

## DAFTAR PUSTAKA

- Abdeen, A., Rajah, E., & Gaur, S. S. (2016). Consumers ' beliefs about firm's CSR initiatives and their purchase behaviour. *Marketing Intelligence & Planning*, 34(1), 2–18. <https://doi.org/10.1108/MIP-06-2014-0107>
- Abrahamson, E., & Park, C. (1994). Concealment of Negative Organizational Outcomes: An Agency Theory Perspective. *Academy of Management Journal*, 37(5), 1302–1334. <https://doi.org/10.5465/256674>
- Albu, N., Albu, C. N., Gîrbină, M. M., & Sandu, M. I. (2011). *The Implications of Corporate Social Responsibility on the Accounting Profession: The Case of Romania* (SSRN Scholarly Paper No. 1769956). Social Science Research Network. <https://papers.ssrn.com/abstract=1769956>
- Aldrich, H. E., & Fiol, C. M. (1994). Fools Rush in? The Institutional Context of Industry Creation. *The Academy of Management Review*, 19(4), 645. <https://doi.org/10.2307/258740>
- Ali, I., Naushad, M., & M. M., S. (2020). Do trust and corporate social responsibility activities affect purchase intentions? An examination using structural equation modeling. *Innovative Marketing*, 16(4), 62–73. [https://doi.org/10.21511/im.16\(4\).2020.06](https://doi.org/10.21511/im.16(4).2020.06)
- Anupama, R. (2019). *CSR OF FMCG's & ITS IMPACT ON CONSUMER'S BUYING BEHAVIOUR – A GENDER BASED PREFERENTIAL ANALYSIS*. 6(1), 7.
- Avotra, A. A. R. N., Chengang, Y., Wei, X., Ming, J., & Marcelline, T. R. S. (2021). Struggling With Business Corporate Cynical Impression? Powerful Methods of

- CSR to Enhance Corporate Image and Consumer Purchase Intention. *Frontiers in Public Health*, 9, 726727. <https://doi.org/10.3389/fpubh.2021.726727>
- Baden, D. (2016). A reconstruction of Carroll's pyramid of corporate social responsibility for the 21st century. *International Journal of Corporate Social Responsibility*, 1(1), 8. <https://doi.org/10.1186/s40991-016-0008-2>
- BPS. (2021). *Hasil-SP2020-ind.jpg* (716×896).  
<https://www.bps.go.id/website/images/Hasil-SP2020-ind.jpg>
- Buhr, N. (1998). Environmental performance, legislation and annual report disclosure: The case of acid rain and Falconbridge. *Accounting, Auditing & Accountability Journal*, 11(2), 163–190. <https://doi.org/10.1108/09513579810215455>
- Carrigan, M., Szmigin, I., & Wright, J. (2004). Shopping for a better world? An interpretive study of the potential for ethical consumption within the older market. *Journal of Consumer Marketing*, 21(6), 401–417. <https://doi.org/10.1108/07363760410558672>
- Carroll, A. B. (1979). A Three-Dimensional Conceptual Model of Corporate Performance. *The Academy of Management Review*, 4(4), 497–505. <https://doi.org/10.2307/257850>
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48. [https://doi.org/10.1016/0007-6813\(91\)90005-G](https://doi.org/10.1016/0007-6813(91)90005-G)
- Carroll, A. B. (2016). Carroll's pyramid of CSR: Taking another look. *International Journal of Corporate Social Responsibility*, 1(1), 3.

<https://doi.org/10.1186/s40991-016-0004-6>

Carroll, A. B., Brown, J. A., & Buchholtz, A. K. (2018). *Business & society: Ethics, sustainability, and stakeholder management* (Tenth edition). Cengage Learning.

