

# The Effect of CSR and Advertising on Purchase Decisions with Brand Awareness as a Mediation Variable on Consumers of AQUA Packaged Drinking Water Products (AMDK) in Salatiga City

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## Abstract

*Every company has a goal to create big profits for the survival of the company by increasing sales. Some of the ways that companies usually do to influence consumer purchasing decisions include Corporate Social Responsibility (CSR) and advertisements about their products. In addition, the company's products are in great demand by consumers to create brand awareness of these products. This study uses quantitative methods that can be used to examine a particular population or sample. Based on the results of hypothesis testing, it can be concluded that Corporate Social Responsibility (CSR) and advertising have a positive effect on purchasing decisions. While brand awareness as a mediating variable can mediate advertising on purchasing decisions.*

## Keywords

CSR; advertising; purchase decisions; brand awareness



## I. Introduction

Every company must have a goal to create big profits for the life of the company. The ambition of each company is different on the vision and mission set by the company (Muslim, 2017). All of this is done for the sake of balance for the company and the preservation of nature and humans. Humans are the recipients of the results while nature only provides various necessities for human life. CSR (Corporate Social Responsibility) is an action or concept applied by a company as a responsibility to the environment and social surroundings, where the company is established (Rukmana et al., 2020). The activities carried out are improving the welfare of the surrounding community and protecting the environment, providing scholarships, and funds for public facilities, all of which are for the welfare of the surrounding community (Nurjanah & Nurnisya, 2019). Companies that will set up factories or processing houses are required to meet the requirements, especially CSR for the surrounding community, which is the oldest in Law No. implement Social and Environmental Responsibilities". If this provision is not implemented, then there will be sanctions that will be applied in accordance with the laws and regulations (Peraturan Pemerintah Republik Indonesia Nomor 47 Tahun 2012 Tentang Tanggung Jawab Sosial Dan Lingkungan Perseroan Terbatas, 2012).

In today's 4.0 business world, business actors must be required to be creative, innovative and technology-based. Manufacturers in introducing their products, can in various ways to attract consumers, one of which is using a unique technology-based way. Companies also showcase their social responsibilities, from planting trees to making donations to the community. The company displays this content because it wants to instill a message in the product that the company cares about the environment and social. Companies display CSR in advertisements that are made, this is a way to increase and create a brand awareness of a product. Advertising is one of the most effective message

media to promote a product (Indriani et al., 2019). Television advertising is still able to survive as an attractive and more actual media compared to print media in broadcasting information that is happening (Abdullah & Permana, 2021). Advertising also plays a role in selecting good needs for the community by utilizing public information to determine the appropriate needs.

Drinking water is one of the people's needs that cannot be underestimated. The high demand for clean water in Indonesia is an opportunity for an AMDK brand, namely AQUA, to create drinking water solutions that are practical and easy to consume. AQUA is a big brand in Indonesia and has a big share in terms of social and environmental responsibility. The company's responsibility is proven by programs that are plastic wise, planting more than 2 million trees, clean water programs and protecting 10 hectares of land around water sources through television advertisements. When choosing bottled drinking water, the tendency of consumers to mention the AQUA brand is the reason why this research is needed. Salatiga is a small city located in the middle of the Semarang Regency area, the population of Salatiga as of 2019 is 194 084 people (BPS, 2019). Not all areas in Salatiga can meet their drinking water needs until 2032 because they do not have a water source (Pradika et al., 2011). The AQUA bottled brand is almost in every minimarket, cafe, or small shop in Salatiga, this is the impetus in this study how big is the decision to buy AQUA bottled water in Salatiga.

The results of research conducted by Chung et al (2015) who have examined 349 samples in Taiwan concluded that corporate social responsibility does not have a significant effect on purchase loyalty and purchasing decisions. However, the results of other studies say that CSR has a significant positive effect on purchasing decisions for company products that implement CSR (Sarah & Sutar, 2020). Research conducted by Ayuniah (2017) proves that advertising has no significant effect on purchasing decisions. In contrast to the results of research from Lestari & Ruswanti (2015) which proves that advertising partially affects purchasing decisions. So there are still differences of opinion regarding the effect of advertising on purchasing decisions.

