

## **SOCIAL RESPONSIBILITY ON PURCHASE INTENTION BASED ON CUSTOMER COMPANY IDENTIFICATION**

**Lauda Radhea Zain<sup>1</sup>**  
(19311202@students.uui.ac.id)

**Endy Gunanto Marsasi<sup>\*2</sup>**  
(183111301@uui.ac.id)

<sup>12</sup> Management Study Program, Faculty of Business and Economics, Universitas Islam Indonesia, Indonesia

### ***Abstract***

Social responsibility is achieving goals for the community, one of which is purchase intention, which is influenced by customer company identification, trust, general attitude, and purchase intention based on the sustainability theory on marketing, especially when companies maintain their status and standing in the business world. This study aims to determine the effect of the relationship between hypotheses on bottled mineral water products from the research gap. The object research focused on bottled mineral water product companies with the subject of bottled mineral water consumers from all walks of life. This research used Structural Equation Modeling (SEM) with 232 respondents who participated in responding to the research questionnaires. The results of the study indicate the rejection of one hypothesis that connects the influence between trust and purchase intention on bottled mineral water products due to privacy issues among consumers.

**Keywords:** Customer Company Identification; General Attitude; Purchase Intention; Social Responsibility; Trust.

### **Abstrak**

*Social Responsibility merupakan tanggung jawab sosial kepada masyarakat dalam menggapai tujuannya salah satunya adalah niat beli konsumen atau purchase intention yang dipengaruhi Customer Company Identification, trust, general attitude, dan purchase intention yang berbasis Theory of Sustainability on Marketing yaitu ketika perusahaan mempertahankan status dan reputasi mereka dalam dunia bisnis. Tujuan penelitian ini dilakukan untuk mengetahui pengaruh hubungan antar hipotesis terhadap produk air mineral kemasan dari gap penelitian terdahulu. Objek penelitian berfokus pada perusahaan produk air mineral kemasan dengan subjek konsumen air mineral kemasan seluruh kalangan. penelitian ini menggunakan Structural Equation Modeling (SEM) dengan subyek sebanyak 232 Responden yang disebarkan lewat kuisioner. Uji coba dengan program IBM SPSS 22 serta Aplikasi SEM- AMOS 24. Hasil penelitian ini menunjukkan tertolak-nya satu hipotesis yang menghubungkan pengaruh antara trust terhadap purchase intention pada produk air mineral kemasan yang karena masalah privasi yang ada pada konsumen.*

**Kata kunci:** Customer Company Identification; General Attitude; Purchase Intention; Social Responsibility; Trust.

## INTRODUCTION

The food and beverage industry is experiencing good development. The food industry's manufacturing process integrates various food supply chains (Chen, X. and Voigt, 2020). One of the food and beverage industries is the mineral water industry (2. Pacheco *et al.*, 2018). Brand confidence is instilled in consumers because consumers are confident in the products they choose and can be relied on to meet life's needs (Pratiwi *et al.*, 2019). Today's society focuses more on the activities of large companies because they feel they impact the community. Corporate Social Responsibility is an activity carried out by companies to fulfil their sense of social responsibility and tends to avoid making a profit. This activity is a form of responsibility that refers to business and has accountability for what the company has done (Carroll and Brown, 2018).

Corporate Social Responsibility refers to a company's voluntary actions in showing constructive efforts toward society, the environment, and stakeholders. The activities include environmental programs (recycling), environmental protection, and the development of surrounding communities. It is a voluntary and responsible exercise of moral values based on society's rules, norms, and customs. This impacts significant purchases of some of the company's products, especially bottled mineral water products (Shafieizadeh, K. and Tao, 2020). The mini-research results showed that most respondents (86.8%) chose a bottled beverage company (PT. Danone Aqua) as a company that often carries out corporate social responsibility. The subject of this research is users of bottled mineral water in general. The form of corporate social responsibility is developing as a strategic tool in marketing because of the mindset of consumers who increasingly expect good quality in terms of quality can be accounted for (Sharma, R. and Jain, 2019). The conceptualization of corporate social responsibility implementation is a general term that includes policies, processes, and practices carried out by companies to improve social welfare, stakeholders, and society. This is done voluntarily, and the responsibility for moral values is based on society's rules, norms, and customs (Zaman *et al.*, 2022).

This affects the company's reputation in consumer perception, and it has become one of the most trusted companies in Indonesia. The company's seriousness in the welfare of the community in Corporate Social Responsibility has a positive effect on the company's reputation (Priyana and Siregar, 2018). The concept of sustainability in marketing can be defined as maintaining the status quo, which may harm the environment, or improving the environment and society for future generations. This concept is based on the strategic value exchange between consumers, companies, and communities when they exchange products, services, and ideas (Lunde, 2018).

Corporate Social Responsibility plays a vital role in customer company identification in connecting activities and customer participation. Customer company identification is a cognitive state of customers feeling connected and close to the company. Consumers more easily identify a brand when the company has a high reputation, is distinctive, and can survive (Hur *et al.*, 2018). Customer Company Identification about trust is that it can create long-term relationships and a commitment

to consumers related to trust, which in turn has a positive influence on consumers but has not received empirical support because Customer Company Identification arises before trust and is not the result of a trust (Glaveli, 2020).