Carroll, A., & Shabana, K. (2010). The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. *International Journal of Management Reviews*, 12. <https://doi.org/10.1111/j.1468-2370.2009.00275.x>

Castelló, I., & Galang, R. M. N. (2014). Looking for New Forms of Legitimacy in Asia. *Business & Society*, 53(2), 187–225. <https://doi.org/10.1177/0007650312469864>

Chrisjatmiko, K., & Margareth, D. (2018). THE IMPACTS OF PHILANTHROPY RESPONSIBILITY AND ETHICAL RESPONSIBILITY TOWARD CUSTOMER PURCHASE BEHAVIOR AND CUSTOMER LOYALTY. *Jurnal Manajemen Dan Pemasaran Jasa*, 10(1), 95–116. <https://doi.org/10.25105/jmpj.v10i1.2272>

Christian, T. F., & Teofilus. (2020). *SPSS: Aplikasi Pada Penelitian Manajemen Bisnis*. Media Sains Indonesia.

Claydon, J. (2011). A new direction for CSR: The shortcomings of previous CSR models and the rationale for a new model. *Social Responsibility Journal*, 7(3), 405–420. <https://doi.org/10.1108/174711111111154545>

Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion and marketing communications* (Eight edition, global edition). Pearson.

- Cochius, T. (2006). *Corporate Social Responsibility in Dutch SMEs*.
- Dowling, J., & Pfeffer, J. (1975). Organizational Legitimacy: Social Values and Organizational Behavior. *The Pacific Sociological Review*, 18(1), 122–136.  
<https://doi.org/10.2307/1388226>
- Duff, A., Guo, X., Institute of Chartered Accountants in England and Wales, & Centre for Business Performance. (2010). *Corporate social responsibility and the professional accounting firm: Insights from firms' disclosures: briefing*. ICAEW, Centre for Business Performance.
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar Untuk Penulisan Skripsi & Analisis Data Dengan SPSS*. Deepublish.
- Dusuki, A. W., & Yusof, engku F. M. T. M. (2008). The pyramid of corporate social responsibility model: Empirical evidence from Malaysian stakeholder perspectives / Asyraf Wajdi Dusuki and Tengku Farrah Maimunah Tengku Mohd Yusof. *Malaysian Accounting Review*, 7(2), 29–54.
- Ernst & Young. (2011). *How sustainability has expanded the CFO's role*.
- Eshra, N., & Beshir, N. (2017). *Impact of Corporate Social Responsibility on Consumer Buying Behavior in Egypt*. 32–44.
- Ferrell, O. C. (2004). Business Ethics and Customer Stakeholders. *The Academy of Management Executive (1993-2005)*, 18(2), 126–129.
- Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Pitman.
- Gallardo-Vázquez, D., & Sanchez-Hernandez, M. I. (2014). Measuring Corporate Social Responsibility for competitive success at a regional level. *Journal of*

- Cleaner Production*, 72, 14–22. <https://doi.org/10.1016/j.jclepro.2014.02.051>
- Green, T., & Peloza, J. (2011). How does corporate social responsibility create value for consumers? *Journal of Consumer Marketing*, 28(1), 48–56. <https://doi.org/10.1108/07363761111101949>
- Gujarati, D. N. (2004). *Basic Econometrics* (Fourth). McGraw Hill.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic econometrics* (5th ed). McGraw-Hill Irwin.
- Gunningham, N., Kagan, R. A., & Thornton, D. (2004). Social License and Environmental Protection: Why Businesses Go Beyond Compliance. *Law & Social Inquiry*, 29(2), 307–341. <https://doi.org/10.1111/j.1747-4469.2004.tb00338.x>
- Guthrie, J., & Parker, L. D. (1989). Corporate Social Reporting: A Rebuttal of Legitimacy Theory. *Accounting and Business Research*, 19(76), 343–352. <https://doi.org/10.1080/00014788.1989.9728863>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Prentice Hall.
- Harizan, S., & Chamhuri, S. (2008). *A Study on Corporate Social Responsibility Practices amongst Business Organisations in Malaysia*.
- Hindle, T. (2008). *Guide to management ideas and gurus*. Profile.
- Hooghiemstra, R. (2000). Corporate Communication and Impression Management—New Perspectives Why Companies Engage in Corporate Social Reporting. In J. Sójka & J. Wempe (Eds.), *Business Challenging Business Ethics: New*