Regarding the results of previous studies which have different results, this study will add brand awareness as a mediating variable. Brand awareness or brand awareness will be formed because of CSR that is well implemented and known by consumers. In this regard, brand awareness certainly affects purchasing decisions and consumers will also not spend a lot of time making purchasing decisions for unknown brands. The more consumers who are involved in the interaction with the advertisement, the stronger brand awareness arises. Determination of brand awareness as a mediating variable is based on the fact that these variables can influence CSR on purchasing decisions and advertising on purchasing decisions. Brand awareness drives these two variables through advertising media to improve purchasing decisions.

## **II. Review of Literature**

This type of research is using a causal type of research, Sugiyono (2018) states that causality is a research problem formulation that asks for the relationship between two or more variables. A causal relationship is a causal relationship. The approach in this research is to use quantitative methods, namely research methods based on a particular population or sample. Collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing the established hypothesis. In this study using a causal relationship, a causal relationship is a causal relationship Sugiyono (2018). This study uses two independent variables, namely Corporate Social Responsibility (X1) and advertising

(X2); and one dependent variable, namely purchasing decisions (Y); and one mediating variable, namely brand awareness (X3).

### III. Result and Discussion

#### 3.1 Respondent Profile

The data collection of this research comes from primary data in the form of online questionnaires that are submitted to respondents according to the criteria, namely as consumers of AQUA brand bottled water and domiciled in Salatiga. The results of the distribution of the questionnaire were 150 respondents with 125 (83.33%) data that could be processed. Meanwhile, 25 (16.67%) of the data could not be processed because it did not match the criteria used. The results of the questionnaire consisted of 51 men and 74 women, with an age range of <20 years to >30 years and there were 8 different professions.

**Table 1.** Identity of Respondents

Respondent Criteria		Number of Respondents	Percentage (%) of Respondents
Gender	Man	51	41
	Woman	74	59
Age	< 20 Years	3	2
	20-30 Years	113	90
	>30 Years	9	7
Profession	Student	97	78
	Entrepreneur	8	6
	Employee	12	10
	Government Employees	2	2
	UMD Employee	1	1
	Nurse	1	1
	Housewife	2	2
	Teacher	2	2

*Source: Primary data processed, 2022*

From table 2 it can be seen that gender has a different percentage between men and women, the percentage of respondents with male sex (41%) is less than respondents with female sex (59%). When viewed from the age group of respondents, most of them are in the age group of 20-30 years, with a percentage (90%) of 113 people

#### 3.2 Descriptive statistics

Descriptive statistics are used to present the data obtained to make it easier to read and provide a general description of the characteristics of each research variable (Corporate Social Responsibility, Advertising, Purchase Decisions and Brand Awareness). Judging from the minimum, maximum, average (mean) and standard deviation values that can be presented in table 3:

**Table 2.** Descriptive Statistics

Variable	N	Min	max	Average	Std. Deviation
Corporate Social Responsibility	125	9	30	24,31	3,56
Advertising	125	17	30	25,88	2,81
Purchase Decisions	125	15	30	25,03	3,58
Brand Awareness	125	12	30	27,51	2,99

Source: Data processed 2022

From table 3 it can be seen that the maximum value of the corporate social responsibility variable is 30 and the minimum value is 9. The average value is 24.31 with a standard deviation of 3.56. The advertising variable has a maximum value of 30 and a minimum value of 17. The average value is 25.88 with a standard deviation of 2.81. The purchase decision variable has a maximum value of 30 and a minimum value of 15. The average value is 25.03 with a standard deviation of 3.58. The brand awareness variable has a maximum value of 30, a minimum value of 12 with an average value of 27.51 and a standard deviation of 2.99.

### 3.3 Test Instrument Data

Testing the instrument in this study by testing the validity and reliability. The results of instrument testing can be explained as follows:

#### a. Validity Tes

Validity test was conducted to determine whether the statement on the questionnaire was worthy of research. Validity test was conducted on 125 respondents with predetermined criteria. The statement that is declared valid or feasible is if  $r\text{-count} > r\text{-table}$ .

#### 1) Corporate Social Responsibility

**Table 4.** Corporate Social Responsibility Validity Test

Items	R table	R. count	Information
x1.1	0,1946	0,411	Valid
x1.2	0,1946	0,496	Valid
x1.3	0,1946	0,478	Valid
x1.4	0,1946	0,414	Valid
x1.5	0,1946	0,336	Valid
x1.6	0,1946	0,578	Valid

Source: Data processed 2022

Table 4 shows that the question items on the questionnaire with a calculated  $r$  value are greater than  $r$  table. So, it can be concluded that the questions or indicators on the Corporate Social Responsibility variable are declared valid.

