

Influence Policy Corporate Social Responsibility to Intention Buy Starbucks Coffee Brand Image in Kediri

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ABSTRACT

This study aims to examine the influence of Corporate Social Responsibility (CSR) policies on purchase intention and brand image of Starbucks Coffee in Kediri. As a globally recognized brand, Starbucks has demonstrated a consistent commitment to CSR, which plays a key role in shaping consumer perceptions. Using a quantitative research method, data were collected through questionnaires distributed to Starbucks consumers in Kediri. The findings reveal that CSR policies implemented by Starbucks have a significant positive effect on its brand image. Additionally, these policies also positively influence consumers' purchase intentions. This indicates that consumers are more likely to purchase Starbucks products when they perceive the company to have a strong and genuine CSR commitment. The positive brand image fostered by CSR initiatives directly contributes to increased consumer interest and loyalty toward the brand. These results underscore the strategic value of CSR in enhancing brand reputation and driving consumer behavior. For Starbucks management, maintaining and developing CSR programs can be a powerful tool in sustaining market presence and customer engagement. Furthermore, the research offers insights for other companies aiming to build strong brand equity through responsible business practices. Emphasizing CSR not only contributes to social and environmental well-being but also provides a competitive advantage in influencing consumer purchase decisions.

Keywords: CSR, purchase intention, brand image

INTRODUCTION

In recent decades, the global coffee industry has experienced significant growth, with various international brands expanding into emerging markets, including Indonesia. One of the most prominent players in this industry is Starbucks Coffee, which entered the Indonesian market in 2002. Amid intense competition from both global and local coffee retailers—such as Lawson, Upnormal Cafe, and Indomaret Point—Starbucks must continuously innovate and maintain a strong brand image to remain a preferred choice among consumers. The company is required not only to deliver consistent product quality and service but also to implement effective strategies to retain customer loyalty.

One of Starbucks' strategic initiatives includes enhancing brand equity through pricing strategies, loyalty programs, and promotional offers, such as “buy one, get one free.” These initiatives are not merely aimed at increasing sales but also at strengthening the emotional connection between the brand and its customers. According to Zhang and Prasongsukarn (2017), these hedonistic marketing approaches serve as stimuli to increase purchase frequency by offering perceived value and emotional satisfaction.

In addition to marketing efforts, Starbucks has been actively engaging in Corporate Social Responsibility (CSR) to build a sustainable and socially responsible brand image. CSR is defined as a company's commitment to go beyond profit-oriented goals by contributing to social and environmental development (Rachman et al., 2011).

As noted by Untung (2008) in Arywan et al. (2017), CSR initiatives are no longer perceived as a financial burden, but rather as a strategic component that enhances corporate competitiveness, as argued by Porter and Kramer (2006).

Brand image plays a crucial role in shaping consumer perceptions and influencing purchasing decisions. In an era where brand identity becomes a key differentiator, companies must invest in maintaining a positive and consistent image. A strong brand image facilitates better recognition, builds trust, and enhances customer loyalty (Zebuah, 2020; Oktaviasari et al., 2020). Furthermore, as noted by Pangestoe and Purwianti (2022), consumer trust significantly influences the formation of a brand image, which in turn affects purchasing behavior.

Indonesia, as one of the world's largest coffee producers, has seen a rising trend in coffee consumption, especially among urban communities. The lifestyle of "hanging out" at coffee shops has become increasingly popular, especially among the younger generation. According to DataIndonesia.id via Euromonitor, Indonesia recorded 225 million units in instant coffee sales in 2022, with steady growth in subsequent years. Despite a temporary decline in 2020 due to the COVID-19 pandemic, projections for 2023 suggested a recovery in ready-to-drink coffee consumption. Additionally, Indonesia's coffee production reached 11.35 million bags in 2022/2023, indicating the growing demand for coffee-related products and services.

The increasing number of coffee shop consumers highlights the need for businesses like Starbucks to integrate CSR into their brand strategy. Starbucks has been recognized for its comprehensive CSR programs that emphasize employee welfare, community development, and environmental sustainability. These initiatives are closely linked to its brand identity and are designed to resonate with socially conscious consumers. Starbucks' approach to CSR is not limited to philanthropy but is strategically aligned with its overall marketing and branding goals.

