

The Effect of CSR on Brand Loyalty with Brand Reputation as a Mediating Variable in Garuda Indonesia

Wanda Triandi Edwin^{1*}, Vidyarini Dwita²

Master of Management Program, Faculty of Economics and Business, Universitas Negeri Padang, Indonesia

Corresponding Author: Wanda Triandi Edwin wandatriandi@gmail.com

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ABSTRACT

This study aims to prove the direct influence between customer perceived CSR and brand reputation on brand loyalty. In addition, this study also proves whether brand reputation is able to mediate the relationship between customer perceived CSR and brand loyalty. This study was conducted on consumers who use Garuda Indonesia Airlines services in the Jabotabek area. Data collection was carried out using a survey, namely by distributing questionnaires. The data analysis technique used is Structural Equation Modeling (SEM). In accordance with the results of the hypothesis testing, it was found that corporate reputation does not mediate the relationship between customer perceived CSR and brand loyalty of customers in the Jabotabek area in using Garuda Indonesia services.

INTRODUCTION

The aviation world in the country continues to experience significant growth, this can be seen from the increasing number of domestic services that are ready to serve the needs of the people in Indonesia for flight transportation services. The increasing number of domestic flight services creates positive things for customers, they will have many choices of flight services that will be used, but not for companies that provide flight services. When the number of flight services that are ready to provide services to the public increases, it will be increasingly difficult for them to reach customers (Purwanto & Saputra, 2020).

One of the national flight services managed by the government is Garuda Indonesia Airlines. Until now, Garuda Indonesia Airlines has been the airline with the best service, but even so, Garuda Indonesia Airlines is faced with the great business challenges that they must face, especially in responding to changes in customer tastes in using domestic flight services. Garuda Indonesia Airlines has branch offices in all cities in Indonesia, including in the areas of Jakarta, Bogor, Tangerang and Bekasi. Garuda Indonesia Airlines is certainly still one of the best airlines, but the existence of private airlines with cheap fares, it is certain that this will affect their loyalty to continue using Garuda Indonesia Airlines services.

The magnitude of the business challenges faced by Garuda has encouraged management to seek solutions to create competitive advantages. One of the steps taken by Garuda Indonesia management is to develop a green business concept as evidenced by the publication of the implementation of Corporate Social Responsibility (CSR) published in Sustainability Garuda Indonesia in recent years. The implementation of CSR is considered important because environmental issues such as global warming, carbon emissions, land conversion, and social issues are the main concerns of all parties at this time. Garuda Indonesia management believes that when the public knows their commitment to implementing CSR, the public will give a positive assessment of Garuda Indonesia, thus forming a positive corporate branding and corporate image that will increase brand loyalty in the community.

Bianchi et al., (2019) stated that brand loyalty in customers will always change, because there are several factors that can influence it. Pratihari & Uzma (2018) stated that brand loyalty can be influenced by perceived consumer CSR and corporate branding. Something slightly different was expressed by Fatma & Khan, (2023) who also stated that the formation of brand loyalty in customers can be influenced by perceived consumer CSR. Furthermore, Balqiah et al., (2023) stated that brand loyalty can be influenced by consumer perceived CSR and brand image. When a company is able to publish the implementation of CSR to the public, this information will increase the reputation of the company or the brand of the product produced by the company, thereby increasing brand loyalty.

Wen et al., (2020) one of the goals of companies committed to disclosing CSR is to encourage increased consumer brand loyalty. When consumers know that the company that produces the products they consume has a strong commitment to environmental and social responsibility (CSR), the reputation

and brand image of the products they buy and consume will increase, this also motivates consumers to more consistently buy and consume a brand. The results of Pratihari & Uzma's (2018) study stated that consumer perceived CSR has a positive effect on brand loyalty. The results of Fatma & Khan's (2023) study found that consumer perceived CSR has a positive effect on brand loyalty. The same statement was also expressed by Moiescu (2024) who revealed that basically consumers strongly support the company's actions to disclose CSR, if these actions or policies continue to be carried out by the company, the consumer's commitment to buying and using a brand will increase.

