

## **ABSTRACT**

*In telecommunications companies, it is indicated that there is a good CSR program but it is not in accordance with the level of customer loyalty, so it is suspected that the program will increase dissatisfaction which will reduce loyalty. The existence of the CSR phenomenon in the environmental dimension is suspected to cause customer disappointment which has an impact on the company's image. This study aims to analyze the effect of corporate social responsibility on customer loyalty with the mediator variable corporate image at PT. Telekomunikasi Indonesia Tbk. Data collection was carried out on 200 respondents who were aware of the CSR program of PT. Telekomunikasi Indonesia with non-probability sampling method and purposive sampling through google form. Respondents were asked to provide their views on a seven Likert scale of 17 statements. The data was processed using Structural Equation Modeling (SEM) with AMOS 22 software. The results in this study show 1) CSR has a positive and significant effect on customer loyalty. 2) CSR has a positive and significant effect on Corporate Image. 3) Corporate Image has a positive and significant effect on Customer Loyalty. 4) Corporate Image has a mediating role in influencing the perception of CSR on Customer Loyalty.*

*Keywords: CSR, customer loyalty, corporate image, SEM, AMOS*