Trust in a product can be described as a willingness to buy or just having the intention to buy a product with the expectation that the product they buy does not disappoint and provides positive results (Cuong, 2020). The resulting behavior can be both positive and negative. Companies should increase transparency about their business activities, be socially responsible and improve their reputation. (Paluri and Mehra, 2018). General Attitude will show a significant value in the decision to purchase sustainable clothing products can have a negative effect. This requires companies to have a strategy that consumers want more value from a product. (Jung *et al.*, 2020). The element of novelty lies in the mediating variable, Customer Company Identification. This variable is the process of consumer identification with socially responsible companies to increase customer self-esteem and manifest expressions of Social Responsibility. Customer Company Identification-based consumer identification serves as a mediation between perceived perceptions and consumer purchase intentions (Fatma *et al.*, 2022)

Table 1. 1 Research Gap

| Correlation                           | (Fatma <i>et al.</i> , 2022) | (Glaveli, 2020) | (Cuong, 2020) | (Paluri and Mehra, 2018) | (Jung <i>et al.</i> , 2020) |
|---------------------------------------|------------------------------|-----------------|---------------|--------------------------|-----------------------------|
| CSR - CCI                             | Significant                  |                 |               |                          |                             |
| CCI - Trust                           |                              | Insignificant   |               |                          |                             |
| Trust – Purchase Intention            |                              |                 | Significant   |                          |                             |
| CSR – General Attitude                |                              |                 |               | Significant              |                             |
| General attitude – Purchase Intention |                              |                 |               |                          | insignificant               |

Source: Primary data, processed 2022

From the description above, the problem of this research is that the concept of social responsibility and customer company identification on purchase intention for bottled mineral water industry consumers could not be more. Purchases are mainly influenced by activities related to the company's social responsibility. This study has several objectives, including determining the positive and significant relationship between social responsibility variables, customer company identification, trust, general attitude, and purchase intention.

This study has several benefits, including the application and contribution of the theory of sustainability on marketing to the purchase of bottled drinking water can be proven by the more active the company is in its contribution. Companies or managers are always expected to make a positive contribution from social activities, academic contributions related to the relationship between social responsibility and customer company identification, providing an understanding of the role of consumers as subjects

of the product under study Helping related to the not optimal concept of social responsibility and customer company identification on consumer buying interest in bottled mineral water As a reference and insight based on empirical evidence regarding the results of related research can also help companies or managers in knowing what factors can be used in carrying out marketing strategies.

## LITERATURE REVIEW

This research is research inspired by research by (Neumann *et al.*, 2020) entitled "Sustainability efforts in the fast fashion industry: consumer perception, trust and purchase intention" Sustainability in Marketing focuses on increasing green products on the supply side, marketing, maintenance, and moderate consumption on the demand side which aims to promote alternative consumption in consumers.

### Theory of Sustainability on Marketing

Sustainability in marketing is influenced by conservatism and looks into academic marketing. This research focuses on the characterization and conceptualization of green consumers towards the environment. Sustainability in marketing has issues such as consumption modes, economic expansion, and the expression of market freedom (Kilbourne and Beckmann, 1998). Consumers choose a sustainable product using extrinsic and intrinsic factors. This theory is oriented toward consumer welfare (Kelleci, A. and Yıldız, 2021).

### Corporate Social Responsibility

The resources allocated by the company for corporate social responsibility are limited and social to create a positive perception for the community (Barnett *et al.*, 2020). Corporate social responsibility is not new; it involves revolutionizing the understanding in each generation that is limited to a broader responsibility. Corporate social responsibility has the potential to generate sustainable value by identifying social problems and providing practical solutions that affect the environment and society. This field can be developed in terms of conceptualization and implementation that can be used as a business strategy to build a corporate reputation (Latapí Agudelo *et al.*, 2019). The implementation of corporate social responsibility has cultural differences that show the strong influence of technology, economic, political, and social contexts where each assessment affects consumer activity (Nave, A. and Ferreira, 2019)

### Customer Company Identification

Customer company identification is a consumer identification of a company that has a perception of the unity of an organization. Service quality and community references are factors for consumers to identify the company. (Badenes-Rocha *et al.*, 2019). Companies that have a good reputation will have a positive effect on consumers in the identification process. Suitable identification is when companies have much social interaction with consumers and understand consumer behavior. Consumers who identify with companies tend to be socially responsible, which supports the purchase of a product or service (Raza *et al.*, 2020).

## Trust

Trust is a psychological condition consisting of a desire to accept vulnerability based on positive expectations of the desires or attitudes of others related to consumer behavior; to explain the differences in trust in a product must be based on consumer trust. Product care is an essential dimension in influencing consumer trust. Trust allows consumers to act on the motivation to choose a sustainable, healthy, authentic, and safe product to foster confidence in selecting a product in the face of things that can't be verified. (Macready *et al.*, 2020). Trust based on individual experience is a combination of cognitive and affective influences. Trust can arise from several factors, such as word of mouth, advertising, news, etc. Trust is considered an essential component in predicting future consumer behavior. The measurement scale is divided into two categories, trust in information sources and trust in products (Hoque, M. Z. and Alam, 2018).