- Instruments for Coping with Diversity in International Business* (pp. 55–68).  
Springer Netherlands. [https://doi.org/10.1007/978-94-011-4311-0\\_7](https://doi.org/10.1007/978-94-011-4311-0_7)
- JakartaGlobe. (2015, April 9). *Consumer Goods Choke In Distribution*. Jakarta Globe.  
<https://jakartaglobe.id/business/consumer-goods-choke-distribution>
- Janzer, C. (2021, February 24). *Corporate Social Responsibility and the Rise of the Gen Z Worker*. Workest. <https://www.zenefits.com/workest/corporate-social-responsibility-and-the-rise-of-the-gen-z-worker/>
- Kotler, P., Armstrong, G., & Harris, L. C. (2019). *Principles of marketing* (Eighth European Edition). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2010). *Marketing 3.0: From products to customers to the human spirit*. Wiley.
- KPMG. (2013). *The KPMG Survey of Corporate Responsibility Reporting 2013*. 82.
- Książak, P. (2017). The Benefits from CSR for a Company and Society. *Journal of Corporate Responsibility and Leadership*, 3(4), 53.  
<https://doi.org/10.12775/JCRL.2016.023>
- Kurucz, E., Colbert, B., & Wheeler, D. (2008). The Business Case for Corporate Social Responsibility. In *The Oxford Handbook of Corporate Social Responsibility*.  
<https://doi.org/10.1093/oxfordhb/9780199211593.003.0004>
- Kutner, M. H. (Ed.). (2005). *Applied linear statistical models* (5th ed). McGraw-Hill Irwin.
- Latapí Agudelo, M. A., Jóhannsdóttir, L., & Davídsdóttir, B. (2019). A literature review of the history and evolution of corporate social responsibility. *International*

*Journal of Corporate Social Responsibility*, 4(1), 1.

<https://doi.org/10.1186/s40991-018-0039-y>

Lee, J., & Lee, Y. (2015). The Interactions of CSR, Self-Congruity and Purchase Intention among Chinese Consumers. *Australasian Marketing Journal*, 23(1),

19–26. <https://doi.org/10.1016/j.ausmj.2015.01.003>

Liczmańska-Kopcewicz, K., Mizera, K., & Pypłacz, P. (2019). Corporate Social Responsibility and Sustainable Development for Creating Value for FMCG

Sector Enterprises. *Sustainability*, 11(20), 5808.

<https://doi.org/10.3390/su11205808>

Lusher, A. L. (2012). *What is the Accounting Profession's Role in Accountability of Economic, Social, and Environmental Issues?* 3(15), 7.

Mahmud, M. T. (2019). *Legitimacy Theory and Its Relationship to CSR Disclosures (A Literature Review)*.

Malhotra, N. K. (2010). *Marketing research: An applied orientation* (6th ed). Pearson.

McCordle, M. (2018). *The ABC of XYZ: Understanding the Global Generations*.

McWilliams, A., & Siegel, D. (2001). Corporate Social Responsibility: A Theory of the Firm Perspective. *The Academy of Management Review*, 26, 117–127.

<https://doi.org/10.5465/AMR.2001.4011987>

Min, C., Yeow, J., Ai, A., Cheak, A., Choo, W., Wah, Y., & Yang. (2012, January 1). *A Study Of The Effect of Corporate Social Responsibility (CSR) towards Consumer Buying Behaviour*.

Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do Consumers Expect Companies to