Al Amosh et al., (2023) revealed that a company continues to strive to commit to disclosing CSR, and publishing it to the public, for the public this information will create the perception that the company and the brands they produce are environmentally and socially oriented. The company's actions to disclose CSR encourage the assumption that the company produces environmentally oriented products (green products). Pratihari & Uzma (2018) revealed that the company's actions to disclose CSR have encouraged the market to give the perception that the product brands produced by the company are environmentally friendly products, this will increase brand value and consumer commitment to continue buying the same product brand. The results of Bianchi et al.'s research, (2019) found that consumer perceived CSR has a positive effect on corporate branding. Furthermore, the results of Wang et al.'s research, (2021) found that consumer perceived CSR has a positive effect on corporate branding. The consistency of the research results was also obtained by Fatma & Khan (2023) stating that there is a positive relationship between consumer perceived CSR and brand reputation.

The courage of the company to commit to implementing CSR will tend to get a positive response from consumers. This positive perception will encourage consumers to assume that the product brand produced by the company is a green product, in addition, consumers will give a positive assessment to the company or the product brand produced by the company (Vuong & Bui, 2023). Modern companies today realize that the current business competition is very tight, so they must be able to create competitive advantages, one way that companies do this is to increase CSR disclosure, when this is known to the wider community, the reputation of the company or the product brand they produce will be even higher. The results of research by Kim et al., (2023) stated that consumer perceived CSR has a positive and significant effect on brand reputation. The increase in brand reputation can be seen from the increasing number of people who buy and use the product brand produced by the company. Furthermore, the results of research by Fatma & Khan (2023) found that consumer perceived CSR encourages a stronger brand reputation in consumers.

Wirtz & Lovelock (2021) stated that every company will try to brand itself on the positive values that it has done. One of them is to improve the company's reputation or the reputation of the brand produced by the company, so most leading companies today try to brand themselves as environmentally friendly companies. When this target is achieved, the positive value given by consumers will increase their commitment to buying and using the product brand produced

by the company. This commitment will be seen in the increasing regularity of consumers in buying and using a product brand.

Research results (Pratihari & Uzma, (2018) stated that every company will try to do corporate branding. This effort is to create a positive top of mind about the company in consumers. When the corporate branding that appears in consumers is positive, the company's reputation will increase. Research results (Hafez, 2018) found that corporate branding has a positive effect on brand loyalty. Consistent research results were also obtained by Pratihari & Uzma (2018) stating that the company's success in branding itself with the positive values it has carried out has increased brand loyalty.

According to Keller (2016) states that to create consumers who have loyalty to the brand, the company will try to improve the brand's reputation. Steps taken by the company to improve the brand's reputation, such as taking positive actions towards customers or encouraging increased quality and level of concern for environmental issues. The results of the study by Kwan Soo Shin et al., (2019) found that brand reputation has a positive effect on brand loyalty. When a brand is able to create a positive perception in customers, the customer's action to continue using a brand regularly will be formed.

The results of Firanazulah's (2021) study found that brand reputation has a positive effect on brand loyalty. This finding can be interpreted as the higher the brand reputation in consumers' minds, the higher the brand loyalty. The same research results were also obtained by Tzavlopoulos et al., (2019) who stated that every company wants to maintain the existence of the brand of the products they produce in the long term, one of the steps taken by the company to realize this is to encourage an increase in the company's reputation, when the company's reputation is successfully improved, brand loyalty can be realized.

In accordance with the description of the above phenomenon and the existence of a number of previous research results above, researchers are interested in trying to re-conduct research that discusses a number of variables that can influence customer brand loyalty in the areas of Jakarta, Bogor, Tangerang and Bekasi at Garuda Indonesia Airlines. This study tries to modify the conceptual framework in the research of Fatma & Khan, (2023) and the research of Pratihari & Uzma (2018), the novelty that researchers offer in this research is related to the use of corporate branding and corporate image variables as mediating variables. The difference between the two researchers also uses research objects that are relatively different from previous research

LITERATURE REVIEW

Stakeholder Theory

Stakeholders as a group of individuals who have an interest in the company. Stakeholders consist of many individuals who are related to the company's operational activities. Stakeholders are a bond based on certain interests with an institution (Nicolò, 2015). Stakeholders have an interest in the activities of a company, in addition the company also has an interest in stakeholders.

