

ABSTRACT

Competition in the global electronics industry is getting tougher and the emergence of new low-priced producers such as China and others. This forces suppliers to think about ways to maintain sales, especially in Indonesia. This study was conducted to determine the implementation of the CSR Program on brand image, determine the effect of brand image on customer loyalty, and determine CSR Program on customer loyalty through brand image. This research uses quantitative method by distributing questionnaires to 100 respondents using Philips products. The results showed that the CSR Program positively and significantly affected the brand image and customer loyalty. In addition, customer loyalty to Philips brand image proved to be an intervening for the indirect impact of the CSR Program on customer loyalty.

Keyword: CSR Program, Brand Image, Customer Loyalty, Philips Lamp