

**ABSTRAK**

**PENGARUH BRAND IMAGE DAN CUSTOMER ENGAGEMENT  
TERHADAP SUSTAINABLE PURCHASE INTENTION MELALUI  
CORPORATE SOCIAL RESPONSIBILITY SEBAGAI MEDIASI (STUDI  
PADA KONSUMEN AVOSKIN)**

Oleh

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Riset ini disusun untuk mengkaji bagaimana dengan *Corporate Social Responsibility* (CSR) diposisikan sebagai variabel mediasi pada pelanggan Avoskin, citra merek dan keterlibatan pelanggan memengaruhi niat pembelian berkelanjutan. Studi ini menerapkan pendekatan kuantitatif melalui metode survei yang melibatkan 285 responden dari komunitas *OhMyBeautyBank* di platform media sosial X, dengan teknik penentuan sampel purposive sampling. Proses analisis dan verifikasi data dilaksanakan dengan pendekatan *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) berbantuan aplikasi SmartPLS. Temuan riset mengungkapkan *brand image* dan *customer engagement* terbukti memberikan dampak positif yang kuat *sustainable purchase intention*, sekaligus berkontribusi positif dan signifikan dalam membentuk persepsi CSR. Lebih lanjut, CSR terbukti sebagai variabel dengan pengaruh paling dominan terhadap niat pembelian berkelanjutan, serta berfungsi sebagai mediator parsial dalam hubungan antara citra merek dan keterlibatan pelanggan terhadap niat tersebut. Temuan ini menegaskan bahwa kekuatan citra merek dan intensitas interaksi konsumen akan semakin efektif dalam mendorong perilaku pembelian yang berkelanjutan apabila didukung oleh praktik CSR yang dipersepsikan autentik dan dapat dipercaya. Dengan demikian, penelitian ini memperkuat kerangka green marketing yang menekankan pentingnya sinergi antara nilai merek, kualitas

hubungan dengan konsumen, dan tanggung jawab sosial perusahaan dalam membentuk pola konsumsi yang berorientasi pada keberlanjutan.

Kata kunci: *Brand Image, Customer Engagement, Sustainable Purchase Intention, Corporate Sosial Responsibility.*

## **ABSTRACT**

### ***The Influence of Brand Image and Customer Engagement on Sustainable Purchase Intention through Corporate Social Responsibility as a Mediating Variable (Study on Avoskin Consumers)***

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*This study looks at how brand image and customer interaction affect sustainable purchasing intention, with CSR (corporate social responsibility) serving as a mediating factor among Avoskin consumers. As part of the study's quantitative approach, 285 members of the OhMyBeautyBank community on social media X took part in the poll. The data was analyzed using SEM-PLS with SmartPLS, and the sample procedure was purposeful sampling. The results indicate that sustainable purchase intention is significantly and positively influenced by brand image and consumer interaction. Corporate social responsibility is also significantly and positively influenced by these two criteria. In addition, research has shown that consumers' intentions to make sustainable purchases are most significantly influenced by corporate social responsibility (CSR). Additionally, corporate social responsibility (CSR) functions as a partial mediator in the relationship between sustainable purchase intention, brand image, and consumer participation. These findings indicate that a positive brand image and high customer engagement will be more effective in encouraging sustainable purchasing behavior when supported by credible perceptions of CSR. This study reinforces the concept of green marketing, which emphasizes the importance of integrating brand values, consumer relationships, and social responsibility in shaping sustainable consumption behavior.*

**Keywords:** *Brand Image, Customer Engagement, Sustainable Purchase Intention, Corporate Social Responsibility*