

**PERCEIVED CORPORATE SOCIAL RESPONSIBILITY INFLUENCE  
ON BRAND IMAGE AND LOYALTY: THE MEDIATING EFFECT OF  
FUNCTIONAL IMAGE AND AFFECTIVE IMAGE**

**UNDERGRADUATE THESIS**



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## PAGE STATEMENT

The result of this study,


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The author stated this thesis with the title: "PERCEIVED CORPORATE SOCIAL RESPONSIBILITY INFLUENCE ON BRAND IMAGE AND LOYALTY: THE MEDIATING EFFECT OF FUNCTIONAL IMAGE AND AFFECTIVE IMAGE" there is no plagiarism from each research for undergraduate study. This study focuses on analyzing perceived corporate social responsibility on brand image and customer loyalty with mediating effect of functional image and brand image, and the setting is PT. Tirta Investama DANONE-AQUA (TIDA). Whether there is research with the same title, literature review, method, result, and discussion, the author will cancel this thesis.

Yogyakarta, 18 June 2021



  
Dyah Ayu Arumsari

## MOTTO AND DEDICATION

وَمَنْ جَاهَدْنَا إِنَّمَا جَاهَدْنَا نَفْسِهِ

"Whoever is serious, is in fact, that seriousness for his good."

(Qs. Al-Ankabut: 6)

This thesis dedicates to my mother. My mother has always been believing that her daughter can complete her studies as high as she can. Thank you for being my life motivation. I hope I can boast of you one day.

## PREFACE

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Public awareness of the corporate social responsibility (CSR) program towards stakeholders recognized as perceived CSR. One of which conducts a CSR program is PT. Tirta Investama DANONE-AQUA (TIDA) produced a bottled drinking water product called Aqua. Therefore, researchers are interested in examining the effect of perceived CSR on brand image and customer loyalty.

The author realizes that many parties provide support and assistance during this study. Therefore, the author would respectfully thank and pray that Allah SWT will give the best reply to:

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