## General Attitude

General Attitude or, in this context, consumer behavior is the process by which consumer activity toward a product increases and begins to conduct research to fulfill their desires. Sustainable consumer behavior is behavior that tries to meet current needs that are profitable for consumers attitudes and behaviors are strongly influenced by other individuals who are trusted and provide information to their groups that cause behavior for consumers (Trudel, 2019). General attitude improves understanding of effective ways to mobilize consumers towards products. Friendly behavior focuses on intensive behavior. Most consumers who change to less intensive behavior tend to reduce and not chastity the same understanding of this behavior. Consumers tend to respond positively to a product which can be a buying decision (Thøgersen, 2021)

## Purchase intention

Purchase intention is a consumer's attitude toward a product, which arises after consumers find out about it. Someone tends to pay more when they already believe in a product, and there is no ambiguity (Singhal *et al.*, 2019). Purchase Intention is an effective tool for predicting a purchase because information related to a product greatly influences consumer purchase intention. This knowledge will have a considerable impact when marketers make decisions about new product development. The production process must emphasize moral elements and be guided by the principles of business ethics (Nurhayati, T. and Hendar, 2019).

## The Influence of Social Responsibility on Customer Company Identification

When the company carries out social responsibility, the company sends signals to consumers about the company's character and values. This results in forming a sustainable identification process (Raza *et al.*, 2020). Corporate social responsibility can indirectly influence consumers through customer company identification, divided into three aspects, namely purchase intention, recommendation, and loyalty (Deng, X. and Xu, 2017). The activities carried out by the company aim to satisfy consumers, which creates an identification process. Companies that carry out corporate social responsibility make it possible to cause an identification process that effectively affects customer behavior (Wu, Y. and Zhu, 2021)

**H1: The influence of Social Responsibility on Customer Company Identification.****The Influence of Customer Company Identification on Trust**

Customer company identification affects consumer information in determining trust in a product. This relationship affects affective commitment, which creates perceptions for consumers. This is evident from consumers' willingness to pay and repurchase a product resulting from the identification process first with the company (Hur *et al.*, 2018). By carrying out the identification process, consumers have information about the company and the products offered. This will build consumer trust in the product they want to buy (Wolter *et al.*, 2017). Another positive influence is the historical relationship between companies and consumers, which helps strengthen rationality and credibility and positively affects trust because they provide a good reputation for companies regarding their products and services (Dorp, 2019).

**H2: The influence of Customer Company Identification can affect Trust in bottled mineral water consumers.****The Influence of Trust on Purchase Intention**

Trust positively influences Purchase Intention because it represents consumers' willingness to buy a product. Consumers tend to buy a product because they believe in the quality, price, and products offered. With this trust, consumers are more confident in purchasing decisions. Complete information and adequate research in building trust positively influence product purchase interest (de Morais Watanabe *et al.*, 2020). Consumers are more interested in products that express themselves. Companies that want to retain their consumers must consider factors that affect brand trust, such as quality, transparent information, and consumer confidence (Chae *et al.*, 2020). The relationship between trust and purchase intent indicates consumer confidence. A product with inherent quality can convince consumers that the product provides honest information about the product (Chen *et al.*, 2022.). The greater the product certification, the more likely the product will be purchased. This proves that the better the brand makes consumers trust, the decision to buy arises (Curvelo *et al.*, 2019).

**H3: There is an influence of Trust on the Purchase Intention of bottled mineral water products.****The Influence of Social Responsibility on General Attitude**

The importance of social Responsibility in the form of Corporate Social Responsibility carried out by companies can positively affect consumer behavior from factors such as quality, price, and relationships that affect company flows. Corporate Social Responsibility affects general Attitude in terms of quality, perceived safety, and how the product is perceived, which creates consumer loyalty and satisfaction (Mercadé-Melé *et al.*, 2021). Companies must make the right decisions for good long-term consumer relationships (Nguyen, N. and Pervan, 2020). Companies will gain a good

reputation if their programs are implemented by paying attention to social and moral values to society. This analysis has an impact on consumer behavior that will be related to buying interest (Boccia *et al.*, 2019).