Kediri, a growing urban area in Indonesia, represents a relevant context to examine the effectiveness of Starbucks' CSR efforts. As consumer awareness of social and environmental issues rises in this region, understanding how CSR influences brand perception and purchase intention becomes crucial. This study seeks to explore the impact of Starbucks Coffee's CSR initiatives on consumer purchase intention and brand image specifically in Kediri.

The research aims to address the following questions: (1) To what extent does Corporate Social Responsibility influence Starbucks Coffee's brand image in Kediri? (2) How does CSR affect consumer purchase intention? (3) Does brand image significantly mediate the relationship between CSR and consumer purchase intention?

By answering these questions, the study seeks to contribute to academic literature on CSR and branding, as well as provide practical insights for business practitioners. The findings are expected to help companies, especially those in the food and beverage sector, to better understand the strategic value of CSR in enhancing brand image and influencing consumer behavior.

METHOD

This study employed a quantitative explanatory research design to investigate the relationship between Corporate Social Responsibility (CSR), brand image, and purchase intention. The explanatory approach was chosen to test hypotheses regarding the direct and indirect influence of CSR on consumer behavior. A survey

method was utilized, wherein structured questionnaires were distributed to gather numerical data. According to Mulyadi (2019), the survey method is appropriate for studies aiming to describe relationships among variables in a large population. The questionnaire was designed as a standardized instrument containing a series of closed-ended questions, allowing for statistical analysis to identify patterns and correlations within the data (Creswell, 2014).

The variables examined in this research included three key constructs: CSR policy (independent variable/X), brand image (intervening variable/Z), and purchase intention (dependent variable/Y). The independent variable, CSR policy, refers to company-led initiatives aimed at social and environmental responsibility. The intervening variable, brand image, serves as a mediator, reflecting how consumers perceive the brand as a result of CSR efforts. Lastly, the dependent variable is purchase intention, which captures the likelihood that a consumer will purchase Starbucks products. These variables are defined based on theories by Silaen (2018), Sugiyono (2021), and Sekaran & Bougie (2021), and are essential to understanding how CSR initiatives influence consumer behavior.

The population of this study comprised consumers of Starbucks Coffee in Kediri City, categorized as an infinite population due to the unknown and fluctuating number of customers. A non-probability purposive sampling technique was applied to determine the sample, allowing the researcher to select respondents based on specific criteria. These criteria included: (1) respondents must be at least 18 years old, (2) possess a minimum of a high school diploma or equivalent, and (3) have visited a Starbucks Coffee outlet in Kediri City at least five times per month. This sampling strategy ensured that the selected participants were both familiar with the brand and capable of understanding the contents of the research instrument, thereby enhancing the reliability and relevance of the data collected.

RESULTS AND DISCUSSION

The respondents in this study were 96 consumers of Starbucks Coffee in Kediri. Based on demographic characteristics, the majority of respondents were male (55.5%), while female respondents constituted 44.5%. In terms of age, most participants fell within the 18–24 years category (60%), followed by 25–35 years (35%), and only 5% were between 36–40 years old. These findings align with data from SWA magazine which suggests that the average coffee consumer in Indonesia is aged between 18 and 40 years. Regarding education level, 78% of respondents held a bachelor's degree or its equivalent, 20% had a high school diploma, and 2% had postgraduate qualifications. This indicates that Starbucks consumers in Kediri predominantly possess higher education backgrounds, which likely influences their ability to understand product and service offerings.

To evaluate the measurement model (outer model), this study applied validity testing using convergent and discriminant validity through SmartPLS 4.0. The outer loading results (Table 1) show that all indicator variables had loading values above the threshold of 0.70, confirming a strong relationship between items and constructs. For instance, CSR indicators ranged from 0.796 to 0.886, Purchase Intention from 0.830 to 0.920, and Brand Image from 0.758 to 0.853. These results affirm that all items significantly represent their respective constructs.

