

## ABSTRACT

Because of the unexpected natural events which had a tremendously negative impact on our society over the years, many people are now showing a greater standard of attention to the environment. Consequently, sustainability implementation within business operations such as CSR has become increasingly crucial. This research examines the relationship between the influence of CSR conducted by firms in developing countries on customer purchase intention in developed countries, especially in Europe, which is also being mediated by the firm's brand reputation. Through an online poll, the study uses a quantitative methodology to gather information from participants residing in the Netherlands. The 172 respondents are being analysed with SPSS software. The result of this research indicates that CSR in developing countries does not have a direct effect on customer purchase intention, but it has an indirect effect on European customer purchase intention through the firm's brand reputation. These findings add to academic knowledge, particularly in the study of CSR, customer purchase intention, and mediating variable of brand reputation because much previous literature concentrated on the study of corporate reputation but not brand reputation. Furthermore, the outcomes of this research may offer new insight to managers, particularly public relations managers, on how they can plan and conduct effective external firm activities like CSR in order to preserve the firm's brand reputation and attract people to purchase the company's products.

**Keywords:** Corporate social responsibility (CSR), Customer Purchase Intention, Brand Reputation