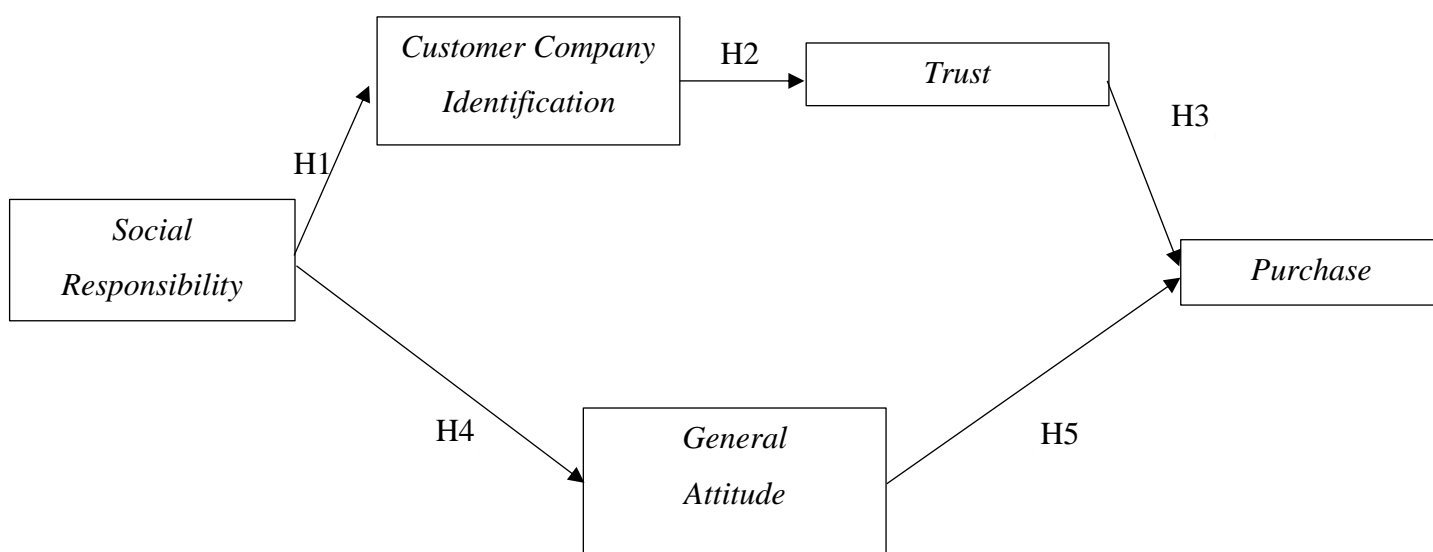
**H4: There is an influence of Social Responsibility on General Attitude.**

**The Influence of General Attitude on Purchase Intention**

The General Attitude is an evaluation of the positive and negative responses to a product, emotional feelings, and the tendency to buy a product. The purchase decision results from the consumer’s summer choice of a product. This has a positive effect because after the behavior of a product appears, consumers tend to buy the product (Gunawan, *et al.*, 2019). Consumer attitudes toward the product in question significantly influence purchase intention. The Attitude of attractiveness towards a product is an essential concern for consumers regarding purchasing decisions (Wong *et al.*, 2018). The idea of purchase intention refers to what consumers expect to take while making a future purchase (Marsasi and Yuanita, 2022). Consumers who have good behavior have a positive effect on purchasing decisions for material reasons, social perceptions, personality, value awareness, level of satisfaction, and trust in the product. This is an essential point for companies to consider regarding product offerings (Souiden *et al.*, 2018).

**H5: The influence of General Attitude on Purchase Intention of bottled mineral water products.**

The research model describes how theory relates to variables identified as significant problems. The research model is as follows:



**RESEARCH METHODS**

This research uses a quantitative approach. A quantitative approach is a research question with independent and dependent variables (Creswell, W. J. and Creswell, 2018).

This research takes subjects from all circles of society who use bottled mineral water products to analyze social responsibility factors that affect customer company identification, trust, general attitude, and purchase intention. Research subjects relate to demographic characteristics that match the research variables to be targeted for research (Zikmund, B. and Griffin, 2009). The object refers to the selected subject group, and this aims to harmonize with the research being conducted. This research takes the object of a bottled mineral water company.

A population is a group intended to conduct a study, such as students, sales areas, and humans (Zikmund, B. and Griffin, 2009). The sample is the respondent the researcher needs to be used as research material (Hair *et al.*, 2019). Sampling using purposive sampling technique, namely taking sampling results according to the relevance of the specified data (Creswell, W. J., and Creswell, 2018). The samples used in this study were consumers. The Likert scale is used as a method of measurement in this study. The Likert scale is one of the characteristics of measuring respondents who show their Attitude toward research (Zikmund, B. and Griffin, 2009). Each variable will be detailed in several questions submitted to respondents through a questionnaire. Researchers used 35 instruments as the data to be analyzed, which were formed in a questionnaire.

The location of the research target is the entire region on the island of Java, including several areas within it. This region was chosen because consumers of bottled mineral water are dominant in this region, especially in large cities on the island of Java. The subject in this study targets users of bottled mineral water products on the island of Java. The respondents required by the researcher were 300 respondents based on the number of instruments used in the study. This quantitative research approach uses primary data.

## **Analysis technique**

### **Structural Equation Modeling**

SEM (Structural Equation Modeling) is a statistical method that directly analyses the ties between latent constructs and their indicators to identify measurement errors. SEM allows for the direct analysis of multiple dependent and independent variables (Hair *et al.*, 2019). Extensive research data needs to be processed through a measurement model obtained from data processing through AMOS software. Several stages before conducting the SEM test are the validity and reliability test, measurement model test, Goodness of fit test, and hypothesis testing.

