

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived CSR* terhadap *repurchase intention* yang dimediasi oleh variabel *brand trust* pasca situasi krisis. Di tengah isu sensitif seperti pemboikotan produk pro-Israel, berbagai jenama melaksanakan aktivitas CSR sebagai salah satu strategi komunikasi krisis mereka. Namun demikian, berkembangnya skeptisisme konsumen terhadap CSR memberikan tantangan bagi jenama untuk memulihkan citra mereka tanpa memperkeruh dampak dari krisis yang dialami. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan melalui kuesioner yang disebarakan kepada 400 responden. Pemilihan responden tersebut dilakukan dengan metode *purposive sampling* dengan mempertimbangkan kriteria tertentu yang paling relevan dengan topik penelitian. Hasil analisis menunjukkan bahwa *perceived CSR* berpengaruh positif terhadap *brand trust* dan *repurchase intention*. Kemudian, *brand trust* memediasi hubungan antara *perceived CSR* dan *repurchase intention* secara parsial. Kepercayaan konsumen terhadap kualitas produk dan pelayanan McD menjadi aspek yang dominan dalam memunculkan niat pembelian ulang mereka terhadap produk restoran ini. Selain itu, penelitian ini menunjukkan pentingnya peran media sosial sebagai medium bagi jenama untuk mengomunikasikan dan mengevaluasi strategi komunikasi krisis mereka.

Kata kunci: *Perceived CSR, Brand Trust, Repurchase Intention, McDonald's, dan Boikot.*

ABSTRACT

This study aims to examine the effect of perceived corporate social responsibility (CSR) on repurchase intention, with brand trust serving as a mediating variable in the post-crisis context. Amid sensitive issues such as the boycott of pro-Israel products, various brands have implemented CSR activities as part of their crisis communication strategies. However, increasing consumer skepticism toward CSR poses a challenge for brands in rebuilding their image without exacerbating the crisis impact. The research adopts a quantitative approach using a survey method. Data were collected through questionnaires distributed to 400 respondents, selected through purposive sampling based on specific criteria relevant to the research topic. The analysis reveals that perceived CSR has a positive effect on both brand trust and repurchase intention. Furthermore, brand trust partially mediates the relationship between perceived CSR and repurchase intention. Consumer trust in the quality of McDonald's products and services emerges as a dominant factor influencing their intention to repurchase. Additionally, the study highlights the critical role of social media as a platform for brands to communicate and assess the effectiveness of their crisis communication strategies.

Keywords: Perceived CSR, Brand Trust, Repurchase Intention, McDonald's, and Boycott.