

## ABSTRAK

*Public perception of a brand can determine the life of the brand. The public's perception of the brand will get worse if they see a company acting outside the nature or responsibility that should be done. This can be seen from the public and media spotlight on company brands that violate applicable rules and responsibilities. Aice ice cream company is one of the companies that has a good image in the public perception with its CSR activities. Being a sponsor of one of the biggest sporting events in Asia, Aice opens people's eyes with its CSR philanthropic activities. People are increasingly recognizing Aice's ice cream products, thus encouraging people's desire to buy the brand. However, even though it is supported by several previous studies which state that a good CSR activity of a brand will increase consumers' purchase intention, there are also studies that contradict this statement. Based on the existing phenomena and gaps, this research is important to do with the aim of addressing the gap between CSR activities and consumer buying intentions.*

*This study aims to develop a conceptual model regarding the effect of CSR activities on consumer purchase intentions, with brand image and electronic word-of-mouth (eWOM) as mediation, and self-congruity theory as a reference theory. This study established Aice as the object of research, and involved 128 respondents of consumers of Aice ice cream. The data obtained were then processed and analyzed using the Structural Equation Modeling (SEM) method, using Analysis Moment of Structural (AMOS) analysis software.*

*The results of the study state that CSR activities have a positive and significant effect on brand image, and the same applies to the influence of brand image to eWOM, and from eWOM to consumer purchase intention. However, it was also found that brand image had no effect on consumers' purchase intentions. Therefore, there are still limitations of this study and it is hoped that it can be a suggestion for future research. In addition, this research can also be considered as a marketing strategy development for Aice ice cream products in the CSR activities carried out.*

**Keywords:** *CSR Activities, Brand Image, Electronic Word-of-mouth, Purchase Intention, Self-congruity Theory.*