## **RESULT**

### **Respondent Profile**

Respondents obtained as many as 232 met the main criteria, namely respondent criteria which refer to bottled mineral water consumers from all walks of life on the island of Java, respondents' knowledge of corporate social Responsibility, and knowledge of



them. Respondent identity includes gender, age, and domicile based on the selected population. Based on the results of the distribution of questionnaires, the domicile of most respondents lived in Surabaya, with a total of 80 respondents (34,4%). The following respondents lived in Jakarta 63 respondents (27,1%) respondents who lived in Yogyakarta, Semarang, and Bandung, with a total of 39 respondents (16,8%), 27 respondents (11,6%), and 23 respondents (10.1%), respectively. The domicile income obtained by most respondents is domiciled in Surabaya, as many as 80 (34.4%). Based on the characteristics of respondents, it can be concluded that most respondents are women, with 127 people (54.7%). The most dominant age group of respondents is 17-26 years old, as many as 182 people (78.4%). Most respondents who have completed undergraduate education amounted to 153 people (65.9%). Most of the respondents in this study were private employees, with a total of 84 people (36.2%).

### Model Testing

Researchers used the Pearson Product Moment correlation test in this research. The Pearson test conducted needs to show that if the Pearson correlation > 0.5 and produces a positive value, the indicator on a variable is declared valid.

Table 1. 2 Validity result

| Variable                               | Indicators   | n=248  | Validity |
|--|--|--------|----------|
| <i>Social Responsibility</i>           | SR1: I feel bottled mineral water company is committed to using its profits to help non-profit organizations.                | .634** | Valid    |
|  | SR2: I see that bottled mineral water company contributes to MSMEs (small-scale companies).                                  | .612** | Valid    |
|  | SR 3: I see that bottled mineral water companies often donate to various community organizations.                            | .671** | Valid    |
|  | SR4: I see that the bottled mineral water company has recently participated in social activities related to the environment. | .677** | Valid    |
|  | SR5: I feel that bottled mineral water company contributes positively to clean water provision.                              | .588** | Valid    |
|  | SR6: I feel that bottled mineral water company cares about the environment, especially the provision of clean water.         | .608** | Valid    |
|  | SR7: I see that the bottled mineral water company is active in corporate social Responsibility (CSR) activities.             | .695** | Valid    |
| <i>Customer Company Identification</i> | CCI1: I am willing to give the best compliment to the bottled mineral water company.   | .734** | Valid    |
|  | CCI2 I believe others consider it to be a good company.  | .645** | Valid    |
|  | CCI3: All activities carried out by bottled mineral water company management are on my principles.                           | .672** | Valid    |
|  | CCI4: I follow all information related to the development of bottled mineral water company activities.                       | .501** | Valid    |
|  | CCI5: I trust the bottled mineral water company to meet my daily water needs.  | .644** | Valid    |
|  | CCI6: The values that apply to bottled mineral water company align with my personality.                                      | .803** | Valid    |
| <i>Trust</i>                           | T1: I find the bottled mineral water brand and company unconvincing.   | .602** | Valid    |
|  | T2: I feel that bottled mineral water has a big name that should be trusted.   | .720** | Valid    |
|  | T3: I feel that bottled mineral water has delivered the quality as promised  | .677** | Valid    |
|  | T4: Bottled mineral water has succeeded in creating long-term consumer trust.  | .685** | Valid    |

|                           |   |        |       |
|---------------------------|---|--------|-------|
|                           | T5: I believe bottled mineral water provides reliable products in the mineral water industry.                         | .715** | Valid |
|                           | T6: I consider that bottled mineral water has successfully overcome various problems that could damage its good name. | .669** | Valid |
|                           | T7: I consider that products from bottled mineral water are of good quality.  | .616** | Valid |
| <i>General Attitude</i>   | GA1: I think the bottled mineral water company is an excellent company.   | .742** | Valid |
|                           | GA2: I think bottled mineral water is a useless brand in meeting my needs.  | .548** | Valid |
|                           | GA3: I have long thought that a bottled mineral water company is an excellent company.                                | .671** | Valid |
|                           | GA4: I think choosing products from bottled mineral water is the right decision.                                      | .728** | Valid |
|                           | GA5: bottled mineral water company has contributed to consumers in meeting their mineral water needs.                 | .648** | Valid |
|                           | GA6: I believe buying bottled mineral water products is a perfect idea.   | .667** | Valid |
|                           | GA7: I feel that bottled mineral water products can give me self-satisfaction.  | .672** | Valid |
| <i>Purchase Intention</i> | PI1: I am confident and determined to buy bottled mineral water products.   | .726** | Valid |
|                           | PI2: I am willing to voluntarily buy all the latest products bottled mineral water offers.                            | .692** | Valid |
|                           | PI3: I consider bottled mineral water the first choice to fulfill my mineral water needs.                             | .756** | Valid |
|                           | PI5: I will always look for bottled mineral water products wherever I am if I need mineral water.                     | .760** | Valid |
|                           | PI6: I feel some consumers are loyal to the bottled mineral water company.  | .793** | Valid |

Source: Primary data, processed 2022.

