



SOCIAL MARKETING AND CORPORATE SOCIAL RESPONSIBILITY ON THE BRAND IMAGE OF LIFEBUOY BATH SOAP PRODUCTS

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ABSTRACT

The research objective is to determine the effect of Social Marketing and Corporate Social Responsibility on Brand Image. The population of this research is all consumers of Lifebuoy Bath Soap in the last six months. While the research sample used is 30. The data analysis technique used is multiple linear regression analysis to determine the level of disclosure of Social Marketing and Corporate Social Responsibility and Brand Image. The results of the study can be concluded that Social Marketing and Corporate Social Responsibility simultaneously have a significant influence on the Brand Image of Lifebuoy Bath Soap. Partially, the Social Marketing and Corporate Social Responsibility variables are proven to have a significant effect on the Brand Image of Lifebuoy Bath Soap.

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1. Introduction

One of the elements for marketing to think about the social contribution of marketing its products to society is an important thing. This obligation to be socially responsible should have become a separate responsibility of the marketing process (Chitakornkijasil, 2014). In addition to the producers getting profit from product sales, producers also have a good impact from selling these products to consumers and the surrounding community. Producers are expected to have social awareness in the marketing process.

The notion of social marketing cited by Kotler & Keller (2016: 245) is an organizational task in determining the needs, wants and interests of target markets and providing the desired satisfaction more efficiently and effectively than competitors by maintaining and improving long-term welfare of consumers and Public. The concept of Social Marketing can still be said to be a new concept, but this concept is actually in line with the concept of societal marketing that has been promoted by Kotler previously. According to Kotler & Armstrong (2016: 216), societal marketing is a principle for marketing in which companies in making marketing decisions must also pay attention to what consumers want, the requirements of the company, the interests of consumers and the environment.

In reality in the market, a brand can have a variety of images from consumers, depending on who interprets the brand image. By having a good Brand Image from the point of view of consumers, it can increase the customer judgment and customer feeling towards the brand and later in the next stage it can influence consumers to have a desire to have a product from the brand as well as be loyal to the brand.

Social Marketing can be said as a concept that is more advanced than the concept of social responsible in general. In Corporate Social Responsibility activities, this Corporate Social Responsibility activity is more of the managerial obligation to take action to protect and improve the company's interest in the welfare of the community where the company is located. Corporate Social Responsibility is a strategy at the corporate level to educate the public regarding contributions and companies socially in society.

Current Corporate Social Responsibility activities have also become a phenomenon for the development of corporate strategies lately, the development of the implementation of Corporate Social Responsibility by companies is also based on the company's desire to do something very good and good. Kotler & Lee (2016: 89) states that companies choose several strategic areas that are in accordance with company values and increase market share, market penetration or build the desired brand identity and other things. Chang (2006: 231) states that companies that run their businesses without implementing Corporate Social Responsibility cannot compete with other competitors.

The application of Corporate Social Responsibility in Indonesia has been regulated in Law Number 40 of 2017 concerning Limited Liability Companies, which requires Corporate Social Responsibility because it is one of the government's efforts to balance economic growth and economic equality. Many companies are increasingly aware and assessing that the implementation of Corporate Social Responsibility is not only fulfilling the obligations stipulated in the law, but also can be used in the long term as a means to be able to win competition in the industry through forming perceptions in the minds of consumers as companies with a good image. care for the environment and society.

The development of corporate social programs can be in the form of physical assistance, health services, community development, scholarships and so on. People are now smarter in choosing the products they will consume. Now, people tend to choose products produced by companies that care about the environment and / or implement Corporate Social Responsibility.

2. Methods

The variables that will be used in this research are Social Marketing (X1), Corporate Social Responsibility (X2), and Brand Image (Y).

a. Social Marketing

The concept of Social Marketing develops from the concept of Holistic Marketing. Holistic Marketing is an approach that seeks to realize and reconcile the scope and complexity of marketing activities (Kotler & Keller, 2016: 206). The notion of social marketing can still be said to be a new concept, but basically this concept is in line with the concept of societal marketing proposed by Kotler & Armstrong previously. Kotler (2016: 550) defines societal marketing, namely: "A principle of enlightened marketing that holds that a company should make marketing decisions by considering consumers 'wants, the company's requirements, consumers' long-run interest, and society's long-run interests". This basic concept of societal marketing and social marketing requires marketers to incorporate social and ethical considerations into their marketing practices. They must balance and overcome the criteria that often experience conflicts, namely company profits, customer satisfaction, and public interests. Based on this, of course Social Marketing action must be right on target and balance between social needs and the needs of the company itself.

b. Corporate Social Responsibility

The concept of Social Marketing develops from the concept of Holistic Marketing. Holistic Marketing is an approach that seeks to realize and reconcile the scope and complexity of marketing activities (Kotler & Keller, 2016: 206). The notion of social marketing can still be said to be a new concept, but basically this concept is in line with the concept of societal marketing proposed by Kotler & Armstrong previously. Kotler (2016: 550) defines societal marketing, namely: "A principle of enlightened marketing that holds that a company should make marketing decisions by considering consumers 'wants, the company's requirements, consumers' long-run interest, and society's long-run interests". This basic concept of societal marketing and social marketing requires marketers to incorporate social and ethical considerations into their marketing practices. They must balance and overcome the criteria that often experience conflicts, namely company profits, customer satisfaction, and public interests. Based on this, of course Social Marketing action must be right on target and balance between social needs and the needs of the company itself.

