ABSTRACT

Analysis of Role of Corporate Social Responsibility (CSR) Brand Equity Formation Against Dairy Products Pregnancy and Lactation in the city of Bogor.

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Corporate Social Responsibility (CSR) significantly influence the formation of brand equity. The amount of contribution corporate Social Responsibility (CSR) held companies pregnant and lactating dairy mainly to the formation of brand strength of the majority of the existing brand equity at the level of awareness / consciousness of the product (the magnitude of the influence coefficient of 0.96 units). In addition to the loyalty of respondents (influence coefficient of 0.62 magnitude units). The level of awareness / consciousness of the product formed by the contribution of the product share (the amount contributed 0.91 units) and the top of mind the product (the amount contributed 0.76 units), while the loyalty of respondents formed by the major contributions of customers (the magnitude contributed 0.62 units) Brand equity is the most important asset as the basis for sustainable competitive advantage era of globalization. In general, brand equity may increase or even reduce value for customers and for the company. According to Aaker (1997). Through test Structural Equation Modeling (SEM) can be known contribution corporate Social Responsibility (CSR) Brand Equity Formation to the formation of brand equity. The results of a survey conducted on 120 respondents became pregnant and lactating mothers in the city of Bogor demonstrate corporate Social Responsibility (CSR) conducted dairies pregnant and lactating women, especially in Prenagen brand awareness contributed to the formation of the respondents, the magnitude of the influence coefficient of 0.18.