- be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behavior. *Journal of Consumer Affairs*, 35(1), 45–72. <https://doi.org/10.1111/j.1745-6606.2001.tb00102.x>
- Moisescu, O. (2015). Development and Validation of a Measurement Scale For Customers' Perceptions of Corporate Social Responsibility. *Management & Marketing*, 13, 311–332.
- Muchtazar, Zagloel, T. Y., & Hasibuan, H. S. (2021). How corporate social responsibility from consumer goods industries in Indonesia contributes to sustainable development. *IOP Conference Series: Earth and Environmental Science*, 716(1), 012095. <https://doi.org/10.1088/1755-1315/716/1/012095>
- Mulaessa, N., & Wang, H. (2017). The Effect of Corporate Social Responsibility (CSR) Activities on Consumers Purchase Intention in China: Mediating Role of Consumer Support for Responsible Business. *International Journal of Marketing Studies*, 9(1), 73. <https://doi.org/10.5539/ijms.v9n1p73>
- Munthiu, M.-C. (2013). *The buying decision process and types of buying decision behaviour*. <https://www.semanticscholar.org/paper/The-buying-decision-process-and-types-of-buying-Munthiu/f2d336232b0b67e046f38ac01c70df0f9c0dbd07>
- Nielsen. (2014). *DOING WELL BY DOING GOOD*.
- Nisfiannoor, M. (2009). *Pendekatan Statistika Modern untuk Ilmu Sosial*. Penerbit Salemba.
- Öberseder, M., Schlegelmilch, B. B., & Gruber, V. (2011). “Why Don’t Consumers

- Care About CSR?": A Qualitative Study Exploring the Role of CSR in Consumption Decisions. *Journal of Business Ethics*, 104(4), 449–460.  
<https://doi.org/10.1007/s10551-011-0925-7>
- Omar, A. M., & Atteya, N. (2020). The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market. *International Journal of Business and Management*, 15(7), 120. <https://doi.org/10.5539/ijbm.v15n7p120>
- Onlaor, W., & Rotchanakitumnuai, S. (2010). Enhancing Customer Loyalty towards Corporate Social Responsibility of Thai Mobile Service Providers. *International Journal of Economics and Management Engineering*, 4(6), 1341–1345.
- Ozdora Aksak, E., Ferguson, M. A., & Atakan Duman, S. (2016). Corporate social responsibility and CSR fit as predictors of corporate reputation: A global perspective. *Public Relations Review*, 42(1), 79–81.  
<https://doi.org/10.1016/j.pubrev.2015.11.004>
- Panjawa, J. L., & Sugiharti, R. (2021). *Pengantar Ekonometrika Dasar Teori dan Aplikasi Praktis untuk Sosial-Ekonomi*. Penerbit Pustaka Rumah C1nta.
- Qazzafi, S. (2019). *CONSUMER BUYING DECISION PROCESS TOWARD PRODUCTS*.
- Rachmawati, D., Shukri, S., Azam, S. M. F., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 1341–1348.  
<https://doi.org/10.5267/j.msl.2019.5.016>
- Rahardjo, F. A., & Kaihatu, T. (2018). *CORPORATE BRANDING , EMOTIONAL*

*ATTACHMENT, AND BRAND LOYALTY: THE CASE OF DANONE GROUP*

*INDONESIA.* [https://www.semanticscholar.org/paper/CORPORATE-](https://www.semanticscholar.org/paper/CORPORATE-BRANDING-%2C-EMOTIONAL-ATTACHMENT-%2C-AND-%3A-Rahardjo-Kaihatu/ebaa3ac85beaec264fe90dd142d1a10ba94e2bb6)

[BRANDING-%2C-EMOTIONAL-ATTACHMENT-%2C-AND-%3A-](https://www.semanticscholar.org/paper/CORPORATE-BRANDING-%2C-EMOTIONAL-ATTACHMENT-%2C-AND-%3A-Rahardjo-Kaihatu/ebaa3ac85beaec264fe90dd142d1a10ba94e2bb6)

[Rahardjo-Kaihatu/ebaa3ac85beaec264fe90dd142d1a10ba94e2bb6](https://www.semanticscholar.org/paper/CORPORATE-BRANDING-%2C-EMOTIONAL-ATTACHMENT-%2C-AND-%3A-Rahardjo-Kaihatu/ebaa3ac85beaec264fe90dd142d1a10ba94e2bb6)

Rahim, R. A., Jalaludin, F. W., & Tajuddin, K. (2011). THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER BEHAVIOUR

IN MALAYSIA. *Undefined.* [https://www.semanticscholar.org/paper/THE-](https://www.semanticscholar.org/paper/THE-IMPORTANCE-OF-CORPORATE-SOCIAL-RESPONSIBILITY-Rahim-Jalaludin/b7f2bd51b04493783909709b42f5c1d5724f34ea)