Therefore the company will try to attract the attention of stakeholders. The existence of a mutually beneficial relationship between the company and

stakeholders is the basis for the formation of stakeholder theory. Stakeholder theory states that all interested parties have a perspective on the organization and its environment, which is based on the interests formed between the two parties. Stakeholders and organizations have a strong, dynamic relationship and need each other between the two parties. The main concept of stakeholder theory states that the stronger the relationship between companies, the better the business activities carried out by the company and vice versa. A strong relationship with stakeholders is certainly based on trust, an attitude of respect that underlies the formation of cooperation.

The stakeholder theory emphasizes the existence of a corporate concept that emphasizes the relationship between external parties and the company (internal parties), the cooperation formed will create a competitive advantage for the company. In addition, the stakeholder theory also states that a company is not an entity that only operates for its own interests but must provide benefits to stakeholders. The theory also emphasizes that the existence of a company is greatly influenced by the support given by stakeholders to the company. The relevance of this research to the stakeholder theory is related to the company's efforts to implement green accounting by disclosing the efforts they have made to be accountable to the environment, society, and encourage improvements in corporate governance. The company's efforts to implement green accounting are intended to attract positive sentiment from stakeholders, if this is successful, the company's value will increase, which is reflected in the movement of the company's stock prices that occur in the secondary market.

The Influence of Consumer Perceived CSR on Brand Loyalty

Wen et al., (2020) one of the goals of companies committed to disclosing CSR is to encourage increased consumer brand loyalty. When consumers know that the company that produces the products they consume has a strong commitment to environmental and social responsibility (CSR), the reputation and brand image of the products they buy and consume will increase, this also motivates consumers to more consistently buy and consume a brand. The results of Pratihari & Uzma's (2018) study stated that consumer perceived CSR has a positive effect on brand loyalty. These findings indicate that the more positive the perception formed in consumers regarding the company's actions to disclose or publish the CSR activities they have carried out, the higher the brand loyalty will be. The results of Fatma & Khan's (2023) study found that consumer perceived CSR has a positive effect on brand loyalty. After the hypothesis section, if your study is quantitative, please provide a contextual framework here, or your mind map, if qualitative.

The Influence of Consumer Perceived CSR on Brand Reputation

The courage of the company to commit to implementing CSR will tend to get a positive response from consumers. This positive perception will encourage consumers to assume that the product brand produced by the company is a green product, in addition, consumers will give a positive assessment to the company or the product brand produced by the company (Vuong & Bui, 2023). Modern companies today realize that the current business competition is very tight, so

they must be able to create competitive advantages, one way that companies do this is to increase CSR disclosure, when this is known to the wider community, the reputation of the company or the product brand they produce will be even higher. The results of research by Kim et al., (2023) stated that consumer perceived CSR has a positive and significant effect on brand reputation. The company's actions to consistently implement CSR increase the reputation of the product brand they produce. The increase in brand reputation can be seen from the increasing number of people who buy and use the product brand produced by the company. Furthermore, the results of research by Fatma & Khan (2023) found that consumer perceived CSR encourages a stronger brand reputation in consumers.

The Influence of Brand Reputation on Brand Loyalty

According to Keller (2016), to create consumers who are loyal to the brand, the company will try to improve the brand's reputation. Steps taken by the company to improve the brand's reputation, such as taking positive actions towards customers or encouraging an increase in quality and level of concern for environmental issues. The results of the study by Kwan Soo Shin et al., (2019) found that brand reputation has a positive effect on brand loyalty. When a brand is able to create a positive perception in customers, the customer's action to continue using a brand regularly will be formed. The results of the study by Firanzulah (2021) found that brand reputation has a positive effect on brand loyalty. This finding can be interpreted as the higher the brand's reputation in consumers' minds, the more it will increase brand loyalty. The same research results were also obtained by Tzavlopoulos et al., (2019) who stated that every company wants to maintain the existence of the product brand they produce in the long term, one of the steps taken by the company to realize this is to encourage an increase in the company's reputation, when the company's reputation is successfully improved, brand loyalty can be realized

Brand Reputation Mediates the Relationship between Consumer Perceived CSR and Brand Loyalty

According to Al Amosh et al., (2023) revealed that a company continues to strive to commit to disclosing CSR, and publishing it to the public, for the public this information will create a perception that the company and the brands they produce are environmentally and socially oriented. The company's actions to disclose CSR encourage the assumption that the company produces environmentally oriented products (green products). Pratihari & Uzma (2018) revealed that the company's actions to disclose CSR have encouraged the market / consumers to give the perception that the product brands produced by the company are environmentally friendly products, this will increase brand value and consumer commitment to continue buying the same product brand. Bianchi et al., (2019) revealed that consumer perceived CSR has a positive effect on corporate branding. These findings show that when consumers know the company's actions to implement CSR consistently, this will form corporate branding, where consumers will give an assessment that the product brand produced by the company is an environmentally friendly product.