## 2) Advertising

**Table 5.** Advertising Validity Test

Items	R table	R. count	Information
x2.1	0,1946	0,605	Valid
x2.2	0,1946	0,567	Valid
x2.3	0,1946	0,542	Valid
x2.4	0,1946	0,562	Valid
x2.5	0,1946	0,574	Valid
x2.6	0,1946	0,514	Valid

*Source: Data processed 2022*

Table 5 shows that the question items on the questionnaire with a calculated r value are greater than r table. So, it can be concluded that the question items or indicators on the advertising variable are declared valid.

## 3.) Purchase Decisions

**Table 6** Purchase Decisions Validity Test

Items	R table	R. count	Information
y1.1	0,1946	0,639	Valid
y1.2	0,1946	0,639	Valid
y1.3	0,1946	0,644	Valid
y1.4	0,1946	0,562	Valid
y1.5	0,1946	0,554	Valid
y1.6	0,1946	0,523	Valid

*Source: Data processed 2022*

Table 6 shows that the question items on the questionnaire with a calculated r value are greater than r table. So, it can be concluded that the questions or indicators on the purchase decisions variables are declared valid.

## 4) Brand Awareness

**Table 7.** Brand Awareness Validity Test

Items	R table	R. count	Information
x3.1	0,1946	0,477	Valid
x3.2	0,1946	0,474	Valid
x3.3	0,1946	0,429	Valid
x3.4	0,1946	0,448	Valid
x3.5	0,1946	0,438	Valid
x3.6	0,1946	0,511	Valid

*Source: Data processed 2022*

Table 7 shows that the question items on the questionnaire with a calculated r value are greater than r table. So, it can be concluded that the questions or indicators on the brand awareness variable are declared valid.

### b. Reliability Test

Reliability test is used to test whether a questionnaire can be said to be reliable if the respondents' answers to the statements in the questionnaire are stable. A questionnaire is declared reliable if the answers to the questionnaire are consistent or stable over time. A data can be said to be reliable if the value of Cronbach's alpha ( $\alpha$ )  $> 0.6$  or  $> 60\%$ . The results of reliability testing can be seen in the following table:

**Table 3.** Reliability Test

Research variable	<i>Cronbach's Alpha</i> . value	Minimum Limit of <i>Cronbach's Alpha</i>	Information
Corporate Social Responsibility	0,847	0.60	Reliable
Advertising	0,806	0.60	Reliable
Purchase Decision	0,861	0.60	Reliable
Brand Awareness	0,840	0.60	Reliable

*Source: Data processed 2022*

Table 3 shows the results of *cronbach's alpha* on the instrument used has a value greater than 0.6 with the value of *cronbach's alpha* for variables of Corporate Social Responsibility 0.847, advertising 0.806, purchase decisions 0.861, and brand awareness 0.840, it can be concluded that the instrument in this study is reliable.

### c. Normality Test

The normality test in this study used the *Kolmogorov Smirnov test* by comparing the significance values. Research can be said to have a normal distribution if the significance value is greater than 0.05.

**Table 4.** Normality Test Results

Residual Value	Minimum Residual Value	Information
0.283	0.05	Normal

*Source: Data processed 2022*

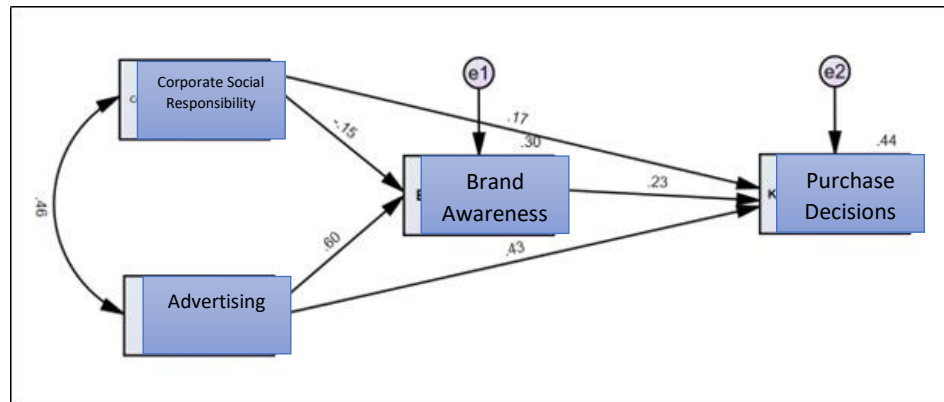
Table 4 shows the residual value in the normality test of 0.283. This means that the residual value is greater than the significance value of 0.05. So it can be concluded that all the data in this study have a normal distribution.