[IMPORTANCE-OF-CORPORATE-SOCIAL-RESPONSIBILITY-Rahim-](https://www.semanticscholar.org/paper/THE-IMPORTANCE-OF-CORPORATE-SOCIAL-RESPONSIBILITY-Rahim-Jalaludin/b7f2bd51b04493783909709b42f5c1d5724f34ea)

[Jalaludin/b7f2bd51b04493783909709b42f5c1d5724f34ea](https://www.semanticscholar.org/paper/THE-IMPORTANCE-OF-CORPORATE-SOCIAL-RESPONSIBILITY-Rahim-Jalaludin/b7f2bd51b04493783909709b42f5c1d5724f34ea)

Russell, C. A., Russell, D. W., & Honea, H. (2016). Corporate Social Responsibility

Failures: How do Consumers Respond to Corporate Violations of Implied Social

Contracts? *Journal of Business Ethics*, 136(4), 759–773.

<https://doi.org/10.1007/s10551-015-2868-x>

Schiopoiu Burlea, A., & Popa, I. (2013). Legitimacy Theory. In S. O. Idowu, N. Capaldi,

L. Zu, & A. D. Gupta (Eds.), *Encyclopedia of Corporate Social Responsibility*

(pp. 1579–1584). Springer. [https://doi.org/10.1007/978-3-642-28036-8\\_471](https://doi.org/10.1007/978-3-642-28036-8_471)

Schröder, M. J. A., & McEachern, M. G. (2005). Fast foods and ethical consumer value:

A focus on McDonald's and KFC. *British Food Journal*, 107(4), 212–224.

<https://doi.org/10.1108/00070700510589503>

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building*

*approach* (Seventh edition). John Wiley & Sons.

Simpson, S. N. Y., & Aprim, E. K. (2018). Do corporate social responsibility practices

- of firms attract prospective employees? Perception of university students from a developing country. *International Journal of Corporate Social Responsibility*, 3(1), 6. <https://doi.org/10.1186/s40991-018-0031-6>
- Sinurat, W., & Dirgantara, I. M. B. (2021). The effects of brand equity, price, and brand proliferation on new product performance through product trial: Evidence from FMCG industry in Indonesia. *Diponegoro International Journal of Business*, 4(1), 58–68. <https://doi.org/10.14710/dijb.4.1.2021.58-68>
- Siregar, E. S. (2021). *ANALISIS PENGARUH FAKTOR INTERNAL DAN EKSTERNAL PERBANKAN SYARIAH TERHADAP MARKET SHARE ASET PERBANKAN SYARIAH DI INDONESIA*. Penerbit Tahta Media Group.
- Suchman, M. C. (1995). Managing Legitimacy: Strategic and Institutional Approaches. *The Academy of Management Review*, 20(3), 571. <https://doi.org/10.2307/258788>
- Wooldridge, J. M. (2003). *Introductory econometrics: A modern approach* (2nd ed). South-Western College Pub.
- Yasir, H., & Anna Amjad, S. (2021). Role of Carroll's CSR Pyramid in Shaping Consumer Buying Behavior: A Case of Detergent Industry of Pakistan. *Lahore Journal of Business*, 9(2), 109–140. <https://doi.org/10.35536/ljb.2021.v9.i2.a5>
- Yeo, A. C.-M., Lee, S. X.-M., & Carter, S. (2018). The influence of an organisation's adopted corporate social responsibility constructs on consumers' intended buying behaviour: A Malaysian perspective. *Social Responsibility Journal*, 14(3), 448–468. <https://doi.org/10.1108/SRJ-05-2016-0082>

- Żak, A. (2015). Triple bottom line concept in theory and practice. *Prace Naukowe Uniwersytetu Ekonomicznego We Wrocławiu*, 387.  
<https://doi.org/10.15611/pn.2015.387.21>
- Zsolnai, L. (2006). Extended stakeholder theory. *Society and Business Review*, 1(1), 37–44. <https://doi.org/10.1108/17465680610643337>