Based on the theoretical description and a number of previous research results, a conceptual framework is proposed which will be discussed in this research as shown in Figure 1 below:

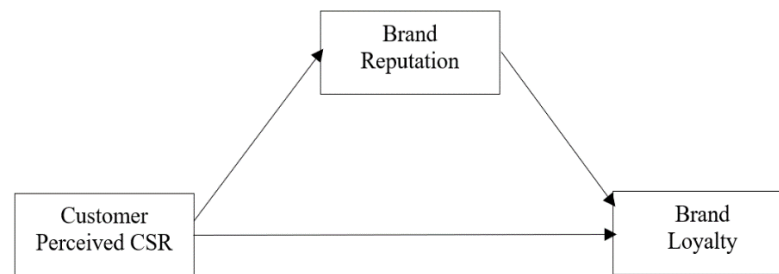


Figure 1. Conceptual Framework

METHODOLOGY

This research is quantitative in nature where this research requires a hypothesis test, in addition the approach used is causality. In causality research, it is certainly possible for a causal relationship between research variables. This research is planned to be processed using Partial Least Square or PLS 4.0 software. In this study, the population was all customers who had used Garuda Indonesia airline services twice and were domiciled in the Jakarta, Bogor, Tangerang and Bekasi areas in the last six months.

In this study, the sample was several Garuda Indonesia Airlines customers who live in the Jakarta, Bogor, Tangerang and Bekasi areas. The sample size was selected using the formula of Hair et al., (2019) which states that the sample size can be sought 5 or 10 times the number of indicators of all variables. Therefore, the sample size in this study is $10 \times 23 = 230$ respondents. Thus, the sample in this study was 230 Garuda Indonesia Airlines customers who live in the Jakarta Bogor, Tangerang and Bekasi (Jabotabek) areas, and have used Garuda flight services twice in the last six months.

The sampling technique used in this research is purposive sampling, where members of the community who will be selected as samples are those who have used Garuda Indonesia Airlines services twice in the last six months. In addition, the targeted respondents live in the areas of Jakarta, Bogor, Tangerang and Bekasi.

The data used in this research is primary, namely data that is searched and processed directly by researchers, in addition, the data has never been published by interested parties. Primary data was obtained through a survey, namely by distributing questionnaires using Google Form to Garuda Indonesia Airlines customers domiciled in the Jakarta, Bogor, Tangerang and Bekasi areas.

In this study, there are three main variables used, namely endogenous variables, exogenous variables and mediating variables. In this research, brand loyalty is an endogenous variable, while perceived CSR is an exogenous variable and corporate reputation are mediating variables.

The data analysis method used is Structural Equation Modeling (SEM). The testing stage is carried out by ensuring that each research instrument used to measure the research variables is by conducting a convergent validity analysis.

The testing stages carried out include outer loading analysis, finding Cronbach's Alpha values, Composite Reliability. Each instrument must have an outer loading > 0.70. To ensure the level of reliability of each variable that has been tested with a valid statement, the Cronbach's Alpha and Composite Reliability values produced must be > 0.70, then the last stage of convergent validity is to find the Average Variance Extracted (AVE) value, each variable that has a high level of accuracy and reliability must have AVE > 0.70 (Hair et al., 2019)

After the Convergent Validity procedure is fulfilled, the testing stage is continued by conducting Discriminant Validity testing through the Fornell Lancker Criterion approach, continued with HTMT and Cross analysis. After the second procedure is fulfilled, it is continued by conducting an inner model analysis through the analysis of the coefficient of determination. After all procedures are fulfilled, hypothesis testing can be carried out. The stages are carried out by conducting T-statistic testing. When the P value < 0.05 and has the same direction of influence as the temporary assumption, the hypothesis is accepted and vice versa

RESEARCH RESULT

Demographic Respondent

After all data and information are successfully obtained, data processing can be done. In accordance with the identification of respondent data, the demographics of the respondents can be narrated as shown in table 4.2 below:

Table 1. Descriptive Demographic Respondend

Demographic	Freq	Percent
Have You Ever Used Garuda Indonesia Airlines		
Ever	218	100.00
Never	0	0.00
Frequency of Using Airline in Last 6 Months		
2 Times	198	90.83
3 - 5 Times	15	6.88
> 5 Times	5	2.29
Do you know about the CSR programs being implemented		
Knowing	218	100.00
Not Knowing	0	0.00
Forms of CSR Programs that You Know		
Scholarship Grant	54	24.77
Funding Support for Waste Management	19	8.72
Reforestation / Forest Conservation Costs	39	17.89
Supporting Renewable Energy Use	16	7.34
Energy Saving	17	7.80
Reducing CO2 Use	16	7.34
Supporting Green Campaigns	57	26.15
Sex		
Male	139	63.76

Female	79	36.24
Age		
25 – 29 years	11	5.05
30 – 34 years	30	13.76
35 – 39 years	39	17.89
40 – 44 years	20	9.17
45 – 49 years	34	15.60
50 – 54 years	24	11.01
55 – 59 years	30	13.76
> 60 years	30	13.76
Education		
Senior High School	9	4.13
Diploma	0	0.00
Bachelor	190	87.16
Master	19	8.72
<hr/>		
	Demographic	
	Freq	Percent
<hr/>		
Mine Activity		
Entrepreneurial	70	32.11
Employee Government	64	29.36
POLRI / ABRI	17	7.80
Teacher / Lecture	12	5.50
Else	55	25.23
Income for e Mount		
Rp 5.000.000 – Rp 10.000.000	56	25.69
Rp 10.000.001 – Rp 20.000.000	10	4.59
> Rp 20.000.000	152	69.72
Total	218	100

In table 4.2 it was found that all respondents who participated in this research had used Garuda Indonesia Airlines in the last six months, in addition 198 people or 90.83% of respondents stated that they had used Garuda Indonesia Airlines services as much as 2 times in the last six months, even identified 5 respondents who admitted to having used Garuda Indonesia Airlines services in the last two months. In line with the results of the survey that has been conducted, it was identified that all respondents admitted to knowing the Corporate Social Responsibility (CSR) program that is consistently implemented by Garuda Indonesia Airlines, as many as 57 people or 26.15% of respondents admitted that they recognized that there was a Garuda Indonesia program that supports green campaigns in the industrial world, in addition 54 people or 24.77% of respondents stated that they knew that there was a scholarship program provided by Garuda Indonesia management routinely every year to the community.

Based on the results of the survey that has been conducted, it was found that 139 people or 63.76% of respondents were male while 79 people or 36.24% were female. When observed from the age category of respondents, it was identified that the most respondents were between 35 and 39 years old,

amounting to 39 people or 17.89%, while respondents aged between 25 and 29 years were the group of respondents with the smallest number, namely only 11 people or 5.05% of the total respondents. Based on the description above, it can be concluded that respondents who participated in this research have a commitment or loyalty in using the services of Garuda Indonesia Airlines. In line with the results of the survey that has been conducted, it was found that 190 people or 87.16% of respondents had a bachelor's degree (S1), 19 others had a master's degree and only 9 people or 4.13% had a formal education at high school level. If observed from the routine work done by respondents, it was found that 70 people or 32.11% of respondents were routinely self-employed, while respondents who had careers as teachers or lecturers were respondents with the smallest number, namely 12 people or 5.50% of the total respondents. Furthermore, if observed from the monthly income of respondents, 152 people or 69.72% admitted to having an income above Rp. 20,000,000 in a month, while respondents with the smallest number had an income of Rp. 10,000,001 to Rp. 20,000,000 in a month.