### 3.4. SEM test

Structural Equation Modeling (SEM) testing is a statistical modeling technique that is highly cross-sectional, linear and general (Sarwono, 2010). Prihandini & Sunaryo, (2011) also stated that SEM is a multivariate analysis method that can be used to describe the simultaneous linear relationship between observational variables and variables that cannot be measured directly or latent variables. SEM is a combination of path analysis, confirmatory factor analysis and regression analysis. Broadly speaking, the structural equation system consists of a structural model and a measurement model. Due to the framework of thinking in multidimensional research, it uses SEM techniques so that it is possible to test several dependent variables at once with several independent variables. The SEM method has better analytical and predictive abilities than path



analysis and multiple regression this is because SEM is able to analyze to the deepest level of the variables or constructs studied. The theory-based model testing was carried out with AMOS Software with the results shown in the following figure:



**Figure 1. Research Model**

			Estimate	S.E.	C.R.	P
Brand Awareness	<---	Corporate Social Responsibility	-.126	.071	-1.779	.075
Brand Awareness	<---	Advertising	.643	.090	7.146	***
Purchase Decisions	<---	Corporate Social Responsibility	.169	.077	2.194	.028
Purchase Decisions	<---	Advertising	.543	.114	4.741	***
Purchase Decisions	<---	Brand Awareness	.274	.096	2.849	.004

**Figure 2. Results of the Initial Research Model**

The SEM test was carried out to describe the simultaneous linear relationship between observational variables (indicators) and variables that could not be measured directly or latent variables (Prihandini & Sunaryo, 2011). If the value of CR > 1.96 then the covariance - covariance of factors has a significant relationship.

### 3.5. Sobel Test

Testing the mediation hypothesis can be done using a procedure developed by Sobel (1982) and is known as the Sobel test. Sobel test is one of the tools in the mediation analysis test (SOBEL1). From the results of the regression analysis, the path coefficient a is obtained along with the standard error of the path coefficient a (or called SEa), and the path coefficient b is obtained along with the standard error of the path coefficient b (or called SEb). Sobel test can be done using the following formula Sobel (1982):

$$Z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

Information :

a = regression coefficient of the independent variable on the mediating variable

b = regression coefficient of the independent variable on the dependent variable

SEa = standard error of estimation of the influence of the independent variable on the mediating variable

SEb = standard error of estimation of the effect of the mediating variable on the independent variable

The criterion of the mediation hypothesis is that if the z value < 1.96, it is declared

unable to mediate the relationship between the influence of the independent variable on the dependent variable. The second criterion is that if the z value  $> 1.96$ , it is declared capable of mediating the relationship between the influence of the independent variable on the dependent variable.

Input:		Test statistic:	Std. Error:	p-value:
a	0.134	Sobel test:	1.45417334	0.02524871
b	0.274	Aroian test:	1.3914976	0.02638596
s <sub>a</sub>	0.079	Goodman test:	1.52616046	0.02405776
s <sub>b</sub>	0.097	Reset all	Calculate	

**Figure 3.** Results of the Sobel Test (The Effect of Corporate Social Responsibility on Purchase Decisions through Brand Awareness as a Mediation Variable)

Input:		Test statistic:	Std. Error:	p-value:
a	0.719	Sobel test:	2.62912071	0.07493228
b	0.274	Aroian test:	2.6073652	0.0755575
s <sub>a</sub>	0.100	Goodman test:	2.65143005	0.07430179
s <sub>b</sub>	0.097	Reset all	Calculate	

**Figure 4.** Results of the Sobel Test (The Effect of Advertising on Purchase Decisions through Brand Awareness as a Mediation Variable)

The value of the mediating variable in the form of brand awareness when mediating the influence of CSR on purchasing decisions is 1.454173. The value of  $Z < 1.96$  so that the brand awareness variable was declared unable to mediate the relationship between the influence of the CSR variable on the purchasing decision variable. While the value of the mediating variable in the form of brand awareness when mediating the influence of advertising on purchasing decisions is 2.629120. The value of  $Z > 1.96$  so that the brand awareness variable is declared capable of mediating the relationship between the influence of the advertising variable on the purchasing decision variable.

