

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	ii
APPROVAL OF EXAMINATION PASSAGE.....	iii
DECLARATION OF ORIGINALITY	iv
NON PLAGIARISM CERTIFICATE	v
MOTTO.....	vi
ACKNOWLEDGMENTS	vii
ABSTRACT	ix
ABSTRAK.....	x
TABLE OF CONTENTS.....	xi
APPENDIX B – FIGURES.....	xiv
CHAPTER I INTRODUCTION.....	1
CHAPTER II LITERATURE REVIEW	4
2.1 Corporate Social Responsibility (CSR)	4
2.2 Social media as a Corporate Social Responsibility (CSR) Communication Tool.....	9
2.3 Customer Loyalty	12
2.4 High Volatility in the Fast-Moving Consumer Goods (FMCG)	17
2.5 CSR Engagement in social media on Customer Loyalty in the High Volatility context of FMCG	19
2.6 Research Question	20
CHAPTER III RESEARCH METHOD	24

3.1 Research Design	24
3.2 Data Collection	26
3.3 Data Processing	30
BAB IV RESULT	34
4.1 Descriptive Analysis Results	34
4.2 Correlation Analysis Results	37
4.3 Regression Analysis Results.....	40
4.3.1 Hypothesis 1 (H1): The More Visible the Impact of CSR Commitment on Social Media, the Greater the Loyalty of Customers to Household Care Products.....	40
4.3.2 Hypothesis 2 (H2): The More Visible the Impact of CSR Commitment on Social Media, the Greater the Loyalty of Customers to Personal Care Products	42
4.3.3 Hypothesis 3 (H3): The More Visible the Impact of CSR Commitment on Social Media, the Greater the Loyalty of Customers to Home Care Products	43
4.3.4 Hypothesis 4 (H4): The More Visible the Impact of CSR Commitment on Social Media, the Greater the Loyalty of Customers to Food and Beverage Products	45
4.4 The Relationship between CSR Engagement and Customer Loyalty with Volatility in FMCG Sector	47
4.5 Summary of Hypothesis Results.....	49

BAB V DISCUSSION	52
5.1 Theoretical Implications	52
5.2 Managerial Implications	57
5.3 Limitations	60
BAB VI CONCLUSIONS.....	63
BIBLIOGRAPHY	66
APPENDICES	69

Appendix B – Figures

Figure 2.1 The Pyramid of Corporate Social Responsibility (Carroll, 1991, pp. 39 - 48).....	7
Figure 2.2 Dimensions of Customer Loyalty (Uncles, Dowling, & Hammond, 2003, pp. 294- 316).	17
Figure 3.1 Operational Diagram of Research Variables	29
Figure 3.2 Simple Linear Regression Equation (Dendukuri et al., 2005).....	33
Figure 4.1 Age Distribution of Respondents.....	36
Figure 4.2 Gender Distribution of Respondents	36
Figure 4.3 Occupation Distribution of Respondents.....	37
Figure 4.4 Income Distribution of Respondents	38
Figure 4.5 Pearson Correlation Matrix Between CSR Dimensions and Customer Loyalty	39
Figure 4.6 SPSS Model Summary Table for Household Care.....	42
Figure 4.7 SPSS Anova Table for House Hold Care	43
Figure 4.8 SPSS Coefficients Table for Household Care	43
Figure 4.9 SPSS Model Summary Table for Personal Care	44
Figure 4.10 SPSS ANOVA Table for Personal Care.....	44
Figure 4.11 SPSS Coefficients Table for Personal Care.....	45
Figure 4.12 SPSS Model Summary Table for Home Care	46
Figure 4.13 SPSS ANOVA Table for Home Care.....	46
Figure 4.14 SPSS Coefficients Table for Home Care.....	46
Figure 4.16 SPSS Model Summary Table for Food and Beverages	48

Figure 4.17 SPSS ANOVA Table for Food and Beverages.....48

Figure 4.18 SPSS Coefficients Table for Food and Beverages48