

PENGARUH IKLAN PROGRAM *CORPORATE SOCIAL RESPONSIBILITY* (CSR) TERHADAP NIAT MEMBELI KONSUMEN

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah iklan program *Corporate Social Responsibility* (CSR) mempengaruhi niat membeli konsumen. Hipotesis yang diajukan adalah iklan program *Corporate Social Responsibility* (CSR) memiliki pengaruh yang signifikan terhadap niat membeli konsumen. Subyek penelitian ini adalah mahasiswa/i angkatan 2010 Fakultas Psikologi Universitas Sanata Dharma, termasuk ke dalam usia dewasa dini, serta pernah, sering, dan selalu menonton iklan di televisi. Subyek berjumlah 48 orang. Bentuk penelitian ini adalah eksperimen dengan design *within-subject* serta menggunakan *counterbalancing*, sehingga subyek dibagi ke dalam 2 kelompok. Analisis data pada penelitian ini adalah menggunakan *paired sample t-test*. Hasil analisis data untuk uji hipotesis adalah $t = 0,373$ dan $Sign. 2-tailed = 0,001$ ($p < 0,05$). Hal ini menunjukkan bahwa H_0 ditolak dan H_1 diterima, yaitu iklan program *Corporate Social Responsibility* (CSR) memiliki pengaruh yang signifikan terhadap niat membeli konsumen.

Kata Kunci : iklan, *corporate social responsibility* (CSR), niat membeli, konsumen

**THE INFLUENCE OF ADVERTISING CORPORATE SOCIAL
RESPONSIBILITY (CSR) PROGRAM
ON CONSUMERS BUYING INTENTION**

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ABSTRACT

This study aimed to determine whether the advertising program of Corporate Social Responsibility (CSR) affects to consumer's buying intentions. The hypothesis was advertising program of Corporate Social Responsibility (CSR) had a significant influence on consumer purchase intention. The subject of this research was first year student (2010) of psychology faculty in Sanata Dharma University, who included into early adulthood, and ever, often, always watching the advertising in television. The amount of subject is 48 people. This research was using an experimental research called within-subject design and also counterbalancing, so the subjects were divided into 2 groups. Data analysis in this study was using paired sample t-test. The results are $t = 0,373$ and Sign. 2-tailed = $0,001$ ($p < 0,05$). These results showed that H_0 is rejected and H_i is accepted, so advertising Corporate Social Responsibility (CSR) program has a significant influence on consumer purchase intention.

Keywords : advertising, corporate social responsibility (CSR), buying intention, consumer