CHAPTER V

CONCLUSION

A. Conclusion

The results of research to discuss corporate social responsibility influence on customer trust: the mediating effects corporate reputation and word of mouth. The setting of this research is PT. Indofood CBP Sukses Makmur. The respondent is student UMY by using structural equation model analysis, then the result following in below:

1. The results of testing hypothesis 1, states that CSR has a significant positive effect on corporate reputation. CSR programs in PT. Indofood CBP Sukses Makmur can encourage corporate reputation for this company.

2. Hypothesis 2 confirmed that CSR has a significant positive impact on word of mouth. The result of this research can explain that CSR programs have the power to encourage the performance of a company with word of mouth communication. This communication not only for individuals but also can exchange information through phone conversations, face-to-face encounters, and the Internet.

3. The result of this study by using SEM analysis stated that corporate reputation has a significant positive effect on word of mouth. Corporate reputation is an intangible asset in gradually gaining importance to the increasingly globalized business world, and word of mouth is the best marketing tool that can influence many people to exchange information.

4. The data show that corporate reputation on customer trust has positive effects based on the result of SEM analysis. The customers have a perception of an excellent reputation for PT. Indofood CBP Sukses Makmur.

5. The finding result of hypothesis 5, word of mouth, has a significant customer trust-based on the result of this study. The respondents in this research have a concern about
word of mouth can influence a positive impact on customer trust of PT. Indofood Sukses Makmur.

6. Research findings of this research shown data that CSR has a significant negative impact on customer trust. This research uses the structural equation model to analysis premier data from the respondent, and then the result is negative. PT. Indofood Sukses Makmur has not enough to encourage customer trust with CSR programs. This case is essential and shall to solve the matter into that company can improve its performance with another program, especially CSR programs.

7. Hypothesis 7 confirmed that CSR could mediate the effect of corporate reputation on customer trust results show that the value of the standardized indirect effect is greater than the standardized direct effect, this shows the effect of corporate social responsibility on customer trust is higher better indirectly through the company's reputation. The mediating effect of this hypothesis can enhance the performance of PT. Indofood Sukses Makmur to be more strong keep and touch of each customer. The direct effects are CSR and customer trust not capable of encouraging customer trust at this company.

8. The result of hypothesis 8 this study, CSR can mediate WOM on customer trust. The value of standardized direct effect shown data CSR has a negative impact on customer trust. PT. Indofood Sukses Makmur did not enough to made customer trust only with CSR. Then, the company needs mediating with word of mouth communication.

B. Limitations
The main limitation of this study is the data. There are many outliers data exceed the minimum limit, and the normality data has error data, which could influence the result of the analysis. Moreover, the results of this study focused on two mediators of CR and WOM. The potential mediators such as customer commitment, perceived value, perceived service
quality, and corporate image that may produce better findings. Furthermore, for the sample size in this study is only UMY students.

C. Suggestions

According to the research limitations the suggestion for the future research. The first, this study needs suggestions for the future can minimize error data and more accurate research results. Secondly, the crucial variables that can mediate which more proper such as customer commitment, perceived value, perceived service quality, and corporate image that may produce better findings. Then, the sample size in this study must explore more general and not only for each student.