c. Brand Image

Brand Image is the view and also the thought of a product that is seen from the consumer side. When consumers have the desired Brand Image, the message from that brand will have a strong

influence in comparison to the messages conveyed by other competitor brands. Therefore, Brand Image is a determining factor in consumer purchasing behavior (Burmam, et, al, 2016, 157-176). Priansa (2017:266) states that image brand is sourced from experience and or effort communication to assessment or development happened to one or both of them. Brand image sourced from the experience of giving the picture has occurred involvement between consumers and brand. Brand image is a description of associations and beliefs consumers towards certain brands, brand image is the observations and beliefs that consumers hold as reflected in consumer associations or memories (Tjiptono, 2015). Brand image is often used as an extrinsic requirement to make a purchase decision (Musay, 2016).

The population of this research is all consumers of Lifebuoy Bath Soap in the last six months, amounting to 186 consumers. While the research sample used was 30 respondents because the number of variables studied was 3 (independent + dependent) (Sugiyono, 2016), so the number of sample members = $10 \times 3 = 30$.

The data analysis technique used is multiple linear regression analysis, to determine the level of disclosure of Social Marketing and Corporate Social Responsibility and Brand Image on Lifebuoy Bath Soap products.

3. Result and Discussion

3.1 Multiple Linear Regression Results

In this study, it is suspected that the regression coefficient is the magnitude of the regression coefficient to determine whether the Social Marketing and Corporate Social Responsibility variables have a significant effect on the Brand Image of Lifebuoy Bath Soap. The regression equation obtained will be tested on the regression coefficient of each research variable statistically, namely through the F test and t test which are described in the following discussion. From the results of multiple linear regression analysis, the constant magnitude and regression coefficient for each variable are as follows:

TABLE 1.
MULTIPLE LINEAR REGRESSION ANALYSIS

Variable	Koefisien Regresi (B)
Konstanta	0,799
<i>Social Marketing</i> (X1)	0,519
<i>Corporate Social Responsibility</i> (X2)	0,402
Fhitung = 31,301	sig= 0,000
Korelasi (R) = 0,836	
Determinasi (R ²) = 0,699	

Source: Data processed by SPSS

From the table above, a regression equation can be made for the Social Marketing and Corporate Social Responsibility Variables for the Brand Image on Lifebuoy Bath Soap, which are as follows:

$$Y = 0,799 + 0,519 X_1 + 0,402 X_2 + e$$

Based on the results of the equation obtained, it can be explained that the meaning and meaning of the regression coefficients for each of the Social Marketing and Corporate Social Responsibility variables are as follows:

- Constants (a) The constant value is 0.799, where if the Social Marketing and Corporate Social Responsibility variables are considered zero or eliminated, the brand image will be 0.799.
- b1 = The regression coefficient value for the Social Marketing variable is 0.519, where if there is an increase of one unit in the Social Marketing variable, it will cause the Brand Image to change by 0.519 and it is assumed that for other variables zero or eliminated.
- b2 = The regression coefficient value for the Corporate Social Responsibility variable is 0.402, where if there is an increase of one unit in the Corporate Social Responsibility variable, it will cause the Brand Image to change by 0.402 and it is assumed that for other variables zero or eliminated.
- E = Error Term, namely the level of estimator error in the study.

3.2 Hypothesis Test

a. Test F

TABLE 2.
RESULTS OF THE F TEST (SIMULTANEOUS)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6.894	2	3.447	31.301	.000
	Residual	2.973	27	.110		
	Total	9.867	29			

Predictors : (Constant), x2,x1
Dependent Variable: y

The F test is to test the significance of the regression coefficient simultaneously between the Social Marketing and Corporate Social Responsibility variables on the Brand Image variable in Lifebuoy Bath Soap. From the results of multiple linear regression analysis, it is obtained a significance value of 0.000 which is smaller than the significance level of 0.05. So it can be concluded that Social Marketing and Corporate Social Responsibility simultaneously have a significant influence on Brand Image.

b. The t Test

TABLE 3.
T TEST RESULTS (PARTIAL)

Variabel	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	.799	.489			1.634	.114
x1	.519	.110	.581		4.707	.000
x2	.402	.134	.371		3.006	.006

Source: Data processed by SPSS

Based on the table above, it can be obtained:

Social Marketing Variable (X1)

1). Social Marketing Variable (X1)

From the results of multiple linear regression analysis for the Social Marketing variable has a significance value of 0.001, which has a significance value smaller than the significance level of 0.05, it can be concluded that the Social Marketing variable is proven to have a significant effect on Brand Image.

2). Variable Corporate Social Responsibility (X2)

From the results of multiple linear regression analysis for the Corporate Social Responsibility variable, it has a significance value of 0.001, so the t value is greater than the t table or the significance value of 0.001, this value is smaller than the 0.05 significance level, it can be concluded that the Corporate Social Responsibility variable is proven to have a significant effect on Brand Image.

4. Conclusions

From the description and research results, the following conclusions can be drawn: Social Marketing and Corporate Social Responsibility simultaneously have an influence on the Brand Image of Lifebuoy Bath Soap. Social Marketing variables have a partial effect on Brand Image and Corporate Social Responsibility has a partial effect on Corporate Social Responsibility.

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