Table 1. Outer Loading

Indicator	CSR (X)	Purchase Intention (Y)	Brand Image (Z)	Status
X.1.1	0.886			Valid
X.1.2	0.844			Valid
X.1.3	0.876			Valid
X.1.4	0.796			Valid
X	0.968			Valid
Y.1.1		0.830		Valid
Y.1.2		0.876		Valid
Y.2.1		0.920		Valid
Y.2.2		0.910		Valid
Y.2.3		0.865		Valid
Y		1.000		Valid
Z.1.1			0.811	Valid
Z.1.2			0.852	Valid
Z.2.1			0.825	Valid
Z.2.2			0.767	Valid
Z.3.1			0.853	Valid
Z.3.2			0.758	Valid
Z			1.000	Valid

To further confirm convergent validity, Average Variance Extracted (AVE) values were assessed. Table 2 shows that all constructs had AVE values above the minimum threshold of 0.50, as recommended by Fornell and Larcker (1981). CSR had an AVE of 0.767, Purchase Intention 0.813, and Brand Image 0.708. These values indicate that more than 70% of the variance in the indicators is explained by their corresponding latent constructs, thus confirming adequate convergent validity.

Table 2. Average Variance Extracted (AVE)

Construct	AVE	Status
CSR (X)	0.767	Valid
Purchase Intention (Y)	0.813	Valid
Brand Image (Z)	0.708	Valid

Discriminant validity was analyzed using cross loading and Fornell-Larcker criteria. Table 3 presents the cross-loading values, which confirm that each indicator correlates more strongly with its own construct than with others. For example, CSR indicators correlate more with CSR than with Brand Image or Purchase Intention. Similarly, Brand Image and Purchase Intention indicators correlate highest with their respective constructs. Table 4 provides additional confirmation: the square root of AVE for each construct exceeds its correlation with other constructs. CSR (0.876), Brand Image (0.841), and Purchase Intention (0.901) all satisfy Fornell and Larcker's (1981) discriminant validity criteria.

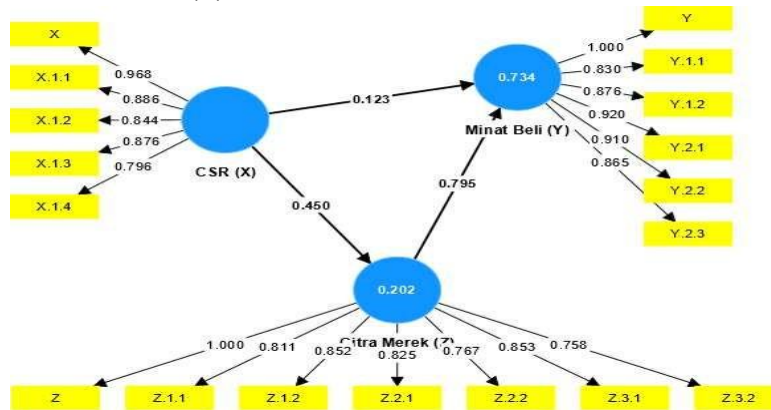
Table 3. Cross Loading

Indicator	CSR (X)	Brand Image (Z)	Purchase Intention (Y)
X.1.1	0.886	0.368	0.428
X.1.2	0.844	0.289	0.276
X.1.3	0.876	0.398	0.435
X.1.4	0.796	0.424	0.465

Indicator	CSR (X)	Brand Image (Z)	Purchase Intention (Y)
X	0.968	0.451	0.448
Y.1.1	0.342	0.709	0.830
Y.1.2	0.434	0.783	0.876
Y.2.1	0.465	0.733	0.920
Y.2.2	0.480	0.787	0.910
Y.2.3	0.385	0.726	0.865
Y	0.477	0.848	1.000
Z.1.1	0.345	0.811	0.598
Z.1.2	0.387	0.852	0.714
Z.2.1	0.366	0.825	0.697
Z.2.2	0.399	0.767	0.649
Z.3.1	0.387	0.853	0.796
Z.3.2	0.302	0.758	0.666
Z	0.499	1.000	0.845

Table 4. Correlation Between Constructs and Square Roots of AVE

Construct	CSR (X)	Brand Image (Z)	Purchase Intention (Y)
CSR (X)	0.876		
Brand Image (Z)	0.450	0.841	
Purchase Intention (Y)	0.480	0.850	0.901



Picture 1 Model Path coefficient

Results Hypothesis Testing

Table 5 Results Testing Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
CSR (X) => Image Brand (Z)	0.450	0.452	0.083	5.393	0.000
CSR (X) => Interest Buy (Y)	0.480	0.478	0.089	5.405	0.000
Image Brand (Z) => Interest Buy (Y)	0.795	0.795	0.041	19,316	0.000

Source: Results Exercise Data SmartPLS 4.0, 2023

Table 5 shows the results of hypothesis testing, which states that the three hypotheses tested in this study are supported. First, there is significant evidence (p -value < 0.05) Which support Hypothesis 1, that Corporate Social Responsibility (CSR)

(X) has a significant influence on Brand Image (Z). Furthermore, there is evidence to support Hypothesis 2, that Corporate Social Responsibility (CSR) (X) has a significant influence on Purchase Intention (Y). Finally, there is significant evidence (p -value < 0.05) to support Hypothesis 3, that Brand Image (Z) produces.

