

PENGARUH *CORPORATE SOCIAL RESPONSIBILITY*
TERHADAP KEPUTUSAN PEMBELIAN *PRODUK BLUE BEAUTY*
(PENELITIAN EMPIRIS PADA KONSUMEN OASEA LABORATORIES)

Michelle Florence Angeline Maurine

NIM. 18/426540/EK/21871

Program Studi Akuntansi, Fakultas Ekonomika dan Bisnis, Universitas Gadjah
Mada

michelleflorence@mail.ugm.ac.id

Dosen Pembimbing: Setiyono Miharjo, Ph.D.

INTISARI

Penelitian ini bertujuan untuk memberikan bukti empiris mengenai pengaruh *Corporate Social Responsibility* terhadap keputusan pembelian produk *blue beauty* konsumen generasi Z merek OASEA Laboratories. Penelitian ini merupakan penelitian kuantitatif dengan metode survei. Pengumpulan data primer dilakukan dengan metode *purposive sampling*. Diperoleh 126 responden dengan kriteria Warga Negara Indonesia, pria dan wanita, berusia 20 sampai 30 tahun, yang sudah pernah melakukan pembelian produk OASEA Laboratories. Penelitian ini menggunakan analisis regresi linear sederhana untuk menguji hipotesis penelitian. Hasil penelitian ini menunjukkan bahwa *Corporate Social Responsibility* berpengaruh positif dan signifikan terhadap keputusan pembelian produk *blue beauty* generasi Z.

Kata Kunci : *Corporate Social Responsibility*, keputusan pembelian, *blue beauty*, generasi Z, Indonesia

***THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY
ON PURCHASING DECISIONS FOR BLUE BEAUTY PRODUCTS
(EMPIRICAL RESEARCH ON OASEA LABORATORIES CONSUMERS)***

Michelle Florence Angeline Maurine

NIM. 18/426540/EK/21871

Accounting Major, Faculty of Economics and Business, Universitas Gadjah Mada

michelleflorence@mail.ugm.ac.id

Dosen Pembimbing: Setiyono Miharjo, Ph.D.

ABSTRACT

This research aims to provide empirical evidence regarding the influence of Corporate Social Responsibility on purchasing decisions for blue beauty products for Generation Z consumers from the OASEA Laboratories brand. This research is quantitative research with a survey method. Primary data collection was carried out using the purposive sampling method. There were 126 respondents with the criteria of Indonesian citizens, men and women, 20 to 30 years old, who had purchased OASEA Laboratories products. This research uses simple linear regression analysis to test the research hypothesis. The results of this research show that Corporate Social Responsibility has a positive and significant effect on Generation Z's purchasing decisions blue beauty products.

Keywords: *Corporate Social Responsibility, purchasing decisions, blue beauty, generation Z, Indonesia*