### 3.6. Discussion of Research Results

#### a. The Influence of Corporate Social Responsibility on Brand Awareness

CSR variable is measured by providing 6 question indicators to get responses from respondents. In the descriptive analysis calculated using the Likert scale, the average score is 4.05 and is included in the agree category, the lowest indicator of 3.86 is the question about CSR (Corporate Social Responsibility) which AQUA does to help the community related to business capital but is still included in the category neutral and the highest score of 4.27 with the question indicator, namely I as a consumer support the CSR program carried out by AQUA in the agree category. Judging from the results of the study, the first hypothesis was not accepted. From the results of the tests that have been carried out using



the SEM test, the CR value is 1.799, the value is not greater than 1.96, so it can be said that the covariates do not have a significant relationship.

The results of testing the H1 hypothesis show that there is no influence between CSR variables on brand awareness variables, this result is not in line with previous research, namely Ibrahim & Almarshed (2014) which said that with social interaction with the community in CSR programs, companies can build brand awareness for these products. However, other researchers are in line with the first hypothesis, namely Chung *et al* (2015) saying that CSR does not have a significant effect on brand awareness. From this research, it can be seen that CSR is not one of the variables that affect brand awareness of AQUA AMDK products in Salatiga City.

#### **b. The Influence of Advertising on Brand Awareness**

Advertising variable is measured by providing 6 question indicators to get responses from respondents. In the descriptive analysis calculated using the Likert scale, the average score is 4.31 and is included in the agree category, the lowest indicator is the question about AQUA advertising messages easy to remember with a score of 4.25 but still in the agree category. The highest score is 4.34 with the question AQUA advertising messages provide good information delivery to consumers and fall into the agree category. Based on the results of the research that has been done, it shows that the second hypothesis can be accepted. From the results of the tests that have been carried out using the SEM test, the CR value of 7.149 is greater than 1.96, so it can be said that the covariates have a significant relationship.

The results of hypothesis testing H2 show that advertising has an influence on brand awareness, this is in line with previous research, namely Jennifer & Sari (2019) which explains that promotions carried out by a company include advertising to build brand awareness, high brand awareness can affect a company. the company because it will increase sales of their products. From this study, it can be seen that advertising is one of the variables that can affect brand awareness of AQUA AMDK products in the city of Salatiga.

#### **c. The Effect of Corporate Social Responsibility on Purchase Decision**

The purchasing decision variable is measured by providing 6 question indicators to get responses from respondents. In the descriptive analysis calculated using a Likert scale, the average score is 4.17 and is included in the agree category, the lowest indicator of 3.93 is the question about I have a desire to buy AQUA products after seeing the ads that appear but are still in the neutral category and the highest score of 4.34 with a question indicator, namely AQUA products have been tested in a laboratory, included in the agree category. Based on the results of the research that has been done, it shows that the third hypothesis can be accepted. From the results of the tests that have been carried out using the SEM test, the CR value of 2.194 is greater than 1.96, so it can be said that the covariates have a significant relationship.

The results of hypothesis testing H3 show that Corporate Social Responsibility has a positive influence on purchasing decisions, this is in line with previous research, namely CSR has a significant positive effect on purchasing decisions for company products that implement CSR (Sarah & Sutar, 2020). However, other researchers say different things, namely Chung *et al* (2015) who have examined a sample of 349 in Taiwan concluded that corporate social responsibility does not have a significant effect on purchase loyalty and purchasing decisions, it is mentioned by researchers that consumers are still thinking about and ensuring how the practice The CSR is appropriate to be implemented by the company.

From this study, it can be seen that CSR is one of the variables that can influence purchasing decisions for *AMDK AQUA* products in the city of Salatiga.