Discussion

Based on the results of data analysis and testing, it can be concluded that this research model support his hypotheses. First, Hypothesis 1 state that Corporate Social Responsibility (CSR) (X) has a significant impact on Brand Image (Z). The results show that the T-statistic value of 5.393 exceeds the T-table value (1.664), and the path coefficient of 0.450 indicates a significant positive relationship between CSR and Brand Image. There is an increase of 0.450 units in the Brand Image variable after happen change one unit on CSR variables. Because mark T-statistic (5,393) more greater than the T-table value (1.664), then the statistical significance is confirmed. Although the path coefficient between CSR and Purchase Intention (0.123) shows a positive relationship, this value is lower than the relationship between CSR and Brand Image. This indicates that the relationship between CSR and Purchase Intention tends to be weaker.

Finally, Hypothesis 3, which states that there is a significant influence between Brand Image (Z) and Purchase Interest (Y), is significantly supported by a T-Statistic value of 19,316, exceeding the T-Table value set at 1.664. Coefficient track between Brand Image and Purchase Intention of 0.795 indicates a strong positive relationship. This means that every one unit change in the Brand Image variable is followed by an increase of 0.795 units in the Purchase Intention variable. In addition, the results of the F-square test show that this model successfully explains the variation in Purchase Intention (Y) based on Brand Image (Z) with high level of effectiveness, namely F-square of 1,894. However, it should be noted that the effectiveness of the model in explain variation Interest Buy (Y) based on CSR (X) is classified as low, with an F-square of 0.045.

In general overall, analysis to validity and reliability model, test T-Statistic, and the path coefficients provide consistent support for the entire conceptual framework and hypotheses in this study. This model is reliable and provides a deep understanding of the relationship between CSR, Brand Image, and Purchase Intention in the context studied.

CONCLUSION

Based on the findings of this study, several important points can be concluded. First, Corporate Social Responsibility (CSR) (X) has a significant impact on Brand Image (Z), which confirms Hypothesis 1. The high The T-Statistic value (5.393) shows a significant positive effect of CSR policy on consumer perception of the company's Brand Image. Second, Hypothesis 2 is proven by showing that CSR (X) significantly affects Purchase Intention (Y), although with a lower relationship compared to the effect on Brand Image. This highlights the crucial role of Brand Image as a mediator in the relationship between CSR and

Purchase Intention. Finally, the findings confirm Hypothesis 3 by showing that Brand Image (Z) has a significant and strong impact on Purchase Intention (Y). Although the relationship between CSR and Purchase Intention tends to be weaker, strengthening Brand Image strategies can be the key to increasing consumer Purchase Intention. Evaluation of validity and reliability model shows that overall framework conceptual And hypothesis in study This get support Which consistent. Therefore, it is reliable that this model provides an in-depth understanding of the complexity of the relationship between CSR, Brand Image, and Purchase Intention in the context of this study.

Companies are advised to enhance CSR policies as a key element in branding strategies, considering the stronger relationship between CSR and Brand Image compared to Purchase Intention. Measurable CSR campaigns are expected to strengthen the connection. positive with consumer. involving allocation source Power Which more big for the development and maintenance of Image Positive branding. Considering the crucial role of Citra Brands in influencing Purchase Intention, this strategy involves innovation in brand communication, the formation of a strong narrative, and the integration of corporate values in all aspects of the business. Although the relationship between CSR and Purchase Intention tends to be weaker, the third step recommends further research to understand the specific factors that strengthen this relationship. The development of a more in-depth model is expected to identify more detailed variables and understand the dynamics behind consumer responses to CSR policies. Re-evaluation of marketing strategies is the fourth step, with specific adjustments in the use of social media and more targeted communications. It is hoped that these adjustments can improve the performance of the model in explaining variations in Purchase Intention based on CSR, strengthen the relationship between companies and consumers, and increase the positive impact of their CSR policies.

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