



The Effect Of Corporate Social Responsibility (CSR) And Marketing Strategy Towards Customer Loyalty And Car Sales Performance Toyota PT. Hadji Kalla, Tbk Branch Maros

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ABSTRACT

Corporate Social Responsibility (CSR) is the commitment of a business entity to act ethically, operate legally and contribute through 3 dimensions, namely profit for the company, society (people), and the environment (planet). This study aims to determine the effect of corporate social responsibility and marketing strategy on customer loyalty and sales performance of Toyota cars at PT. Hadji Kalla, Tbk Maros Branch. The approach in this research is a quantitative approach. The population in this study were all customers of Toyota PT. Hadji Kalla, Tbk, the Maros branch in the Maros area and its surroundings totaled 400 people. The method of data collection was carried out using observation and questionnaires. Data were analyzed using path analysis. The research model was tested and implemented at PT. Hadji Kalla, Tbk, Maros Branch, as one of the largest automotive distributor companies in Eastern Indonesia, which implements CSR programs through 4 programs, namely educare, humanity and environment care, Islamic care, economic and social care. The results of the analysis show that there is a positive and significant relationship between corporate social responsibility activities and marketing strategy on customer loyalty and sales performance. The results of the mediation test show that corporate social responsibility and marketing strategy have a direct and indirect effect on sales performance. Customer loyalty can mediate the influence of corporate social responsibility and marketing strategy on sales performance at PT. Hadji Kalla, Tbk Maros branch. These empirical findings indicate that the application of CSR is an alternative strategy in increasing sales through creating customer loyalty. The theoretical implications and suggestions for future research are also outlined in the final section of this study.

Keywords: Corporate Social Responsibility, Marketing Strategy, customer loyalty, sales performance and path analysis.

INTRODUCTION

Corporate social responsibility or often referred to as Corporate Social Responsibility (hereinafter referred to as CSR) is an increasingly common discourse in the business world in Indonesia. The government also accommodates it through regulations regarding disclosure of CSR practices in Law No. 40/2007 and related Bapepam regulations. Including the Indonesian Sustainability Reporting Award (ISRA Award), where this can be an added value for the company's image. Theoretically, CSR can be defined as the moral responsibility of a company to its stakeholders, especially the community or community around its work area and operations.

According to Rosiliana et al. (2014) A good company is not only required to generate large profits, but also has concern for environmental sustainability and community welfare. This is because the company's operational activities interact directly or indirectly with the surrounding environment. This is in line with the concept of the triple bottom line by Jhon Elkington (1997) in Agoes and Ardana (2011), which states that corporate social responsibility includes three dimensions, which are more popularly known as 3P, namely: achieving profit for the company, empowering the community (people), and preserving the nature / earth (planet).

In addition to the CSR program, marketing strategy is the spearhead of a company in realizing its business goals. Literally, marketing is related to the business or activity of marketing a product or service that is carried out by producers to consumers. The success of a marketing strategy is influenced by several factors, namely market research and analysis, product decisions, pricing, promotion and distribution. Implementation of accurate marketing strategies through exploiting opportunities in increasing sales, so that the company's position or position in the market can be improved or maintained.

The implementation of modern marketing today has a very large role as a direct support for increasing company profits. Entering the tight development of the automotive business, PT. Hadji Kalla, Tbk, Maros branch requires efforts or strategies for companies to market their products in increasing customer loyalty. Companies in carrying out their activities, both companies engaged in services and goods, have different marketing strategies in marketing their products, but basically have the same goal of obtaining good sales performance.

The implementation of CSR programs can be used as a business strategy to build differentiation with its competitors by creating an image in the eyes of stakeholders. Andreas Lako (2011) states that social actions taken by companies will increase the company's goodwill in the eyes of potential investors, creditors, customers or consumers, and potential market players. In the end, a good reputation will have a number of implications, especially in the economic field for the company. The willingness and commitment of a company to become a social company in a sustainable manner will enhance the company's reputation or image. Long-term benefits from increasing the company's reputation include increased market share, profitability, and company value (Andreas Lako, 2011: 87).

Corporate Social Responsibility activities and marketing strategies are very important in building a company's brand image and reputation. A good reputation will increase the trust and satisfaction of consumers. Maximum satisfaction will encourage customer loyalty. Loyalty is defined as repeat purchases from a brand consistently by customers (Tjiptono, 2000). This research aims to know the effect of corporate social responsibility (CSR) and marketing strategy on customer loyalty and sales performance of

Toyota Cars PT. Hadji Kalla, Tbk Maros Branch and will make it easier determination the right marketing strategy policy so that the company's sales performance also increases.

