

ABSTRAK

**PENGARUH PANDANGAN KONSUMEN TENTANG PENERAPAN
PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR)
THE BODY SHOP TERHADAP SIKAP KONSUMEN**

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Tujuan dari penelitian ini adalah untuk mengetahui: 1) Pengaruh pandangan konsumen tentang penerapan program CSR The Body Shop secara simultan terhadap sikap konsumen; 2) Pengaruh pandangan konsumen tentang penerapan program CSR The Body Shop secara parsial terhadap sikap konsumen; 3) Pengaruh sikap terhadap CSR pada minat beli konsumen.

Penelitian ini merupakan studi kasus dengan populasinya adalah konsumen The Body Shop di Ambarrukmo Plaza dan Malioboro Mall dengan jumlah sampel yang diambil sebanyak 100 orang responden. Teknik *sampling* yang digunakan adalah *purposive sampling* dan teknik pengumpulan data menggunakan kuesioner. Uji Validitas menggunakan teknik Korelasi *Pearson's Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah Analisis Regresi Linier Berganda, Analisis Regresi Linier Sederhana dan Uji t.

Berdasarkan hasil analisis data dapat diketahui bahwa: 1) Pandangan konsumen tentang penerapan program CSR The Body Shop secara simultan berpengaruh positif terhadap sikap konsumen. 2) Pandangan konsumen tentang penerapan program CSR The Body Shop secara parsial berpengaruh positif pada sikap konsumen. 3) Sikap terhadap CSR berpengaruh positif pada minat beli konsumen.

ABSTRACT

**THE INFLUENCE OF CONSUMER'S PERSPECTIVE ON THE BODY SHOP
CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM
APPLICATION TOWARDS CONSUMER'S ATTITUDE**

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The objectives of this research were to know: 1) The simultaneous influence of consumer's perspective on CSR The Body Shop program application towards consumer's attitude; 2) The partial influence of consumer's perspective on CSR The Body Shop program application towards consumer's attitude; 3) The influence of consumer's attitude towards CSR on purchase intention.

This research was a case study which population is the consumers of The Body Shop at Ambarukmo Plaza and Malioboro Mall and the sample taken was as many as 100 respondents. The sampling technique applied was purposive sampling technique and data gathering technique was (using) questionnaire. Correlation technique Pearson's Product Moment was used for Validity Test and Cronbach's Alpha was used for Reliability Test. The techniques of data analysis used in this research were the Multiple Regression Analysis, Simple Linier Regression Analysis and t-test.

Based on the data analysis, the research concluded that: 1) Consumer's perspective of CSR The Body Shop program application had positive simultaneous influence towards consumer's attitude. 2) Consumer's perspective of CSR The Body Shop program application had positive partial influence towards consumer's attitude. 3) The attitude towards CSR influenced consumer's purchase intention.