

ABSTRACT

Marketers' current main concern is building stakeholder's pro-social behavior. This phenomenon has created 2015 year as the "year of pro-social brand." The Body Shop (TBS) as a company which really concerns with nature established The Body Shop Foundation (TBSF). TBSF was established to help TBS realize their concern about the earth. Through thebodyshopfoundation.org, TBSF informs and invites the public to change the world together. TBSF has cooperated with local campaigns in Indonesia.

The purpose of this study is to test and analyze factors that affect pro-social behavior after visiting TBSF's website. This research adopted Three-Dimensional Human Credibility Model from Cugelman in 2010. Exploration of the model is done to further analyze relation among factors based on TBSF's website visitor preference.

This research used 400 samples from Bandung, Indonesia. This research used questionnaire as an instrument to gather data. Data processing used Partial Least Square Structural Equation Modeling (PLS SEM) Technique. Software that is used to analyze the data was SmartPLS 2.0.

The result show model has strong predictive power for measuring pro-social behavior after visiting TBSF's website with $R^2=66,66\%$. Expertise, Visual Appeal, and Trustworthiness as sub-variable have positive significant affect to Active Trust with $R^2=61,43\%$.

The first factor that must be given attention is expertise. Online social marketers are expected to make web visitor believe that their web is organized by experts. The second factor is trustworthiness. Organization or corporation branding is needed to make a trusted website. The third factor is visual appeal. A website is expected has attractive design and features that help visitor to apply pro-social behavior easier.

Keywords: *Pro-social Behavior; Online Social Marketing; 3-DHCM; Website Credibility; Online Social Campaign ; Indonesia*