In the validity test, there are 32 indicators that are valid and can be used as large research data. The study used a reliability test to measure the variables' feasibility. Reliability testing can be measured through the Cronbach Alpha value obtained on each variable. The Cronbach Alpha value must be greater than 0.70 on a variable to be declared reliable.

Table 1. 3 Reliability Test

| No | Variable                              | Cronbach Alpha | Description |
|----|---------------------------------------|----------------|-------------|
| 1  | Social Responsibility (SR)            | .755           | Reliable    |
| 2  | Customer Company Identification (CCI) | .740           | Reliable    |
| 3  | Trust (T)                             | .794           | Reliable    |
| 4  | General Attitude (GA)                 | .783           | Reliable    |
| 5  | Purchase Intention (PI)               | .722           | Reliable    |

Source: Primary data, processed 2022.

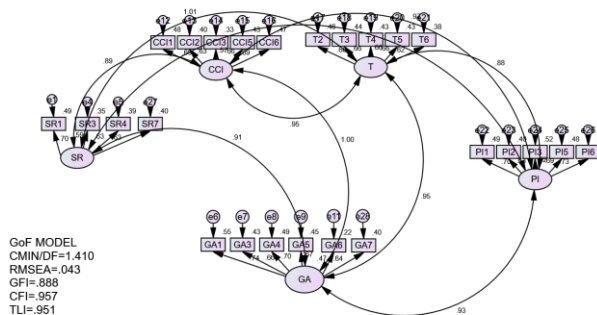
All variables are declared reliable with a Cronbach alpha value of more than 0.70. All indicators can be used for the next step.

### Measurement Model Test

The measurement model in this study was obtained from the results of data processing using AMOS 24 software. Measurement at this stage uses CFA (Confirmatory

Factor Analysis) where the correlation relationship is described by a curved arrow that has two heads and is connected to each research variable.

Picture 1. 1 Measurement Model Test



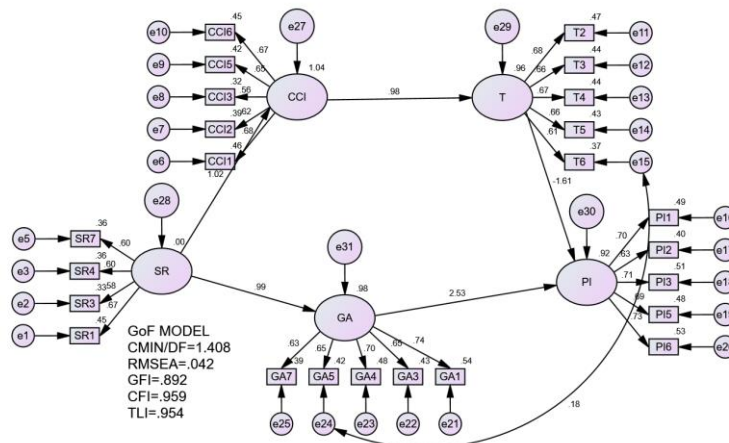
Source: Primary data, processed 2022.

The measurement test results show that out of 32 indicators, 24 are at a value  $>0.5$ , meaning that the indicators in the data are declared valid. One indicator has a value of  $\leq 0.5$ , so the indicator is dropped after being retested. These results were obtained after dropping several instruments whose values did not meet the criteria.

**The Goodness of Fit Test**

The structural test aims to see the strength of the correlation between variables. The relationship between variables is connected through arrows in AMOS 24 software. The next step that needs to be done is to see the suitability of empirical data and structural models as measured using The Goodness of Fit assessment index. The Goodness of Fit assessment index aims to identify whether or not the model produces a covariance matrix on each instrument (Hair *et al.*, 2019). The following are the results that show the Goodness of Fit value:

Picture 1. 2 Structural Model Test



Source: Primary data, processed 2022.

Table 1. 4 Goodness of Fit Index

| No | Index   | Criteria           | Result | Description         |
|----|---------|--------------------|--------|---------------------|
| 1  | CMIN/DF | $CMIN/DF \leq 3,0$ | 1,408  | <i>Good Fit</i>     |
| 2  | RMSEA   | $RMSEA \leq 0,08$  | 0,042  | <i>Good Fit</i>     |
| 3  | GFI     | GFI 0,8 – 0,9      | 0,892  | <i>Marginal Fit</i> |
| 4  | TLI     | TLI 0,8 – 0,9      | 0,959  | <i>Good Fit</i>     |
| 5  | CFI     | CFI 0,8 – 0,9      | 0,954  | <i>Good Fit</i>     |

Source: Primary data, processed 2022

### Hypothesis Test

This step of the standard value provisions is used in hypothesis testing by looking at the probability value possessed by a hypothesis. The probability value has a common assessment with  $P < 0.1$  to see whether the hypothesis results are significant; besides that, it is necessary to see the CR value with the criteria  $CR > 1.645$ .