Convergent Validity

The first stage of data analysis is to test the instrument, namely convergent validity. The stages of convergent validity include finding the values of Outer Loading, Cronbach's Alpha, Composite Reliability, Composite Reliability and Average Variance Extracted. The test results obtained are shown in table 3 below

Table 2 Convergent Validity Result

	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance
Brand Loyalty	0.746 – 0.923	0.910	0.928	0.722
Corporate Reputation	0.811– 0.920	0.917	0.938	0.752
Customer Perceived CSR	0.786 – 0.903	0.886	0.922	0.747

At the convergent validity analysis stage, it can be seen that all statements used to measure brand loyalty have an outer loading value between 0.746 until 0.923, for the corporate brand variable, all statements have an outer loading value between 0.721 and 0.898, for the corporate reputation variable, all measurement instruments have an outer loading value between 0.811 and 0.920, while for the customer perceived CSR variable, it has an outer loading value between 0.786 and 0.903. The results obtained show that all variable measurement instruments have an outer loading value above 0.70 so that it can be concluded that all variables have been measured by valid statements. In addition to the convergent validity analysis, it can be seen that each variable has a Cronbach's Alpha and Composite Reliability value above 0.70. The results of the reliability level analysis are strengthened by the AVE value for each variable that has a value above 0.50. Therefore, it can be concluded that each variable has a high level of reliability.

Discriminant Validity

Discriminant validity aims to determine the appropriateness of the selection of statements used in measuring each variable. Discriminant validity testing is carried out using the Fornell Lancker Criterion approach. In accordance with the tests that have been carried out, the description of the results is seen in table 3 as follows:

Table 3 Results of Discriminant Validity Analysis of Fornell Lancker Criterion

	<i>Brand Loyalty</i>	<i>Corporate Reputation</i>	<i>Customer Perceived CSR</i>
<i>Brand loyalty</i>	0.974		
<i>Corporate Reputation</i>	0.912	0.909	
<i>Costumer Perceived CSR</i>	0.908	0.867	0.854

The results of the correlation matrix obtained above show that brand loyalty in the first quadrant has a correlation value of 0.974. The correlation value of brand loyalty is greater than that of the variables in the same row or the variables in the second and third quadrants. In the second quadrant, the corporate reputation variable has the highest correlation coefficient, which is 0.909. The correlation value produced by the brand reputation variable is greater than the correlation coefficient in the same row or in the second quadrant. Therefore, it can be concluded that each research variable that forms the measurement framework in this research has been supported by the right statement..

Inner Model

Inner model is a test of the accuracy of variable selection, the inner model is carried out using R-square analysis. In accordance with the stages of data processing that have been carried out, the R-square value is obtained as shown in table 4. namely:

Table 4 Inner Model Result

	<i>R-square</i>	<i>R-square adjusted</i>
<i>Brand Loyalty</i>	0.013	0.003
<i>Corporate Reputation</i>	0.949	0.949

In accordance with the results of the measurement model test as seen from the outer loading analysis, Cronbach's Alpha, to the cross loading analysis and the known value of the determination coefficient which is part of the inner model analysis, a measurement framework model can be created as seen in Figure 2 below:

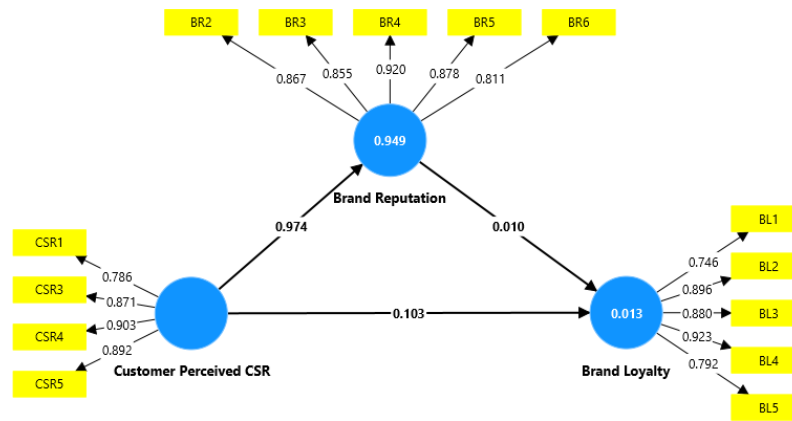


Figure 2 Measurement Framework

In Table 4 above, the measurement framework model that will be analyzed in this research consists of two sub-structures. In the first sub-structure that is endogenous is brand reputation, where in testing the first sub-structure model, an R-square value of 0.949 was obtained. The findings obtained indicate that customer perceived CSR is able to influence changes in the brand reputation of Garuda Indonesia Airlines by 94.90% while the remaining contribution of 5.10% is influenced by other variables that are outside the current analysis modal. In the second sub-structure model, brand loyalty becomes an endogenous variable, where from the testing process an R-square value of 0.013 or 1.3% was obtained. These findings indicate that customer perceived CSR and brand reputation are only able to influence changes in customer brand loyalty in the Jabotabek area to use Garuda Indonesia Airlines services by 1.3 while the remaining contribution of 98.70% is influenced by other variables that have not been used in the current research model.

