

## ABSTRACT

This research investigates the influence of Corporate Social Responsibility (CSR) and customer satisfaction on customer loyalty at Bank Mandiri, with customer trust as a mediating variable. A quantitative approach was employed, utilizing survey data collected from Bank Mandiri customers. Structural Equation Modeling (SEM) was used to analyze the relationships between CSR, customer satisfaction, trust, and loyalty. The findings reveal that CSR and customer satisfaction significantly influence customer loyalty, with customer trust mediating. The results suggest that Bank Mandiri can enhance customer loyalty by strengthening its CSR programs, improving customer satisfaction, and fostering greater trust. This research contributes to the literature by highlighting the interconnected roles of CSR, satisfaction, and trust in driving customer loyalty in the banking sector.

**Keywords:** Corporate Social Responsibility (CSR), customer satisfaction, customer loyalty, customer trust, Bank Mandiri, mediating role.