LITERATURE REVIEW

Corporate Social Responsibility

Elkington in Susanto (2007) suggests that a company that shows its social responsibility will pay attention to improving the quality of the company (profit), the surrounding community (people), and the environment (planet). According to Kotler and Lee (2005), CSR (Corporate Social Responsibility) is a commitment to improving the welfare of the community by implementing good business practices and the contribution of company-owned resources. In line with the definition of CSR (Corporate Social Responsibility) used by Indonesian Business Links (IBL), it states that a business strategy that sees long-term business interests is achieved by profit and growth, in line with community welfare, environmental protection, and improvement of human life.

Based on research conducted by the United States-based Business for Social Responsibility (US-BSR), companies that have practiced CSR (Corporate Social Responsibility) have many advantages, including:

- a. Improve the company's brand image and reputation
CSR (Corporate Social Responsibility) can make a company better known by the community so that the company's reputation will also increase if the company implements the program as well as possible.
- b. Increase sales and customer loyalty.
If the CSR (Corporate Social Responsibility) program is carried out well by the company, the customers will be more loyal because customers not only know the quality but also the company's good goals.
- c. Reducing operational costs
With the existence of CSR (Corporate Social Responsibility), companies no longer need to spend budget for promotional costs, because the product or company will definitely become better known by the public. Thus the company's operating costs will decrease.
- d. Improve financial performance.
With the existence of CSR (Corporate Social Responsibility), it is hoped that the company's profit will increase because sales will also increase. Thus the financial performance of these companies will automatically increase as well.

Some of the benefits of implementing CSR according to Kotler, Philip & Lee (2005) include increased sales and market share; increase brand image; lowering operating costs; fostering positive relationships with local communities, government, and other groups; encourage reputation improvement in operating the company with good ethics; demonstrate the company's commitment to create trust and respect from related parties; facilitate access to markets or customers; improve business sustainability consistently, and others.

Strategy Marketing

Strategy is the whole concept of how a company regulates itself and all activities with the aim of making the business run successfully, competing, and providing returns to shareholders (Charles, 2010: 9). Meanwhile, according to Assauri (2013: 15) marketing strategy, namely a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level, reference and allocation,

especially as a company's response to the environment. and the ever-changing state of competition.

Strategy Marketing is one of the important strategies to help increase the competitiveness of companies in the face of globalization and liberalization (Tull and Kahle, 1990 in Tjiptono, 1997). They define marketing strategy as a fundamental tool that is planned to achieve company goals by developing a sustainable competitive advantage. So the marketing strategy used can guide managers or company owners in carrying out tactics and other activities to improve company goals.

The marketing strategy according to Cravens (2002) has important implications for the interaction between companies and consumers, as a key to getting and identifying company goals, customer satisfaction and needs well compared to competitors. Marketing strategy is a managerial process in the field of marketing to develop and maintain goals, skills, knowledge, resources in accordance with the opportunities and threats in the ever-changing market and aims to improve the company's business and products so that they meet profit and growth targets.

Marketing strategy is a management formulated to accelerate the solving of marketing problems and make strategic decisions. Each management function makes a specific contribution when developing strategies at different levels. Marketing is a function that has the greatest contact with the external environment, even though the company has only limited control over the external environment. Therefore marketing plays an important role in strategy development. Strategy is the setting of long-term goals that are the basis of an organization, and the selection of alternative actions and the allocation of resources needed to achieve these goals. According to Kotler, Philip and Keller, Kevin Lane (2009) that marketing is a social process in which individuals get what they need and want through the creation, offering and exchange of products and services of value with others. In succinct language, we can say that marketing is satisfying the needs and wants of customers by making a profit.

From the above opinion it can be concluded that the marketing strategy provides direction in relation to market segmentation, target market identification, positioning and marketing mix. The marketing mix consists of four elements, namely product, price, promotion, place. Meanwhile, according to Hurriyati (2010: 62), marketing for services needs an expanded marketing mix with the addition of three elements, namely people, facilities and processes so that they become 7Ps. The seven elements are interconnected with each other and can be combined according to the environment, both inside and outside the company so that the company's goals are achieved by Kotler (2009: 6).

Customer loyalty

According to Tjiptono (2000: 110) customer loyalty is a customer commitment to a brand, store or supplier based on very positive characteristics in long-term purchases. From this understanding it can be interpreted that customer loyalty to brands, stores / suppliers is obtained because of a combination of customer satisfaction and complaints. Customer loyalty is very important for companies that maintain the continuity of their business and the continuity of their business activities. Loyal customers are those who are very satisfied with certain products and services so that they have enthusiasm to introduce to other parties who need products and services.

