

**THE RELATIONSHIP OF CORPORATE SOCIAL RESPONSIBILITY
PERCEPTION TOWARDS CUSTOMERS CHOICE AND GENDER AS
THE MODERATING FACTOR ON LUXURY GOODS IN INDONESIA**

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Abstract

The research aims to identify the relationship of CSR to genders in relation to their choice on purchasing luxury goods in Indonesia. Luxury goods will be focused on wearable goods such as clothing which emphasizes on producers such as Gucci, Louis Vuitton etc. The data is obtained through questionnaire distributed to 100 Indonesians with snowball sampling method. Results shows that although Indonesian consumers are not particularly aware of CSR measures after the research that more respondents are willing to learn more about CSR, although for the majority of respondents, it is agreed that they are influenced by the CSR measures done by the companies in their purchasing decisions. The quantitative research was conducted by collecting respondents from a variety of age ranges, professions, and gender.

Keywords: CSR, Luxury Goods Manufacturer, Purchase Decision and CSR, Indonesian Luxury Market Behavior, Indonesian Market Analysis

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi hubungan CSR terhadap jenis kelamin dalam kaitannya dengan pilihan mereka dalam membeli barang-barang mewah di Indonesia. Barang-barang mewah akan difokuskan pada barang-barang *fashion* seperti pakaian yang menekankan pada produsen seperti Gucci, Louis Vuitton dll. Data diperoleh melalui kuesioner yang dibagikan kepada 100 orang Indonesia dengan metode snowball sampling. Penelitian kuantitatif dilakukan dengan mengumpulkan responden dari berbagai rentang usia, profesi, dan jenis kelamin dan hasil penelitian menunjukkan bahwa meskipun konsumen Indonesia tidak terlalu mengetahui tindakan CSR, namun lebih banyak responden yang bersedia untuk mempelajari lebih lanjut tentang CSR apabila mereka ada kesempatan dan mereka juga berminat untuk hal tersebut, dan sebagian besar responden setuju bahwa mereka dipengaruhi oleh tindakan CSR yang dilakukan oleh perusahaan-perusahaan di Indonesia dalam keputusan pembelian mereka..

Keywords: CSR, Produsen Barang Mewah, Pengaruh CSR dalam Kecenderungan Membeli Produk, Perilaku Masyarakat Indonesia Terhadap Barang Mewah, Analisa Kondisi Pasar di Indonesia