$ , and AGFI more than  $\geq 0,90$  as is listed in previous table. It can be infer that the model is proper and fit.

**Tabel 6 Regression Weights**

		<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
Y1	<--- X	0,707	0,215	3,291	0,001
Y2	<--- X	0,129	0,384	0,336	0,737
Y2	<--- Y1	1,048	0,508	2,063	0,039

Source: Data Test Result, AMOS 22

Based on table 6 it is obtained the result of Corporate Social Responsibility (CSR) has positively significant result toward brand image, it is known from the result of  $p$ -value  $< \alpha$  that is  $p$ -value is 0,001 while  $\alpha$  is 0,05. Corporate Social Responsibility (CSR) have no positively significant influence toward brand reputation, it is known from  $p$ -value  $< \alpha$ , which is  $p$ -value is 0,737, while  $\alpha$  is 0,05. Brand image have positively significant influence toward corporate reputation. It is known from  $p$ -value  $< \alpha$ , which is  $p$ -value is 0,039 while  $\alpha$  is 0,05.

## 5.2 Uji Hipotesis

Based on the formulation of the problem, the purpose of this research and explained conceptual framework. With the help of AMOS analysis it can be obtained result which can be seen in table 7.

**Tabel 7 Result of Inner Weight on Output AMOS**

Function Endogen Function Hexogen		Direct Effect			
		Brand Image (Y1)		Corporate Reputation (Y2)	
		Koef.	P-Value	Koef.	P-Value
CSR	X1	0,707	0,001	0,129	0,737
Brand Image	Y1	-	-	1,048	0,039

Source: Data Test Result, AMOS 22

Based on Table 7 it is obtained:

- Corporate Social Responsibility (CSR) have positively significant influence towards Brand Image, it is known from  $p\text{-value} < \alpha$ , that is  $p\text{-value}$  is 0,001 while  $\alpha$  is 0,05. This shown that **H1 accepted**.
- Corporate Social Responsibility (CSR) don't have positively significant influence towards Corporate Reputation, it is known from  $p\text{-value} < \alpha$ , that is  $p\text{-value}$  is 0,737 while  $\alpha$  is 0,05. This shown that **H2 rejected**.
- Brand image have positively significant influence toward corporate reputation. it is known from  $p\text{-value} < \alpha$ , that is  $p\text{-value}$  is 0,039 while  $\alpha$  is 0,05. This shown that **H3 accepted**.

### 5.3 Path Analysis

**Table 8 Summary and Path Analysis 1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,439	1,881		3,955	,000
X	,734	,108	,522	6,811	,000

a. Dependent Variable: Y1

Source: Data Test Result, SPSS 22

Based on calculation in Table 8 it is obtained equation:

Substructure 1

$$Y1 = \beta_0 + \beta_1 X + e_1$$

$$Y1 = 7,439 + 0,734 X + e_1$$

$$\begin{aligned} \text{Error Term } (e_1) &= \sqrt{1-R^2} \\ &= \sqrt{1-0,272} \\ &= \sqrt{0,728} \\ &= \sqrt{0,852} \end{aligned}$$

**Table 9 Summary and Path Analysis 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,253	1,525		1,477	,142
X	,332	,097	,279	3,438	,001
Y1	,380	,069	,449	5,531	,000

a. Dependent Variable: Y2

Source: Data Test Results, SPSS 22

Based on calculation in Table 9 it is obtained equation:

Substructure 2

$$Y2 = \beta_0 + \beta_2 X + \beta_3 M + e_2$$

$$Y2 = 2,258 + 0,332 X + 0,380 M + e_2$$

$$\begin{aligned} \text{Error Term } (e_2) &= \sqrt{1-R^2} \\ &= \sqrt{1-0,410} \\ &= \sqrt{0,59} \\ &= 0,768 \end{aligned}$$

#### 5.4 Sobel Test

The CSR influence regression coefficient toward mediation brand image (a) obtained by 0,734 and error standard (Sa) by 0,108. Brand Image regression influence mediator coefficient towards corporate reputation dependent (b) is 0,380 and error standard (Sb) 0,069. As result the indirect coefficient ab can calculate as follow:

$$\begin{aligned} S_{ab} &= \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \\ &= \sqrt{0,380^2 * 0,108^2 + 0,734^2 * 0,069^2 + 0,108^2 * 0,069^2} \\ &= \sqrt{0,001 + 0,002 + 0,00005} \\ &= 0,055 \end{aligned}$$

$$t = \frac{0,734 \times 0,380}{0,055} = 5,071 > 1,96 \text{ (sig 0,05)}$$

As t count = 5,071 is greater than t table value with 5% significance rate by 1,96 it can be conclude that brand image significantly mediate the relation between CSR and corporate reputation.

First, based on the result of hypothesis test, gained a result that *Corporate Social Responsibility* (CSR) has positively significant influence toward brand image. The result shown that the higher the value of *Corporate Social Responsibility* influence the value of brand image then the stronger brand image resulted from that corporation. Second, based on hypothesis test result it can infer that there is no positive significant influence of *Corporate Social Responsibility* towards corporate reputation, from this result show that if the purpose and of *Corporate Social Responsibility* did not entire reach the consumer mind to value corporate reputation therefore it can be stated that CSR does not have influence corporate reputation. Third, based on the result of this research shown that brand image has positively significant influence towards corporate reputation. Based on this research shown that the greater brand image value caused by the increase of corporate reputation.

Fourth, based on this research shown that *Corporate Social Responsibility* (CSR) have positively significant influence towards corporate reputation mediated by brand image. This shown that with brand image mediating the relation of *Corporate Social Responsibility* (CSR) towards corporate reputation caused by The Body Shop corporation. Looking at hypothesis 2 CSR has no influence towards corporate reputation then with the mediation variable that is brand image it has become one entity that complete each other. Based on *Corporate Social Responsibility* that is believe as signal to targeted increase brand image that corporation would to achieve therefore the reputation that corporation wanted can be achieved positively.

## **6. Conclusion**

The purpose of this research is to discover the analysis result that shown that *Corporate Social Responsibility* (CSR) has positively significant influence towards Brand Image on “Forever Against Animal Testing” The Body Shop campaign. This shown that the higher *Corporate Social Responsibility* (CSR), then brand image will also increase. *Corporate Social Responsibility* (CSR) doesn't have positively significant reputation towards Corporate Reputation on “Forever Against Animal Testing” The Body Shop campaign. This indicate the increasing of *Corporate Social Responsibility* (CSR) is not in sync with the increase of Corporate Reputation caused by The Body Shop corporation. Brand Image has positively significant influence towards Corporate Reputation on “Forever Against Animal Testing” The Body Shop campaign, this shown that the higher Brand Image is in sync with the increase of Brand Reputation. Brand Image mediate the relation of *Corporate Social Responsibility* (CSR) towards Corporate Reputation with positively significant influence on “Forever Against Animal Testing” The Body Shop campaign, this shown that the higher signal caused by corporate Social Responsibility (CSR) then higher Brand Image in sync with the higher Corporate Reputation will be.

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