Customer Loyalty is the tendency of consumer behavior to buy repeatedly for a product, brand, or company providing the same product for quite a long time. Customer

loyalty can be created because of an emotional connection that causes repeated purchases. This emotion can be seen from their love and closeness to providers of products and services that can meet their needs and even provide satisfaction to these customers. Indicators that will be used to measure customer loyalty are taken from the characteristics of loyal customers according to Griffin (2005), namely consumers make repeated purchases, consumers provide recommendations / refer to others, consumers show immunity to the pull of competitors. Another indicator that will be used to measure the variability of consumer loyalty is that consumers increase the amount (quantity) of purchases and consumers tell positive things to others.

According to Howard (1989) in Pramudyo (2012), brand image has the potential to influence consumer perceptions and expectations regarding the products offered and ultimately affect customer satisfaction and loyalty. Norman (1991) argues that to avoid big risks, customers prefer to buy from companies that have a good image (in Pramudyo, 2012).

Sales Performance

According to Simamora (2002), sales are the usual income in companies and are the gross amount charged to customers for goods and services. Mathematically, sales are obtained by multiplying the net selling price per unit of product or service (P) with the quantity / volume of products or services sold (Q). Thus, the increase in sales performance is influenced by the selling price set by the company and the sales volume.

As for the factors that affect sales volume according to Kotler (2005), including price, type and quality of products, as well as promotional activities. If the price offered is affordable to consumers, and has good quality and is able to meet consumer needs, sales can increase. Therefore, companies need to innovate products in order to create new market opportunities for the company.

According to Hockerts et al., (2007) one of the driving factors for product innovation by companies is CSR (CSR driven innovation). As the company's commitment to creating reliable (trustworthy) products for society, the company innovates by conducting research and product development that does not use raw materials that are harmful to consumer health and are environmentally friendly. Thus, product innovation that focuses on the environment and customer needs can provide a company with a competitive advantage when compared to other competitors, and can improve financial performance in the long term.

According to Khaveh, Nikhashemi, Yousefi, and Haque (2012), reputation is one of the factors a company can earn revenue. Reputation is one of the key elements of intangible resources that will be the source of creating conditions for a company's sustainable competitive advantage (Barney, 1991). The company's reputation will stimulate repeat purchases by customers (Anderson, 1994). This is evidenced by Sullivan (1998) that company reputation can be used as a guarantee for customers to assess the quality of products or services provided by the company. Thus, the better the reputation of a company, the more purchases made by customers will increase, resulting in increased company sales.

Conceptual Model

The theoretical framework provides a model development with regard to the factors that have an impact on customer loyalty, namely the Corporate Social Responsibility and Strategic Marketing programs. Meanwhile, customer loyalty will have an impact on the company's sales performance, which can be seen from the increase in its dimensions. The

construct-construct relationships that will be examined later are not only based on the rationality of thinking but also on theoretical justifications from previous studies.

The theoretical framework is derived from the literature and serves as guidance in carrying out this subsequent research. The theoretical framework as seen in Figure 1 below :

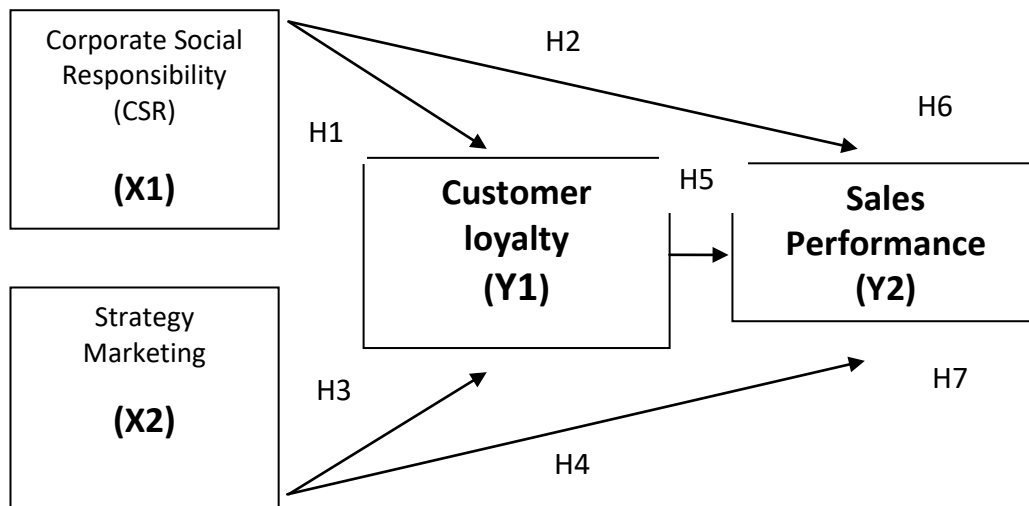


Figure 1 . Conceptual Model

RESEARCH METHODS

Research Design, Objects, and Time

The approach in this research is a quantitative approach, because this research is presented with numbers. This is in accordance with the opinion of Arikunto S (2013), who argues that quantitative research is a research approach that is required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results.

