

ABSTRACT

This research is motivated by problems related to green brand and buying interest in PT. Nutrifood Indonesia. These problems are based on the results of the pre-survey which showed that the green brand label and the results of a decrease in the brand index in 2018-2020 which means that it has not fully received a good response from respondents. Although PT. Nutrifood Indonesia through the Corporate Social Responsibility (CSR) program according to SWA magazine in 2018 won the Top 10 Green Companies in Indonesia, but in 2018 it illustrated that consumers' buying interest to buy it is very small, in this study the authors wanted to examine whether this decline was caused by Corporate Social Responsibility (CSR) or Green Brand. This study aims to determine how much influence the Corporate Social Responsibility (CSR) has on the buying interest mediated by the green brand on PT. Nutrifood Indonesia.

The method used in this study is a quantitative method with the type of research used is descriptive, the measurement scale used is a Likert scale. This research population is Bandung city community visitors with a sample of 400 respondents. The sampling technique used in this study is nonprobability sampling. The data analysis method used in this study is Structural Equation Modeling (SEM). Data processing is performed using SmartPLS.

The results of the Corporate Social Responsibility (CSR) hypothesis on Green Brand have results that have a positive and significant effect, and the Green Brand variable has results that have a positive and significant effect on Purchase Intention variables, while Corporate Social Responsibility (CSR) on purchase intention shows results that have a positive effect and significant. Based on the results of the study it can be concluded that Corporate Social Responsibility (CSR) is in the good category, green brands are in the good category, purchase intention in good categories, and SEM analysis results show that the influence of Corporate Social Responsibility (CSR) and Green Brand variables has a significant influence on purchase intention PT. Nutrifood Indonesia.

Keywords: *Corporate Social Responsibility, Green Brand, Purchase Intention, Partial Least Square*