#### **d. The Effect of Advertising on Purchase Decision**

Advertising variable is measured by providing 6 question indicators to get responses from respondents. In the descriptive analysis calculated using the Likert scale, the average score is 4.31 and is included in the agree category, the lowest indicator is the question about AQUA advertising messages easy to remember with a score of 4.25 but still in the agree category. The highest score is 4.34 with the question AQUA advertising messages provide good information delivery to consumers and fall into the agree category. Based on the results of the research that has been done, it shows that the fourth hypothesis can be accepted. From the results of the tests that have been carried out using the SEM test, the CR value of 4.741 is greater than 1.96, so it can be said that the covariates have a significant relationship.

The results of testing the H4 hypothesis show that advertising has a positive influence on purchasing decisions, this is in line with previous research from Lestari & Ruswanti (2015) which proves that, "Advertising partially affects purchasing decisions". So there are still differences of opinion regarding the effect of advertising on purchasing decisions. However, this research is not in line with research from Ayuniah (2017) which proves that advertising does not have a significant effect on purchasing decisions. From this study, it can be seen that advertising is one of the variables that can influence purchasing decisions for *AMDK AQUA* products in the city of Salatiga.

#### **e. The Effect of Corporate Social Responsibility on Purchase Decisions through Brand Awareness as a Mediation Variable**

Brand awareness variable is measured by providing 6 question indicators to get responses from respondents. In the descriptive analysis calculated using a Likert scale, the average score is 4.59 and is included in the agree category, the lowest indicator of 4.37 is the question regarding the blue color is identical to the AQUA brand but is still in the neutral category and the highest score is 4.77 with a question indicator, namely the logo on the AQUA packaging is easy to recognize and is included in the agree category. Based on the results of the research that has been done, it shows that the fifth hypothesis cannot be accepted. From the results of the tests that have been carried out using the Sobel test, the z value on H5 is 1.454173, the Z value  $< 1.96$  so that the brand awareness variable is declared unable to mediate the relationship between the influence of CSR variables on purchasing decision variables.

The results of hypothesis testing H5 show that there is no influence between CSR on purchasing decisions through brand awareness as a mediating variable, this result is not in line with previous research, namely (Ramadayanti, 2019). Brand awareness can provide great benefits for producers and consumers. For consumers, brand awareness can add value to consumers. Where there are perceptions and beliefs about products that cause consumers to want to get and buy them, so consumers want to pay dearly to get products with certain brands. However, this result is in line with the research by Wibowo (2017) that brand awareness has no influence on purchasing decisions. There is no influence between brand awareness on purchasing decisions. From this study, it can be seen that brand awareness as a mediating variable cannot influence the CSR variable on purchasing decisions on *AQUA AMDK* products in Salatiga City.

#### **f. The Effect of Advertising on Purchase Decisions through Brand Awareness as a Mediation Variable**

Brand awareness variable is measured by providing 6 question indicators to get responses from respondents. In the descriptive analysis calculated using a Likert scale, the average score is 4.59 and is included in the agree category, the lowest indicator of 4.37 is the question regarding the blue color is identical to the AQUA brand but is still in the neutral category and the highest score is 4.77 with a question indicator, namely the logo on the AQUA packaging is easy to recognize and is included in the agree category. Based on the results of the research that has been done, it shows that the sixth hypothesis can be accepted. From the results of the tests that have been carried out using the Sobel test, the z value on H6 is 2.629120 so  $Z > 1.96$  so that the brand awareness variable is declared capable of mediating the relationship between the influence of advertising variables on purchasing decision variables. From this research, it can be seen that brand awareness as a mediating variable can influence CSR variables on purchasing decisions for AQUA AMDK products in Salatiga City.

### **IV. Conclusion**

Based on the results of hypothesis testing, it can be concluded that CSR has a significant effect on consumer purchasing decisions on AQUA AMDK products in Salatiga. The same results for the Advertising variable have a significant effect on consumer purchasing decisions on AQUA AMDK products in Salatiga. Meanwhile, CSR and advertising variables have no significant effect on brand awareness of AQUA bottled water in Salatiga. The results of research on CSR variables have no significant effect on purchasing decisions with a mediating variable in the form of brand awareness on AQUA AMDK products in Salatiga. Advertising variable has a significant effect on purchasing decisions with a mediating variable in the form of brand awareness on AQUA AMDK products in Salatiga. This shows that consumers of AQUA AMDK products in Salatiga pay attention to CSR carried out by the company and advertisements owned by the company.

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