This research was conducted at PT. Hadji Kalla, Tbk Maros branch which is domiciled on Poros Maros-Makassar road no. 1 Taroada, Kec. Turikale, Maros Regency with a research period of two months, namely 15 June 2020 to 15 August 2020. The reason the writer chose this object was the consideration of PT. The Maros branch of Hadji Kalla is one of the places that provides excellent and professional service to its customers, besides that CSR activities managed through the Kalla Foundation contribute to the community in the Maros district.

Population and Sample

The population in this study were all customers of PT. Hadji Kalla, Tbk with criteria a). customers who live in Maros and its surroundings, and b). customers who use Toyota Kalla Group products. The sample is part of the number and characteristics of the population (Sugiyono, 2010). In this study, researchers in the sampling technique used the Non-Probability Sampling technique, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as samples and with the purposive sampling method, which is taking samples carefully selected take a selective research object and have specific characteristics. The sampling in this study was

calculated using the Slovin approach formula (in Umar, 2011) so it can be obtained from the total population that is the object of this study, namely 400 people.

Data collection methods and analysis methods

To obtain good and precise data information with the assumption that the writing objectives can be achieved, the researcher uses the data collection method, namely the observation method, which is a data collection method by directly observing the research object, namely the company PT. Hadji Kalla Tbk, Maros branch. The questionnaire method is a data collection method that is carried out by distributing a list of statements to respondents who are employees to obtain data related to the marketing problems under study.

Quantitative analysis uses path analysis, which is a path analysis model to examine the effect of corporate social responsibility and marketing strategy on sales performance with customer loyalty as an intervening variable. This study uses the help of SPSS version 20 software, where the path coefficient is calculated by creating two structural equations, namely the regression equation that shows the hypothesized relationship. In this case there are two regression equations by Sugiyono (2009), which are as follows:

$$Y1 = \beta_0 + \beta_1X1 + \beta_2X2 + e$$

$$Y2 = \beta_0 + \beta_1X1 + \beta_2X2 + \beta_3Y1 + e$$

Information :

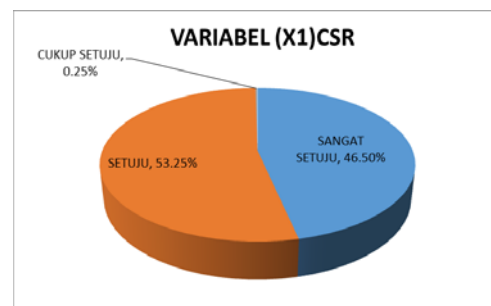
- Y1 = Customer Loyalty
- Y2 = Sales Performance
- β_0 = Intercept
- β_1, β_2 = The regression coefficient to be calculated
- X1 = Corporate social responsibility
- X2 = Marketing strategy
- e = Standard error.

EMPIRICAL RESULTS

Data Description

Corporate Social Responsibility (CSR)

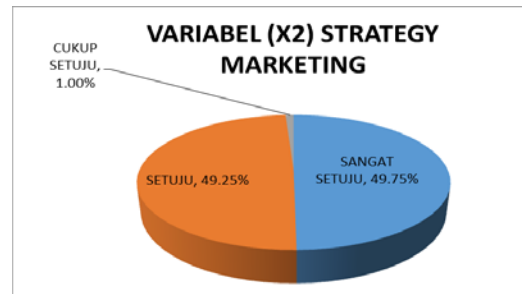
Tanggapan	Frekuensi	Persentase (%)
Sangat Setuju	186	46.50%
Setuju	213	53.25%
Cukup Setuju	1	0.25%



The results of the percentage analysis are related to the Corporate Social Responsibility (CSR) of PT. Hadji Kalla, Tbk in the Maros branch, it can be seen that as many as 186 respondents or 46.50% responded strongly to agree that if Corporate Social Responsibility is implemented, the sales performance will be very high, the remaining 213 respondents or 53.25% agree and 1 respondent or 0.25% responded quite agree.