Hypothesis Testing

In this research, the stages of hypothesis testing can be grouped into two stages of testing, the first is testing the direct effect, the second is testing the indirect effect, the second is testing the indirect effect. Based on the data processing stages that have been carried out, a description of the results of the direct effect test was obtained as shown in table 5 as follows:

Table 5 Hypothesis Testing Results (*Direct Effect*)

	Original sample	T statistics	P values	Result
BR -> BL	0.010	0.026	0.980	Not Significant
CPCSR -> BL	0.103	0.277	0.782	Not Significant
CPCSR -> CR	0.974	4.321	0.000	Significant

In the direct influence testing stage, it was found that brand reputation has a positive path coefficient of 0.010, and has a P-value of 0.980. The results obtained showed P > 0.05 so it can be concluded that brand reputation does not

affect customer brand loyalty in using Garuda Indonesia Airlines services. In the second testing stage, it was seen that customer perceived CSR has a positive path coefficient but produces a P-value of 0.782. The P value > 0.05 so it can be concluded that customer perceived CSR does not affect customer brand loyalty in the Jabotabek area in using Garuda Indonesia Airlines services. However, different results were obtained from the direct influence test between customer perceived CSR and brand reputation, a P value of <0.05 was obtained so it can be concluded that customer perceived CSR will improve the reputation of Garuda Indonesia Airlines.

After the direct influence of each variable tested and analyzed is known, the second stage of testing is to test the indirect influence. In accordance with the data processing that has been carried out, the results are described as shown in the following table 6 below:

Table 6 Hypothesis Testing Results (*Indirect Effect*)

	Original sample	T statistics	P values	Result
<i>CPCSR -> BR -> BL</i>	0.106	1.312	0.189	No Mediation

In the indirect influence testing stage, it was found that brand reputation did not mediate the relationship between customer perceived CSR and brand loyalty, which was proven by the P-value of 0.189, so that the P value was stated > 0.05. The results obtained indicated that consumer perceptions of corporate contributions to CSR and changes in corporate reputation did not affect customer loyalty in the Jabotabek area to use Garuda Indonesia Airlines services.

DISCUSSION

Based on the results of the hypothesis testing, it was found that customer perceived CSR has no effect on brand loyalty felt by customers in the Jabotabek area in using Garuda Indonesia Airlines services. This finding indicates the strong commitment or loyalty that customers have to Garuda Indonesia Airlines, encouraging them to not care much about negative issues that can damage the corporate image. Past experience in using Garuda Indonesia services is the most important thing that will not shake their loyalty. The findings obtained are supported by the results of Issa's research (2017) which states that a consumer who already has strong loyalty to a brand, is certain that they will have immunity to a number of negative things that can damage the reputation of the brand of the product or service they use.

The results of Bianchi et al.'s research (2019) state that the company's activeness in implementing CSR is indeed important, but this will not shake the loyalty of customers, past experiences in using the product are the most important thing. The findings obtained are in line with the concept of stakeholder theory which states that when a company is able to implement CSR consistently, its reputation and corporate branding will be stronger, besides it becomes a tool to strengthen the bond between consumers and the company (Liu et al., 2022).

The results obtained at the first hypothesis testing stage are supported by the findings in the research of Azizan & Yusr (2019) which revealed that someone who already has high brand loyalty will certainly tend to ignore negative information about the product including a temporary decline in corporate branding. The same thing was also found in the research of Pearson et al., (2012) which stated that strong brand loyalty will encourage individuals who feel it to ignore various negative information and issues about the product brand they use.

In the testing stage of the direct influence between brand reputation and brand loyalty, it was found that there was no significant influence. This finding suggests that when a consumer has strong loyalty to a brand, they will tend to ignore a number of negative issues that damage the reputation of the brand of the product or service they use, they will try to make an estimate by comparing past experiences with a number of negative information from other people or various specific sources. For consumers, past experiences are the most appropriate reference. The results obtained are also in line with research by Liu et al., (2022) which states that experiences that are felt consistently and continuously will create a strong commitment and attachment between consumers and the product brand used. When this has been realized, consumers will ignore all negative information about the product or service brand they use.