Table 1. 5 Hypothesis Test

| Hypothesis | Path     | Std. Estimation | C.R.   | P     | Std. Reg Weight | Description      |
|------------|----------|-----------------|--------|-------|-----------------|------------------|
| H1         | SR – CCI | 0,117           | 9,429  | ***   | 1,021           | H1 Supported     |
| H2         | CCI – T  | 0,098           | 9,509  | ***   | 0,981           | H2 Supported     |
| H3         | T – PI   | 1,423           | -1,097 | 0,273 | -1,612          | H3 Not Supported |
| H4         | SR – GA  | 0,106           | 9,961  | ***   | 0,989           | H4 Supported     |
| H5         | GA – PI  | 1,254           | 1,726  | 0,084 | 2,531           | H5 Supported     |

Source: Primary data, processed 2022

In the hypothesis testing table above, it is known that the results show that 4 of the hypotheses are supported, and 1 hypothesis is not supported. Four hypotheses have a positive and significant relationship, and these hypotheses are H1, H2, H4, and H5. Other hypotheses show that one of the hypotheses does not have a significant relationship with H3. The hypothesis relates to the relationship between trust and purchase intention.

## DISCUSSION

### The Influence of Social Responsibility on Customer Company Identification

The relationship between the Social Responsibility variable and customer company identification has a P-value of 0.000. This value shows that Social Responsibility significantly positively affects customer company identification. These

results also support previous research that the activities carried out by the company aim to satisfy consumers, which creates an identification process.

Companies that carry out Corporate Social Responsibility are likely to cause an identification process that effectively influences customer behavior (Wu, Y. and Zhu, 2021). The company sends signals to consumers regarding the character and values of the company. This results in the formation of the identification process (Raza *et al.*, 2020). The results of this study stated that social responsibility positively and significantly affects customer company identification. Companies that are active in carrying out corporate social responsibility will influence consumers to give the best praise to bottled mineral water companies. The participation of bottled mineral water companies in social activities related to the environment is in line with the values that exist in the personality of consumers. Companies that are active in carrying out corporate social Responsibility will influence consumers to praise the bottled mineral water company. Companies that make donations to community organizations these activities will be reflected in the personal principles of consumers who buy bottled mineral water products.

### **The Influence of Customer Company Identification on Trust.**

The relationship between the customer company identification variable and trust has a P-value of 0.000. This value shows that customer-company identification has a significant positive effect on trust. These results also support previous research that from the willingness of consumers to pay and repurchase a product resulting from the identification process first with the company (Hur *et al.*, 2018). The identification process helps consumers obtain information about the company and the products offered. This will build consumer trust in the product they want to buy (Wolter *et al.*, 2017).

Consumers who give the best praise for bottled mineral water companies will affect the company's view as a convincing company. Consumers who increasingly perceive the bottled mineral water company as goodwill believe it will provide their best product quality. Consumers who give the best praise for bottled mineral water products will affect consumers' views of the company as a convincing company. Consumers who increasingly believe that bottled mineral water products can meet their daily mineral water needs, consumers believe that their products are reliable. Researchers can conclude that the stronger the customer company identification, the stronger the trust in consumers who use bottled mineral water products.

### **The Influence of Trust on Purchase Intention.**

The correlation between the trust variable and purchase intention has a P-value of 0.273. This value proves that trust does not significantly affect purchase intention. This supports previous research in the UK because it has an effect that cannot be accepted directly. The increased privacy issues in the UK can also explain that information cannot be customized and tends to doubt consumer trust (Ha, H. Y. and Janda, 2014). Researchers have also found that women tend to have more vital privacy concerns in determining product purchases (Harrigan *et al.*, 2021).

Consumers who believe that bottled mineral water has succeeded in creating long-term trust do not influence consumer confidence in buying the products. The company's reliable products in the mineral water industry do not make consumers loyal. This finding is due to the increasing privacy of a product that makes consumers prefer independent research so that it does not have a significant effect on the research hypothesis relationship. Researchers can conclude that the stronger the trust, the weaker the Purchase Intention will be for consumers who use their products.

### **The Influence of Social Responsibility on General Attitude.**

The relationship between the Social Responsibility variable and General Attitude has a P-value of 0.000. This value shows that Social Responsibility significantly positively affects General Attitude. This supports previous research that the importance of social Responsibility in the form of Corporate Social Responsibility carried out by companies can have a positive effect on general Attitude from factors such as quality, price, and relationships that affect company flows (Mercadé-Melé *et al.*, 2021). Companies need to make the right decisions for good long-term relationships with consumers (Nguyen, N. and Pervan, 2020)

The results of this study stated that Social Responsibility positively significantly affects General Attitude. Bottled mineral water company's commitment to using its profits to help non-profit organizations will affect consumers in seeing the company as an excellent company. The contribution made by the bottled mineral water company in helping small businesses (MSMEs) will make consumers think that the brand is beneficial in meeting their daily needs. Donations to community organizations made by bottled mineral water companies make consumers think that it is the right decision to choose products from bottled mineral water. The company's participation in social activities related to the environment will further contribute to consumers in meeting their mineral water needs. Researchers can conclude that the stronger the Social Responsibility, the stronger the General Attitude of consumers who use the products.