Strategy Marketing

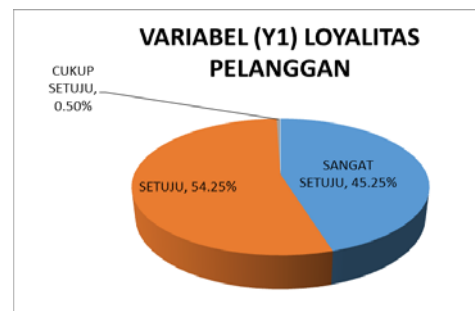
Tanggapan	Frekuensi	Persentase (%)
Sangat Setuju	199	49.75%
Setuju	197	49.25%
Cukup Setuju	4	1.00%



The results of the percentage analysis are related to the Marketing Strategy of the customers of PT. Hadji Kalla, Tbk, Maros branch, it can be seen that as many as 199 respondents or 49.75% responded strongly to agree that if the Marketing Strategy is met then the sales performance will be very high, the rest 197 respondents or 49.25% agree and 4 respondents or 1.00% gave a fairly agreeable response.

Customer Loyalty

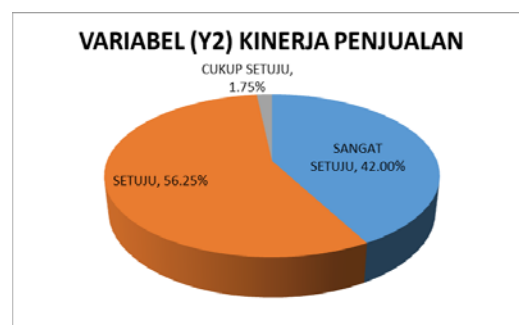
Tanggapan	Frekuensi	Persentase (%)
Sangat Setuju	181	45.25%
Setuju	217	54.25%
Cukup Setuju	2	0.50%



The results of the percentage analysis are related to customer loyalty of PT. Hadji Kalla, Tbk in the Maros branch, it can be seen that as many as 181 respondents or 45.25% responded strongly to agree that if Customer Loyalty is fulfilled, the sales performance will be very high, the remaining 217 respondents or 54.25% gave agree and 2 respondents or 0.50% gave a fairly agreeable response.

Sales Performance

Tanggapan	Frekuensi	Persentase (%)
Sangat Setuju	181	45.25%
Setuju	217	54.25%
Cukup Setuju	2	0.50%



The results of the percentage analysis are related to the Sales Performance of PT. Hadji Kalla, Tbk, Maros branch, it can be seen that as many as 181 respondents or 45.25% responded strongly to agree if sales performance was fulfilled as a result of CSR activities, marketing strategies and customer loyalty, the remaining 217 respondents or 54.25% responded agree and 2 respondents 0.50% responded quite agree.

Description of Research Results

Test the Validity and Reliability of Measuring Instruments

Table 5. Validity and Reliability Test Results

Variabel	Validity	Ket.	Reliability	Ket.
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		Sig. (2-tailed)		Cronbach's Alpha	
X1	Corporate Social Responsibility	0.000	Valid	.652	Reliabel
X2	Strategy Marketing	0.000	Valid	.715	Reliabel
Y1	Loyalitas Pelanggan	0.000	Valid	.637	Reliabel
Y2	Kinerja Penjualan	0.000	Valid	.708	Reliabel

Source: primary data processed, 2020

Test the validity of Corporate Social Responsibility (X1), marketing strategy (X2), customer loyalty (Y1) and sales performance (Y2) using the Pearson product moment on each of the 3 item questions tested, the result is that all item items have a value of $r > 0.098$ with a significance < 0.05 , it can be concluded that all items are valid. While the reliability test obtained Cronbach alpha value > 0.6 , the measuring instrument can be said to be reliable and included in the high reliability category.

Normality and Multicollinearity Test

Table 4.13 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.68051481
Most Extreme Differences	Absolute	.225
	Positive	.171
	Negative	-.225
Test Statistic		.225
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction.

Based on the output above, a significance value of $0.200 > 0.05$ is obtained, so it can be concluded that all data in this study are normally distributed.

Table 4:13 Multicollinearity Test Results

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	t	Sig.	
Model						Tolerance	VIF
1	(Constant)	.894	.603		1.481	.139	
	CSR (X1)	.762	.092	.593	8.332	.000	.240 4.159
	STRATEGY MARKETING (X2)	.097	.054	.098	1.791	.074	.409 2.444
	LOYALITAS PELANGGAN (Y1)	.067	.079	.059	.855	.393	.259 3.868

a. Dependent Variable: KINERJA PENJUALAN (Y2)

Based on the output above, it is known that all data in this study obtained tolerance values > 0.1 and VIF < 10 , so it can be concluded that the data in this study are free from multicollinearity.