In the direct influence testing stage, it was found that customer perceived CSR has a positive and significant effect on brand reputation. The findings show that when Garuda Airlines continues to commit to implementing CSR and it is known by the public, of course it will create legitimacy that can encourage the strengthening of the company's reputation. The results obtained at the third hypothesis testing stage are supported by the legitimacy theory, which states that when a company is able to maintain its commitment to implementing CSR or other positive things, the company's reputation will increase (Cheah & Koay, 2022). The company's courage to commit to implementing CSR will tend to get a positive response from consumers. This positive perception will encourage consumers to assume that the product brand produced by the company is a green product, in addition, consumers will give a positive assessment to the company or the product brand produced by the company (Vuong & Bui, 2023). Furthermore, the results of Kim et al.'s research (2023) stated that consumer perceived CSR has a positive and significant effect on brand reputation. The consistency of the findings is also in the results of the research of Fatma & Khan (2023) who found that consumer perceived CSR encourages a stronger brand reputation in consumers.

In the indirect influence testing stage, it was found that brand reputation did not mediate the relationship between customer perceived CSR and brand loyalty felt by customers in the Jabotabek area in using Garuda Indonesia Airlines services. These findings indicate that changes in brand reputation and customer perceived CSR do not affect changes in customer loyalty in the Jabotabek area in using Garuda Indonesia Airlines services. The findings obtained at the hypothesis testing stage are supported by stakeholder theory which states that when a company is able to implement CSR consistently, its reputation and corporate branding will be stronger, besides that it becomes a tool

to strengthen the bond between consumers and the company (Liu et al., 2022). The results obtained at the supported by the findings in the research of Azizan & Yusr (2019) which revealed that someone who already has high brand loyalty will certainly tend to ignore negative information about the product including a temporary decline in corporate reputation. The same thing was also found in the research of Pearson et al., (2012) which stated that strong brand loyalty will encourage individuals who feel it to ignore various negative information and issues about the product brand they use, but the findings obtained at the sixth hypothesis testing stage reject the research results

CONCLUSIONS AND RECOMMENDATIONS

In the hypothesis testing stage, it was found that customer perceived CSR and brand reputation did not affect consumer brand loyalty in the Jabotabek area in using Garuda Indonesia Airlines services. These results indicate that customers who are accustomed to using Garuda Indonesia Airlines services do not easily believe in negative issues that can damage Garuda's reputation, the positive experience they continue to feel in using Garuda Indonesia services is the most important thing that they care about. This research also did not prove that corporate reputation can mediate the relationship between customer perceived CSR and customer brand loyalty in the Jabotabek area in using Garuda Indonesia Airlines services.

Based on the description of the conclusions that have been submitted above, the researcher submits positive suggestions for the Management of Garuda Indonesia Airlines, which is expected to continue to increase their commitment to carrying out CSR programs, to ESG as one way to form positive corporate branding and corporate reputation from the community, when these two things are formed, there will be more and more members of the community who have strong brand loyalty to Garuda Indonesia Airlines.

This research does not test the endogeneity problem of the variables, so it is important for future researchers to try to include it as an alternative to reduce bias in the data and to increase the accuracy of the analysis model.

ADVANCED RESEARCH

Future research should consider addressing the endogeneity issue by employing robust econometric techniques such as instrumental variable (IV) regression or structural equation modeling (SEM) with latent variables to enhance the validity of causal inferences. Additionally, incorporating longitudinal data instead of cross-sectional data could provide deeper insights into the dynamic relationship between customer perceived CSR, brand reputation, and brand loyalty over time. Exploring psychological factors such as customer trust, emotional attachment, and service satisfaction as potential mediators may also yield a more comprehensive understanding of consumer behavior in the airline industry. Furthermore, expanding the study to include a comparative analysis with other full-service airlines in Southeast Asia could provide valuable benchmarking insights for Garuda Indonesia Airlines, allowing for a broader generalization of findings. Lastly, integrating qualitative methodologies, such as in-depth interviews or sentiment analysis from social

media, could offer richer contextual interpretations that complement the quantitative findings, providing a more holistic perspective on the role of CSR and brand reputation in shaping consumer loyalty.

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