### **The Influence of General Attitude on Purchase Intention.**

The correlation between the general attitude variable and purchase intention has a P-value of 0.084. This value shows that General Attitude has a significant positive effect on Purchase intention. A good attitude can influence buying interest. This supports previous research that purchasing decisions result from consumer product choice. This has a positive effect because consumers tend to buy the product after there is behavior toward a product (Gunawan *et al.*, 2019). Consumer attitudes towards the product in question significantly influence the purchase intention of a product. The Attitude of attractiveness towards a product is an essential concern for consumers regarding purchasing decisions (Wong *et al.*, 2018)

The results of this study stated that General Attitude positively significantly influences Purchase Intention. Consumers who think that a bottled mineral water company is an excellent company will make consumers more confident and determined

to buy the products offered by the company. Consumers who believe that bottled mineral water can meet their needs will make consumers willing to buy all the products offered by the company voluntarily. Consumer confidence in choosing bottled mineral water products means that consumers will consider the product their first choice in meeting their mineral water needs. Consumers think bottled mineral water companies contribute to meeting their mineral water needs, so consumers will always look for bottled mineral water products wherever they are when they need mineral water. Researchers can conclude that the stronger the General Attitude, the stronger the Purchase Intention of consumers who use bottled mineral water products.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the analysis and discussion of the results of research conducted on 232 respondents, the conclusion can be drawn that the more consumers understand and understand the form of social Responsibility carried out by the company, the better identification will occur. The better consumers identify the company; the better consumers identify the trust obtained from the company. This result helps consumers convince their faith in a company that has improved its good name. Based on the phenomenon in the field, the excellent quality provided by bottled mineral water products only makes consumers voluntarily buy because of the high level of individualism. Consumers prefer to be independent of a product. The more consumers understand and understand the form of social Responsibility carried out by the company, it will lead to positive behavior for consumers, which will influence the purchase of the products offered. Purchasing decisions result from choices for a product that arise from consumer interest. Based on the phenomena in the field, consumers feel self-satisfaction when buying bottled mineral water products, so they will feel loyal to the company that sells them.

### Research Limitations

This study has limitations, among others, in taking 300 samples of respondents who do not represent the population of users of bottled mineral water products because several respondents do not meet the required criteria, so they must be dropped to 232 respondents because it is the optimal data result in this study. Privacy issues are one of the main factors in determining trust in purchase intention. Because consumers cannot provide several things when filling out the questionnaire, the results do not affect the hypothesized influence between trust and purchase intention. The results of this study stop at the purchase intention of bottled mineral water products, so it cannot have a significant impact on the company because this study does not focus on buying decisions and cannot prove the results of field sales. After all, the respondents are not at the stage of buying bottled mineral water products.

### Recommendations

The use of the term corporate social responsibility (CSR) carried out by bottled mineral water companies still confuses respondents so that it affects the quality of filling out questionnaires; in future studies, it is hoped that researchers can change the object of the company to a company that has been recognized as a company that is active in their social activities such as cigarette companies so that it is acceptable to the public. Future research is expected to replace the theory used in this study, namely the theory of sustainability on marketing, with the social learning theory on the same object. This theory is a mediation process between stimuli, responses, and behaviour of individual learning through observation of the surrounding environment. In future research, it is hoped that researchers will identify and correctly screen respondents against the required criteria, as good standards will lead to more accurate research results. The privacy factor can be improved by filter by gender of the respondent, ensuring the data used in the survey is confidential, and preventing the data used in the study from being distributed as it is hidden. The data used in the research is confidential, will only be used for research purposes, and will not be distributed. They are used for research purposes only. Future research is expected to focus on buying decisions because this will directly impact consumers and companies because they are already at the product purchase stage. Based on the results of this study, the researcher hopes that further research can be focused on a narrower circle, such as generation Z or millennials so that the research results are more accurate if conducted on research with the same topic. This study is helpful for future research so that it is easy to get respondents who match the required criteria and filter respondents who will make the quality of research data better in the future.

The company's active contribution to social activities and increasing consumer confidence, such as improving corporate social responsibility (CSR) programs in clean water, which are carried out in areas in dire need of clean water, will significantly affect consumers and cause better company identification. Companies can implement product quality development that will generate consumer confidence in the products offered, such as providing transparent information regarding the nutritional value or benefits of the product, which ultimately can be relied on by consumers. Increasing consumer loyalty to bottled mineral water products can be done by maintaining the company's reputation or big name by not carrying out activities that hurt consumers, such as routinely assisting micro, small and medium enterprises (MSMEs) not only in big cities in Indonesia but also in all remote areas with a span of one or two years. Increasingly changing consumer behavior and the increasing number of competitors in the same product are expected that companies can make a positive impression on consumers, which will lead to loyalty to bottled mineral water products. Based on the explanation above, the importance of the suggestions given by researchers to companies will increase consumer buying interest in bottled mineral water products.



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