Regression Analysis

The Influence of Corporate Social Responsibility (X1) and Marketing Strategy (X2) on Customer Loyalty (Y1).

Based on the results of the analysis regarding the effect of CSR and marketing strategy at PT. Hadji Kalla, Tbk, Maros branch, it can be said that there is a positive influence on customer loyalty, where the R² value is 0.741, so it can be concluded that corporate social responsibility (X1) and Marketing strategy (X2) affect Customer Loyalty (Y1) by 74.1%. Meanwhile, from the partial test results, each sig value is $0.00 < 0.05$, it means that it can be concluded that CSR and marketing strategy have a significant effect on customer loyalty.

The Effect of Corporate Social Responsibility (X1) and Marketing Strategy (X2) on Sales Performance (Y2)

Based on the results of the analysis regarding the effect of CSR and marketing strategy at PT. Hadji Kalla, Tbk, Maros branch, it can be said that there is a positive influence on sales performance, where the R² value is 0.517, so it can be concluded that Corporate Social Responsibility (X1) and Marketing Strategy (X2) affect Sales Performance (Y2) by 51.7%. While the partial test results of the CSR variable obtained a sig value of $0.040 < 0.05$ and the marketing strategy variable obtained a sig value of $0.038 < 0.05$, which means that it can be concluded that CSR and marketing strategy have a significant effect on sales performance.

The Effect of Customer Loyalty (Y1) on Sales Performance (Y2)

Based on the results of the analysis regarding the effect of customer loyalty at PT. Hadji Kalla, Tbk, Maros branch, it can be said that there is a positive influence on sales performance, where the R² value is 0.401 so it can be concluded that Customer Loyalty (Y1) affects Sales Performance (Y2) by 40.1%. Meanwhile, from the partial test results obtained sig value $0.00 < 0.05$ means it can be concluded that customer loyalty has a significant effect on sales performance.

Path Analysis

The results of the path test analysis, which shows the amount of contribution (contribution) shown by the path coefficient on each path diagram of the causal relationship between the CSR variables (X1) and marketing strategy (X2) on customer loyalty (Y1) and its impact on sales performance (Y2) this can be described in the following figure:

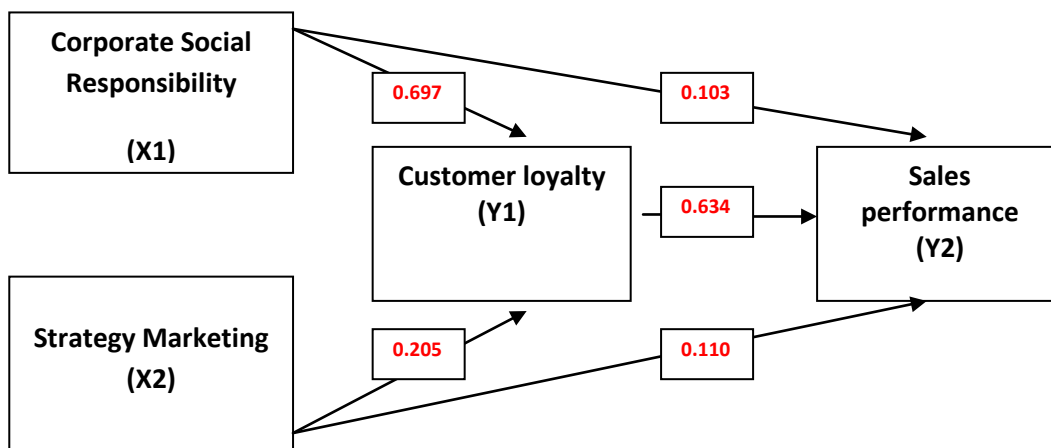


Figure 6. Path Analysis Path Coefficient

Table 7. Direct and indirect effect (Direct - Indirect Effect) variable CSR (X1), marketing strategy (X) 2 on Sales performance (Y2)

Independent Variable	Direct Effect	Indirect Effect	Total Effect
X1	Koef path = 0.103	= 0.697 x 0.634= 0.411	0.514
X2	Koef path = 0.110	= 0.205 x 0.634 = 0.129	0.239

Based on the results of the Path analysis that has been stated above, it means that the direct effect of Corporate Social Responsibility (X1) on Customer Loyalty (Y1) is 0.697 (69.7%). marketing strategy (X2) has a direct effect on customer loyalty (Y1) of 0.205 (20.5%), customer loyalty (Y1) has a direct effect on sales performance (Y2) of 0.634 (53.4%), corporate social responsibility (X1) the sales performance (Y2) was 0.103 (10.3%) and the marketing strategy (X2) had a direct effect on the sales performance (Y2) of 0.110 (11.0%).

