ABSTRACT

This study aims to analyze the impact of CSR activities on Corporate Reputation and Brand Equity, with Trust serving as an intervening variable. The research gap in this study seeks to uncover new insights into enhancing a company's brand equity and corporate image through trust established by CSR.

The data used in this study is primary data derived from questionnaires distributed to respondents who meet the qualifications of this research. Data processing employs the PLS-SEM model from data collected using a Likert scale.

The results of this study examine the influence between variables both directly and indirectly. The numerical results from the data processing using the SmartPLS 4.0 application are then interpreted and analyzed, forming the basis for recommendations in the final research report, as several relationships were found to Ekuitas Merek insignificant in the study results.

Keywords: CSR, Corporate Reputation, Brand Equity, Trust