

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *Corporate Social Responsibility* (CSR) terhadap *Corporate Image* (CI), *Customer Citizenship Behavior* (CCB), dan *Long-Term Relationship Orientation* (LRO) pada PT Pertamina di Sumatera Selatan. CSR diukur melalui empat dimensi utama, yaitu tanggung jawab ekonomi, legal, etis, dan filantropi. Metode kuantitatif digunakan dalam penelitian ini dengan penyebaran kuesioner kepada 220 responden yang berada di sekitar wilayah operasional PT Pertamina. Analisis data dilakukan menggunakan teknik *Partial Least Square Structural Equation Modeling* (PLS-SEM) melalui aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa seluruh dimensi CSR, kecuali filantropi, berpengaruh signifikan terhadap citra perusahaan, dengan dimensi legal menjadi yang paling dominan. Citra perusahaan terbukti berpengaruh positif terhadap seluruh dimensi CCB, yaitu perilaku memberikan rekomendasi, membantu pelanggan lain, dan memberikan umpan balik. Selanjutnya, seluruh dimensi CCB juga berpengaruh signifikan terhadap orientasi hubungan jangka panjang pelanggan. Temuan ini memperkuat peran strategis CSR dalam membentuk citra perusahaan yang positif, yang pada gilirannya mendorong perilaku sukarela pelanggan dan membangun loyalitas jangka panjang. Penelitian ini memberikan implikasi praktis bagi perusahaan dalam merancang program CSR yang tidak hanya berorientasi pada reputasi, tetapi juga menciptakan hubungan berkelanjutan dengan pelanggan.

Kata kunci: CSR, citra perusahaan, Pengaruh Tanggung Jawab Sosial Korporat, Perilaku Kewarganegaraan Konsumen, Orientasi Relasi Jangka Panjang Konsumen

ABSTRACT

This study aims to analyze the effect of Corporate Social Responsibility (CSR) on Corporate Image (CI), Customer Citizenship Behavior (CCB), and Long-Term Relationship Orientation (LRO) at PT Pertamina in South Sumatra. CSR is measured through four main dimensions, namely economic, legal, ethical, and philanthropic responsibility. Quantitative methods were used in this study by distributing questionnaires to 220 respondents around the operational area of PT Pertamina. Data analysis was carried out using the Partial Least Square Structural Equation Modeling (PLS-SEM) technique through the SmartPLS 4.0 application. The results showed that all dimensions of CSR, except philanthropy, had a significant effect on corporate image, with the legal dimension being the most dominant. Corporate image was proven to have a positive effect on all dimensions of CCB, namely the behavior of providing recommendations, helping other customers, and providing feedback. Furthermore, all dimensions of CCB also had a significant effect on the orientation of long-term customer relationships. These findings strengthen the strategic role of CSR in shaping a positive corporate image, which in turn encourages voluntary customer behavior and builds long-term loyalty. This study provides practical implications for companies in designing CSR programs that are not only oriented towards reputation, but also create sustainable relationships with customers.

Keywords: CSR, corporate image, Influence of Corporate Social Responsibility, Consumer Citizenship Behavior, Consumer Long-Term Relationship Orientation