The indirect effect of Corporate Social Responsibility (X1) on Y2 Sales Performance through customer loyalty (Y1) is 0.411 (41.1%) and the indirect effect of marketing strategy (X2) on sales performance (Y2) through customer loyalty (Y1) is 0.129 (12.9%). The results of path analysis also show the value of the coefficient of indirect effect > direct influence, so the customer loyalty variable (Y1) is a variable that is able to mediate the variables X1 and X2 to Y2.

DISCUSSION

The direct influence of Corporate Social Responsibility (X1) on Customer Loyalty (Y1)

The results of regression analysis show that the t value is 18,077 > 1,962 with a significance of 0,000 < 0.05, so it can be concluded that CSR (X1) has a significant positive effect on customer loyalty (Y1). Based on the R2 value of 0.741, it can be concluded that corporate social responsibility (X1) and marketing strategy (X2) affect customer loyalty (Y1) by 74.1% and the rest is influenced by other variables not examined in this study. Path Analysis shows that CSR (X) has a direct effect on Customer Loyalty (Y1) with a path coefficient of 0.697 or 69.7%. This means that every increase of one CSR unit will increase customer loyalty by 69.7%.

The results of this study support the opinion of Marti'nez, et al. (2014) who concluded that CSR plays a role in creating a brand image both functionally and effectively, and can create customer loyalty. In a study by Saputri and Nurmaya (2010), the benefits that can be gained from the accumulation of company image in relation to customers include the creation of a positive attitude towards the company which will ultimately lead to customer satisfaction and loyalty to the company. CSR activities implemented by the company not only provide benefits to the surrounding community and society as a whole, but also provide benefits to the company because these activities will attract the attention of potential customers and further increase customer transactions and trust in using the products offered. As previously described, there has been a lot of research conducted, one of which is research conducted by Roper Search Worldwide, which shows that 75% of respondents give added value to products and services marketed by companies with social responsibility. Research conducted by the United States-based Business for Social Responsibility (BSR) also states that one of the benefits of CSR activities is increasing sales volume and customer loyalty. (Rahmasari, 2012)

Direct Effect of Corporate Social Responsibility (X1) on Sales Performance (Y2)

The results of regression analysis show that the t value is $2,029 > 1,962$ with a significance of $0.040 < 0.05$, so it can be concluded that CSR (X1) has a significant positive effect on Sales Performance (Y2). Based on the R² value of 0.517, it can be seen that Corporate Social Responsibility (X1) and Marketing Strategy (X2) affect Sales Performance (Y2) by 51.7% and the rest is influenced by other variables not examined in this study. Path Analysis shows that CSR (X1) has a direct effect on Sales Performance (Y2) of 0.103 or 10.3%. This means that every increase of one CSR unit will increase the Sales Performance by 10.3%.

The results of this study support the opinion of Kotler and Lee (2005) that Corporate Social Responsibility (CSR) activities can provide many benefits for companies that have done, among others, are able to increase sales and market control. The opinion expressed by Dahli and Siregar (2007) indicates that the ethical behavior of socially responsible companies towards the surrounding environment will have a positive impact, which in the long run will be reflected in profits or sales performance.

Direct Effect of Marketing Strategy (X2) on Customer Loyalty (Y1)

The results of the regression analysis show that the t value is $8,483 > 1,962$ with a significance of $0,000 < 0.05$, so it can be concluded that Marketing Strategy (X2) has a significant positive effect on Customer Loyalty (Y1). Based on the R² value of 0.741, it can be concluded that Corporate Social Responsibility (X1) and Marketing Strategy (X2) affect Customer Loyalty (Y1) by 74.1% and the rest is influenced by other variables not examined in this study. Path Analysis shows that the marketing strategy (X2) has a direct influence on Customer Loyalty (Y1) with a path coefficient of 0.205 or 20.5%. This means that every increase of one unit of Strategy Marketing will increase Customer loyalty by 20.5%.

The results of this study support the opinion of Kotler (2005) which explains that the creation of a good marketing strategy can provide several benefits, including a harmonious relationship between the company and its customers, making a good market for purchases and creating customer loyalty, and forming a word of mouth recommendation (word of mouth) which is profitable for the company. Research by Nora Anisa Br, Sinulingga (2015) concluded that marketing strategies consisting of product policies, price policies, place or distribution policies and promotion policies affect sales performance with a

regression coefficient of $r = 0.129$ (12.9%) but more influenced by other variables. . However, of the four components, price has a major influence on increasing sales volume.

Direct influence of Marketing Strategy (X2) on Sales Performance (Y2).

The results of regression analysis show that the t value is $2,083 > 1,962$ with a significance of $0.038 < 0.05$, so it can be concluded that Marketing Strategy (X2) has a significant positive effect on Sales Performance (Y2). Based on the R2 value of 0.517, it can be seen that Corporate Social Responsibility (X1) and Marketing Strategy (X2) affect Sales Performance (Y2) by 51.7% and the rest is influenced by other variables not examined in this study. Path Analysis shows that Marketing Strategy (X2) has a direct effect on Sales Performance (Y2) of 0.110 or 11.0%. This means, every increase of one unit of Strategy Marketing will increase Sales Performance by 11.0%. The results of this study support the opinion of Kotler (2005) that marketing strategy is important for the marketing concept because it is part of the strategy designed in carrying out marketing activities. The better the marketing strategy, the greater the increase in product sales.

Direct Effect of Customer Loyalty (Y1) on Sales Performance (Y2)

The results of the regression analysis show that the t value is $16,336 > 1,962$ with a significance of $0.000 < 0.05$, so it can be concluded that Customer Loyalty (Y1) has a significant positive effect on Sales Performance (Y2). Based on the R2 value of 0.401, it can be concluded that Customer Loyalty (Y1) affects Sales Performance (Y2) by 40.1% and the rest is influenced by other variables not examined in this study. Path Analysis shows that Customer Loyalty (Y1) has a direct effect on Sales Performance (Y2) of 0.634 or 63.4%. This means, every increase of one unit of Customer Loyalty will increase the Sales Performance by 63.4%.

The results of this study support the opinion of Durianto (2004) explaining that customer loyalty is a measure of customer closeness / connection to a product. This measure describes whether or not a customer might move to a product from another company, especially if the product has experienced changes in either price or other attributes. Customer loyalty is related to the company's future profits.

Indirect influence of Corporate Social Responsibility (X1) on Sales Performance (Y2) through Customer Loyalty (Y1) as an Intervening variable.

The results of the Path Analysis show that CSR (X1) has an indirect effect on Sales Performance (Y2) with Customer Loyalty as an intervening variable, a path coefficient of 0.411 or 41.1% is obtained. This means that every increase of one CSR unit will increase Sales performance by 41.1%. The results of this study support the opinion of Laksana (2008) that Corporate Social Responsibility (CSR) will affect the company's reputation which will increase consumer buying interest. Purchase interest as a form of consumer loyalty behavior that can increase company sales.

The indirect effect of Marketing Strategy (X2) on Sales Performance (Y2) through Customer Loyalty (Y1) as an Intervening variable.

The result of Path Analysis shows that Marketing Strategy (X2) has an indirect effect on Sales Performance (Y2) with Customer Loyalty as an intervening variable, the path coefficient is 0.129 or 12.9%. This means, every increase of one unit of Strategy Marketing will increase Sales performance by 12.9%. The results of this study support the opinion of Zeithaml & Bitner (2003) which states that marketing strategy is strongly influenced by price, product, distribution and promotion in which the company and consumers interact. Various

tangible components (visible) and facilities that support interaction will lead to consumer loyalty and company profitability.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and discussion of the effects of Corporate Social Responsibility (CSR) and marketing strategies on Customer Loyalty and Sales Performance, the following conclusions can be drawn:

- a. The Corporate Social Responsibility (X1) variable has a significant and positive effect on Customer Loyalty (Y1).
- b. The Marketing Strategy variable (X2) has a significant and positive effect on Customer Loyalty (Y1).
- c. Customer Loyalty (Y1) has a significant and positive effect on sales performance (Y2).
- d. The Corporate Social Responsibility (X1) variable has a significant and positive effect on Sales Performance (Y2) either directly or indirectly through the Customer Loyalty (Y1) variable.
- e. The Marketing Strategy variable (X2) has a significant and positive effect on Sales Performance (Y2), both directly and indirectly through the Customer Loyalty (Y1) variable.

It is suggested that PT. The Maros branch of Hadji Kalla Tbk should increase its CSR activities in other fields besides social and charity programs (assistance) as well as economic programs, so that the level of community welfare increases along with the increase in the family economy and people's purchasing power of ownership of Toyota cars. PT. Hadji Kalla, Tbk, the Maros branch is expected to be able to improve marketing strategy through the packaging of the CSR program so that people are more familiar with Toyota products and the company is able to know the desires and levels of customer loyalty. Furthermore, researchers are expected to carry out similar research conducted in depth using different research objects and populations to validate the results of this study and be able to research with other variables outside the variables that have been studied to obtain varied results, such as corporate image, brand loyalty, brand awareness, and other variables that can be related to corporate social responsibility.

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